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The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.

SEMINAR PROCEEDINGS AND PAPERS PRESENTED/ CONTRIBUTED

AT

ONE DAY CDC (PANJAB UNIVERSITY, CHANDIGARH)

SPONSORED NATIONAL SEMINAR ON

RELATIONSHIP MARKETING THROUGH SOCIAL NETWORKING SITES

ON

SATURDAY, 5th March, 2016

ORGANISED BY:

KAMLA LOHTIA SANATAN DHARAM COLLEGE

(Run and Managed by Shri Sanatan Dharam Sabha Regd., Purana Bazar, Ludhiana.)

Subhash Nagar, Near Daresi, Ludhiana 141008.

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Special Issue

KAMLA LOHTIA SANATAN DHARAM COLLEGE MANAGING COMMITTEE

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President, College Managing Committee

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Sr. Vice-President

Sh. Brij Mohan Ralhan
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Sh. Rakesh Jain
Executive Member

Sh. Sukhdev Aggarwal
Executive Member

Sh. Bhushan Verma
Executive Member

President's Message

When I took the responsibility of this college, I had only one sole aim of my working. It was to realize the "College of Dreams" of my revered father Late Sh. Sudarshan Ji Aggarwal, the Founder President. The task had never been easy but my management members made it achievable. Saying confidently, the day has come when Kamla Lohtia S.D. College has spread its wings of the prosperity & sheer aim of imparting quality education to the aspirants has become a realistic intellectual process. Not bragging on the achievements, now the real time has come to channelize the energies.

Holding this seminar on Relationship Marketing through Social Networking Sites seems to be a very relevant and contemporary issue and I congratulate every resource person, participants & the staff of the college for making it a grand success.

It is said that dialogue leads to conference of various thoughts and openings, thus leading to critical reviews. Research is the hunger for those, I acknowledge. Till it is satisfied, the researchers moves on & on. I am glad to see such galaxy of intellectual in the premises of KLSDC. Throughout our history, KLSDC has been the forefront of educational innovation & shall strive to continue.

Our task- even while we grow in size , even while we commit to being a more diverse faculty, staff and student body; more cross disciplinary; and more global- is to retain KLSD`s focus on the ties that bind us together, the sense of being a small, interdependent community, but one with an impressively broad scope. This intimacy and shared sense of propose is what generates KLSD`s distinctive spirit. It also allows us to aspire to make the college even more unified. I feel grateful and privileged to have such a partners charting the future with us.

I wish through this podium, this seminar could contribute positively to the issue undertaken through the topic undertaken. I congratulate the Principal & the organizers to undertake this opportunity to serve & contribute to the society at large.

Sunil Aggarwal
President

Vice President's Message

Perhaps few colleges get opportunity to hold the seminars, this is why let me fist congratulate the organizing team to hold and successfully accomplish the project undertaken. Visit of various researchers under the roof of Kamla Lohtia S.D. College is a matter of pride and immense pleasure for arrangement of collaboration of alike minds. When there is no criticism, the things do not normally happen to be true. The theme of the seminar is self-explanatory where there is a scope for the further development counting on the strengths already occupied. I also congratulate and thank the publishers for being a part of this seminar by presenting the papers worldwide.

Brij Mohan Ralhan
Vice President

Vice President's Message

Creativity and innovation are the catalyst of advancement. For the time immemorial, education emancipates. No study is complete when the scope of further research is available. Research is the fuel for advancement and development. Relationship Marketing through Social Networking Sites provided a platform where researchers contributed and presented their views and expressed them through their articles. I am happy with all what the seminar came out with. I congratulate Principal, Dr. Shiv Mohan Sharma and the organizing team for the seminar and I am happy with the revered publication of the articles.

Since inception Kamla Lohtia S.D. College is moving towards the heights of education and serving the society with quality education. Management is promised with such endeavors to happen in future too.

Sandeep Aggarwal
Vice President

Manager's Message

College Development Council, Panjab University, Chandigarh deserves a heartiest thanks from the side of management and staff of Kamla Lohtia S.D. College for providing an opportunity of holding this seminar in the premises of college. Undoubtedly. The Theme and the Sub Themes, I am sure, can produce the marvelous results. I am sure the college will proceed towards such intellectual process in the times to come too.

Sandeep Jain
Manager

General Secretary's Message

The prime motive of Kamla Lohtia S.D. College has been dispersal of quality education since inception. We have taken a legitimate proud sweep in the past 22 years since 1992, the year of foundation, for being transformed into a multi faculty Post Graduate premier institution.

Relationship Marketing through Social Networking Sites is a mile stone in the path of progress of the college as a whole. I congratulate the Principal, Organizers and the staff members related to the seminar for its successful float and well knitted reputed publication with the revered journal.

R.D. Singhal
General Secretary

From the desk of the Dean,
College Development Council, PU Chandigarh
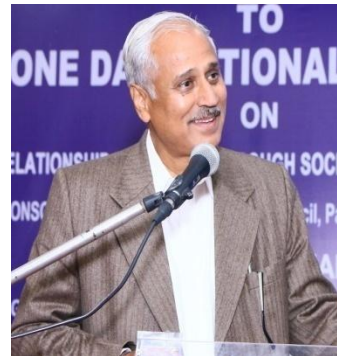
Dean's Message

It gives me immense pleasure that Kamla Lohtia Sanatan Dharam College, Ludhiana has taken up a great challenge of addressing one of the contemporary aspects of e-commerce through the National Seminar on "Relationship Marketing through Social Networking Sites".

The theme and the subthemes are not only challenging but also relevant for discussion in the present scenario in many disciplines especially commerce , management, IT, ICT or so, as evident from the range of papers which have been contributed by the students, research scholars, Professors and academicians.

I hope that this volume which has been brought out by the College will be of great academic value for scholars and common readers. I take this opportunity to congratulate the Editor for the efforts made for the compilation of this volume.

Prof. Naval Kishore
Dean

Special Issue

From the Desk of Principal

Principal`s Message

It has been said by Rabinder Nath Tagore that a teacher is like a lighted candle which lights another candle only if it keeps burning. A teacher can ignite the minds of the students only if he does not let his fire for new knowledge die down. He must keep himself abreast of changes which take place in various fields in general, and especially the ones which are related to his subject or field of work. In recognition of the importance of unabated pursuit of knowledge by the teachers, College Development Council, PU Chandigarh provides for liberal grants to hold seminars, conferences and workshops. It is a different matter if only a few institutions and departments, where teachers and administrators have drive and spirit, make use of the funds provided for updating knowledge regarding latest thought- content and techniques.

It is a matter of great pleasure for me that organizing team has put its every sincere efforts to realize the cherished dreams of a college. Holding a National seminar is always a matter of pride for a college.

I hope these proceedings containing the report of the seminar and the papers would prove a challenging contribution for the better promotion of the modern e-commerce as well.

Dr. Shiv Mohan Sharma
Principal

Special Issue

From the Pen of the Editor

"He alone teaches who has something to give, for teaching is not talking, teaching is not imparting doctrines, it is communicating". - Swami Vivekanadji

Oh Lord Shiva!!! I am thankful for embedding me for organizing the seminar. It is a usual saying that when the things are either sensitive or get complicated, it is the best way to solve them by discussion. The word seminar, derived from the Latin word seminarium, which means "seed plot". Seminars give such elaborated platforms where the thoughts from different angles are confronted with and a concrete solution to the problem is tended to identify.

Relationship marketing is a contemporary phenomenon to affix the relationships even in the business scenario too. We are daily confronted to a number of websites and applications in the smart phones to stay connected these days. Power of e commerce has overwhelmed the business dealings too. Perhaps, India is emerging as a dominant country in the contemporary era in the same field and indeed, the growth is much faster.

I am thankful to College Development Council, Panjab University, Chandigarh for being the sponsors of such a wonderful intellectual process. I may not find the true words to thank the Resource Persons & Researchers and Teachers who contributed to the seminar with their farsighted ideas.

Again, I acknowledge my sincere thanks to the Worthy Management, Principal, Teaching and Non-Teaching staff for the successful accomplishment of the task undertaken by the college.

Words should not fall short to thank my worthy parents, my wife Dr. Sonia and the little Aarav, my son, whose time was literally snatched during my business with seminar.

This message would be incomplete if I forget the force working in and with me. I am sincerely thankful to Ms. Karmjit Kaur, Mr. Anil Kakkar, Mr. Yogesh Batish and Mr. Ranjeev for the helping hand they all extended for the organization to publications of the seminar. Of course, the publishers, TARJ are thanked for being continuously attached with KLSD College's endeavor to move ahead academically.

Dr. Karun Kant Uppal
Seminar Organising Secretary
Editor- Seminar Proceedings &
Papers Presented and Contributed

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ONE DAY CDC NATIONAL SEMINAR

ON

RELATIONSHIP MARKETING THROUGH SOCIAL NETWORKING SITES

SUB THEMES

1. Competitive advantages through Facebook.
2. Startup Social Media: Why relationship marketing is essential for growing one's user base.
3. Marketing with Social Networking sites has surpassed traditional relationship marketing with wine and dine.
4. Social Media Marketing & Relationship Marketing: A Revolution or Evolution.
5. e-Relationship Marketing: How to build Connections that leads to business
6. Relationships are the new currency.
7. Looking people in the eye digitally: Social Networking Sites ensure full attention.

PROGRAMME

SATURDAY, MARCH 5TH,2016
Venue - Seminar Hall (1st Floor)

09.00 A.M	Registration
09.30 A.M	Lamp Lighting and Welcome to the Guests
09.45 A.M	Inaugural Address
10.30 A.M	Keynote Address
11.30 A.M	Tea Break
11.45 A.M	Technical Session 1&2 (Simultaneously) Technical Session 1 Venue: PGDIB LAB Technical Session 2 Venue: Room No-1
02.00 P.M	Valedictory Session
2.30 P.M	Lunch

LIST OF RESOURCE PERSONS

Dr. Naval Kishore - Dean, College Development Council, Panjab University, Chandigarh- Chief Guest, Presidential Address

Dr. S.K. Chadha - Professor and Chairman- University Business School, Panjab University, Chandigarh.- Key Note Address

Dr. Sanjeev Kumar Sharma - Professor & Director, University Institute of Applied Management Studies (UIAMS), Panjab University, Chandigarh

Dr. Sukhdev Singh - Professor & Head, Dept. of Management, GNE College, Ludhiana- Expert Opinion , Inaugural Session & Chairperson, Technical Session 1

Dr. Ravi Inder Singh - Co-ordinator Management Department, Panjab University Regional Centre , Ludhiana- Resource person & Expert, Chairman, Technical Sesssion 2

Er. Nishant, Software Developer and representative from Industry

<u>**SEMINAR PROCEEDINGS**</u>

<u>**INAUGURAL SESSION**</u>

A one-day National Seminar on "Relationship Marketing through social networking sites" was held at K.L.S.D. College' Ludhiana on MARCH 5,2016. The seminar provided an ideal forum for the interaction of ideas and information between academicians, professionals and industrialists in order to understand the emerging issues of social networking sites. The one-day seminar was attended by prominent scholars and practitioners across the country with over two hundred delegates. The seminar was inaugurated by the Chief Guest, Prof. Naval Kishore, Dean, CDC, P.U. Chandigarh. In his inaugural speech, he highlighted the need of Relationship Marketing for today's business world in general. He discussed the role of social networking sites like twitter, watsapp , flipkart, snapdeal, amazon etc. in changing the lifestyle of people. He said that through social media, one is not bound by accident of geography, rather, one goes globally.

The keynote address was delivered by Prof. (Dr.) S.K. Chaddha, Chairman- University Business School, Panjab University, Chandigarh. In his keynote speech, he gave his views on the subject in the backdrop of the changing economic situation of the country and explained the necessity of various seminars to share new ideas and opinions which helps the upcoming generation to learn a lot. He stressed that the prime reason for the success of social networking sites is that they appeal to innate human desires for self- expression, human connectivity and a sense of belongingness. He explained a model of social CRM-IDIC Model i.e. Identify, Differentiate, Interact and Customize. Although various challenges for social networking sites were discussed by him but at last, he motivated everyone to bring new ideas by quoting names of sites like Localmystery.com, Localdriver.com, Babli.com created by the students of P.U. Chandigarh with the words that a huge space is waiting for you.

The inaugural session was also addressed by Dr. Sukhdev Singh, Head, Dept. of Management, GNE College, Ludhiana who talked about the relevance of social media sites for business. He shared that according to a survey of 3700 marketers, around 70% of them found that SM activities increased traffic to their websites. Another aspect covered by him was the involvement of women entrepreneurs as he discussed a report by flipkart, which says that 50% of seller base is constituted by women e.g. Archita Gupta, 32, software engineer with Motorola, Bangluru. She decided to set up an online health store selling and recommending medicines with similar salts

but with lower prices. Overtime, her daily product sale has grown to 400-500 products a day. Then, he suggested women to contribute more in e- commerce wave.

At the end of the session, college Vice President, Sh. Brij Mohan Ralhan emphasized the importance of social networking sites for relationship marketing and cautioned the younger generation with the related recent emerging problems. CA Pankaj Garg, a renowned practicing Chartered Accountant of Ludhiana city also shared his experiences in industries from the dias with the delegates presented in the seminar.

TECHNICAL SESSION I

Dr. Sukhdev Singh, Professor, Guru Nanak Engineering College, Ludhiana was the Chairperson of the session.

In this session, as many as 23 papers were presented. Glimpse of a few are mentioned here. The first presentation entitled "Cultivate Brand Value through Social Media: Empirical Study of Magazine Brands" was by Simranjeet Singh, Mata Gujri College, Fatehgarh Sahib. In this paper the objectives taken were to study the status of social media communication tools used on Facebook by sample units that are: TIME and THE ECONOMIST and to analyze the engagement level across the sample unit brands through extensively used social media site i.e. Facebook.

Thereafter, Ms. Noor Kanwal presented paper entitled "Relationship Marketing through Social Networking Sites". The paper enumerated various uses of social networking sites for relationship marketing via Facebook, Youtube and twitter etc. The paper emphasized that modern ways of marketing has surpassed the traditional ways of marketing. Continuing on the same subject, the next presentation of this session was by Ms. Shriya Goyal on "Competitive Advantage through Facebook". This paper highlighted that how large market area is captured by Facebook in short span of time and how it increase its market share.

Thereafter, Ms. Samiksha Chawla, Harf College, Malerkotla elaborated her paper on " Facebook Marketing – A subset of E-Marketing". The paper emphasized on advantages of Facebook marketing. It was also explained that Facebook Marketing generates awareness and build loyalty and deepen relationships. It concluded that it is high time that every business should adopt social media to enhance their competitiveness. Followed by this was the presentation by Mr. Harjinder Singh on his paper "Relationship are the new currency". It highlighted that relationships are required for long term survival of the company in the Industry. The next paper of the session was by Mr. Manpreet Singh on "Relationship Marketing: How to have a competitive advantage using the Social Media". It has been mentioned in the paper that earlier relationships relies on B2B or C2C but the new concept is P2P. It was pointed out that through social media regular posts and quick reply is possible which nurtures the relationships with customers. It was also mentioned in this paper that Royal Enfield, Asian Paints, Micromax etc. have a competitive advantage using social media.

Another presentation of this session was by Ms. Sirjana on "E-Relationship Marketing: How to build connections that lead to business". This paper was an attempt to highlight the uses of e-

relationship marketing to build relationships with customers. Continuing with something new, Ms. Priya Malik presented on "E-Customer Relationship Marketing". The paper enumerated various challenges and opportunities of ECRM. It concluded that ECRM is required to foster relationships with customers for their convenience and to provide quality services. This was followed by the presentation by Ms. Gurmeet Kaur on the paper "Impact of Social Media Marketing on Business". The paper highlighted that customer problems can be responded immediately with social media, a close watch can be kept on the target market and new customers can be added with the help of social media. It was also pointed out in this paper that blogs can be helpful in attracting more customers. The paper also explained the problems of social media marketing.

The last presentation of this session was by Ms. Shivani on "Competitive Advantages of Facebook in Brand Awareness". The paper highlighted that Facebook helps in attaining sustainable competitive advantages. The paper also enumerated the various strategies for competitive advantage.

At last, Chairperson S. Sukhdev Singh concluded the session by summarizing the proceedings and the issues raised during the seminar. He suggested that participants can also present the case studies and while doing research, the methodologies should be transparent.

PROCEEDINGS OF TECHNICAL SESSION II

The Chairperson, Dr. Ravi Inder Singh, Co-ordinator Management Department, PURC, Ludhiana initiated with his vast experience and explained the relevance of the topic "RELATIONSHIP MARKETING THROUGH SOCIAL NETWORKING SITES" selected for seminar. He marked that the topic has been selected for this conference is highly relevant topic in the present scenario. With the emergence of technology, with the development of the technology things are getting changed very fast. And the traditional way of doing business has gone and will not remain long. With the reference of inaugural session, chairperson further narrated that a number of studies have been conducted in this field and all those ventures where people are making use of technology they are actually very less .Few year back this concept of e-commerce emerged, people used to say that in India it is a failure. But now a days, we are witnessing more and more people, they are doing shopping online and so far as marketing of products and services are concerned more and more companies, they are trying to promote their business, trying to promote their products and they are trying to promote their services, through the online system. And these social networking sites, these are playing major role in it.

Being the Co-ordinator of a B-School, the Chairperson elaborated his few real life experiences. First experience which he shared was as:- We know all the colleges whenever the admission process it starts making the advertisement in newspaper and they involve lots of cost and in our organisation we are spending almost 17-18 lakhs per year on the advertisement meant for admissions only, and for the last two years we are actually evaluating how much money was spent and how much we are getting out of it........ "we conducted a survey of the students who took admission with us in the last two session and we found, we have got actually sanctioned strength of 50 seats, out of those 50 students we found that no one actually, Even a single out of them was fail to know about the admission process of our department, as published in the

newspaper and we are spending 17-18 lakhs rupees. And we cut down the expenditure on newspaper we have reduced budget around 8-9 lakhs. So there is saving of funds also by using the social networking sites".

One more experience of what the social networking sites can do for you, even without spending money you can popularise yourself. "We had arranged an event on 9 & 10th Feburary ,2016 in campus-Parwaz-a Cultural Fest and to popularize this event what we actually did we quoted an idea of having a contest between the students of our campus only............ What was the contest???? If someone would be announced will be designated as Mr.& Ms Parwaz-2016 and we say Mr.& Ms. Parwaz, people always take it as something related to fashion show, but it is actually not like that. The person will be getting maximum likes on the Facebook for all the events will be designated as Mr. & Ms. Parwaz-2016 and we also announced a prize. To a surprise, 46 students participated in it. And number of likes fixed for this festival was more than 1 lakh. The students circulated all the information through what app, and number of likes fixed for this festival was more than 1 lakh. The students circulated all the information through Whatsapp, who so ever wants to like could go Facebook page. We don't spend on posters, broushers etc. We spent just Rs. 2100/-...........We are aware about the impact of social networking sites. So this age is actually the age of information technology."

He further deliberated with his real life experience in a function organized by confrontation of Indian industries we had Mr. Chetan Bhagat, a renowned novelist; he was talking about blue ocean strategies.

Here are actually two types of strategies,1.Red ocean strategies,2.Blue ocean strategies , Red ocean strategy in which in the given market you fight with your given competitors to increase your market share and blue ocean strategy is where you do something new, something innovative and you create your market yourself. This technology- social networking sites are helping us in those innovative advantages.

He further elaborated that the President of US, Mr. Barack Obama became President for first time in 2008.He is first African who became President of US. "What was the major factor because of which he became President of USA???It was promotion he did through social networking sites. And again in 2012 he was the leading user of social networking sites, because of which he again became President. He spent $ 47 billion for using these social networking sites and his immediate competitor spent $ 4.7 billion, means ten times less, as per the findings, it is stated in the studies, that it was the social networking sites which has the major impact than other sites. Mr. Arvind Kajeriwal, what did he do to know people about his manifesto, it is social networking, which is used by major business offices. This can help us in doing our business in different ways." We normally used to buy books but today most of the students getting books available online. With this, he said that the traditional way of doing business actually has gone. In case a business house is still publishing books by traditional hard format, then of course these days the number of hard copies sold have come down. In future the number of hard copies sold will be very less. These houses have to go for change themselves, if they don't follow this online system perhaps there future is in dark. Finally he concluded.... so very nice topic selected for seminar and he congratulate to the organizing committee.

There were 22 presentations in this session, glimpse of a few are mentioned.

Mr. Vinay Dawar from Baba Kundan Singh College, Muhar's topic for presentation was 'Influence of advertisements on social networking sites: A study of consumers of Ludhiana'. He used primary and secondary data for study and he applied weighted average score as research tool. Thereafter, Mrs. Prabhsimran Kaur from DPS presented on 'Free basics publicity buzz-An impact on relationship market'. She started with video presentation- Aaj internet nhi too adhuri hai zindagi .She concluded that 1. There is negative correlation between free basics and internet users 2.Negative correlation between free basics and relationship market.3.Free basics are far from reality. Thereafter, Ms. Krishma from Government College for Girls presented on 'Relationship Marketing through social networking sites. She discussed Facebook as: F-Fan page, A-Atention value ,C-Customer value, E-Expert advice. She concluded if we change price as the customer would afford. So companies should change.

Ms. Aashima from Government College for Girls, Ludhiana selected 'SAP-An art of business relationships'. She concluded the best run business run SAP. Ms. Isha Mehra and Konica from Guru Nanak Girls College, Ludhiana presented on Social media marketing and relationship marketing-An evoluation or revolution'. She concluded that social media marketing considered as evolution as after 20th centuary internet being used .Ms. Simran Marwaha, Guru Nanak Girls College Ludhiana presented on 'relationship marketing using E-commerce plateform'. Her objective of study is how different customers are targeted through different networking sites and relationship marketing.

Ms. Silky from A.S. College Khanna presented on' Competitive advantage through facebook'. This paper has explored the scenario of Facebook in competitive media. It is one of the popular site among all the other social media sites.

Next topic of presentation was 'Future prospect of integration of e-com & social networking sites' by Amandeep Kaur, GCG, Ludhiana. Purpose of study is 1. To analyse the benefits provided by social commerce to consumers. 2. To find out problems faced by consumers in social commerce.3. To suggest the ways by which the problems can be solved.

The last topic of the conference entitled 'technology advancement and marketing: The role of social media' presented by Ms. Diksha from A.S College, Khanna. The objective of study is to verify the importance of social media for marketing in general and for relationship marketing in particular.

Chairperson made a lot of queries side by side presentations. At the end of technical session 2 the chairperson shared his observations made during the session. The chairperson concluded the session by congratulating the Presenters, Members of Managing Committee, Principal and all the members of staff.

VALEDICTORY SESSION

In the beginning of the valedictory session, Dr. Karun Kant Uppal, Organising Secretary, welcomed Dr. Sanjeev Kumar Sharma, Professor & Director, University Institute of Applied

Management Studies (UIAMS), Panjab University, Chandigarh and invited him to present the valedictory address of the session. Dr. Sharma confined his observations related to the topic of seminar i.e Relationship Marketing through Social Networking sites; into a few limited points. He realized that most of researchers are working on the social networking because of the growing importance of Social media. One eighth productive time of blue collor workers in USA is spent on Social media. More alarming thing about mass media is that people are well connected with the world through media but there is lack of close association with their neighbors'. He highlighted some facts related to relationship marketing that social media is the media of mass distractions; we are destroying our interpersonal relations with our relatives. He illustrated his thoughts with the help of different suitable examples. He further emphasized that as a teacher we all should transform ourselves in order to build up more innovative and creative ideas in the minds of our students. The valedictory session was concluded with certificate distribution ceremony to various delegates from different colleges. At last, he appreciated the efforts made by College Managing Committee, Principal and Teaching staff for organizing such type of interactive programs for upgrading the knowledge of students and teachers. Dr. Karun Kant Uppal presented his Vote of Thanks to the speakers and all contributors for sharing their invaluable thoughts and such a long benign presence throughout the seminar.

SPECIAL ISSUE ON
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ON

RELATIONSHIP MARKETING THROUGH SOCIAL NETWORKING SITES

ORGANISED BY:

KAMLA LOHTIA SANATAN DHARAM COLLEGE
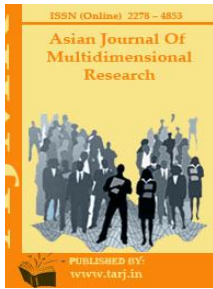
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Special Issue

Special Issue

IMPORTANCE OF SOCIAL NETWORKING SITES IN MARKETING

Amandeep Kaur*

*Associate Professor,
Khalsa College for Women,
Ludhiana, INDIA

ABSTRACT

These days, it isn't enough to have a website for your business – your digital storefront extends to social media marketing sites like Facebook and Twitter, and it's time to start capitalizing on it. If your company still doesn't have a Twitter account or a Facebook fan page, it's time to get with the program and bring yourself up to speed. Social networking sites such as Facebook, Twitter, and MySpace have become powerful marketing and communication tools. We believe that using these channels to easily communicate with your customers is an excellent habit. These websites offer small and medium-sized businesses, access to their clients never before available or affordable. it is important to manage these Social Networking Tools wisely, do not spam, post thoughtful, relevant communications, and respond to comments in a timely manor. Add content to your page as often as possible, and keep your customers up-do-date on all that is new and exciting risk falling behind your competition. In this paper, there is a importance and benefits of social networking sites have explained.

KEYWORDS: *Social Networking, Marketing, Social Media Marketing.*

INTRODUCTION

DEFINITION - WHAT DOES SOCIAL NETWORKING SITE (SNS) MEAN?

A social networking website is an online platform that allows users to create a public profile and interact with other users on the website. Social networking websites usually have a new user input a list of people with whom they share a connection and then allow the people on the list to confirm or deny the connection. After connections are established, the new user can search the networks of his connections to make more connections. A social networking site may also be known as a social website or a social networking website.

TECHOPEDIA EXPLAINS SOCIAL NETWORKING SITE (SNS)

Social networking sites have different rules for establishing connections, but they often allow users to view the connections of a confirmed connection and even suggest further connections

based on a person's established network. Some social networking websites like LinkedIn are used for establishing professional connections, while sites like Facebook straddle the line between private and professional. There are also many networks that are built for a specific user base, such as cultural or political groups within a given area or even traders in financial markets Social networking websites are easy to confuse with social media sites. A social networking site is any site that has a public or semi-public profile page, including dating sites, fan sites and so on. A social media site has profiles and connections, combined with the tools to easily share online content of all types.

SOCIAL MEDIA MARKETING (SMM)

DEFINITION - WHAT DOES SOCIAL MEDIA MARKETING (SMM) MEAN?

Social media marketing (SMM) refers to techniques that target social networks and applications to spread brand awareness or promote particular products. Social media marketing campaigns usually center around:

- Establishing a social media presence on major platforms

- Creating shareable content and advertorials

- Cultivating customer feedback throughout the campaign through surveys and contests

Social media marketing is perceived as a more targeted type of advertising and is therefore believed to be very effective in creating brand awareness.

SOCIAL MEDIA PRESENCE

Social media presence is a necessity for many customer-driven enterprises as it gives the impression of a more immediate connection between the customer and the seller. Moreover, campaigns spread through social media are believed to have more resonance because they are usually discovered through links shared by trusted sources. The rich data available through social media can allow advertisers to target their message to very specific audiences, providing the potential for better results.

1. **YOU GET TO SEE YOUR TARGET MARKET, UP CLOSE AND PERSONAL:** Part of what makes marketing with Facebook and Twitter so cool is the interaction you get to have with your customer base – you can read their tweets and status updates to get insights into their daily lives (and maybe adjust your marketing strategy as a result).

2. **YOU CAN RESPOND TO PROBLEMS IMMEDIATELY**: If there's a problem with your product or service, you want to know about it immediately. With the feedback you get in the process of social media marketing, you'll be the first to know when there are issues – and you can take steps to resolve them right away. Study after study has shown that consumers appreciate companies that respond to customer complaints (and don't hesitate to rant online to anyone who will listen when companies don't take the time to make things right).

3. **YOUR COMPETITION IS TWEETING AND FACEBOOKING LIKE CRAZY**: The early bird gets the worm, and the sooner you start up Facebook and Twitter pages, the sooner you can start amassing a ton of fans and followers. This isn't something you want to fall behind the competition on, because it's much harder (and more expensive) to play catch up

than it is to get in on the game early. Truth be told, your competition is probably already marketing with Facebook, and maybe even Twitter and LinkedIn, too.

4. **PEOPLE ARE RECEPTIVE TO YOUR MESSAGES**: People view Twitter and Facebook as social networks, not marketing machines. As a result, they're less likely to see what you post as an advertisement and will be more likely to hear what you have to say

5. **IT WILL GET YOU MORE SALES**: Not surprisingly, when you stay in front of your customer base, they're more likely to buy from you when they need the products you sell. Social media marketing doesn't just keep your company's name in front of potential buyers, but it also gives you the opportunity to constantly give them incentives to buy. Try Tweeting or posting coupon codes, good only to those who are your Facebook fans or Twitter followers (around The Content Factory, we call them "Tweeps"). You'll be surprised at how many people make purchases using the code!

6. **YOU WILL FIND CUSTOMERS YOU DIDN'T KNOW EXISTED**: If you follow specific keywords in Twitter, you can find people who are looking for the products you sell (and then direct them to your site). Using Twitter for marketing is great that way – telling people who want your products how to get them from your company is just an @ sign away.

7. **CUSTOMERS YOU DIDN'T KNOW EXISTED WILL FIND (AND BUY FROM) YOU**: In the process of marketing with Facebook, you'll probably join a ton of groups related to your products, industry and customer base. By posting links in these groups, you'll help influence customers to check out your site. Post a link today, and two weeks later you might see a sale from it.

8. **IT'S FREE**: How can you argue with that? If you handle your own social media management, running a social networking campaign is as cheap as it gets. If you hire a social media management or online PR agency, it will cost around $3,000-$7,000 per month, but it'll be an investment that you'll be likely to see a return on. If you're intimidated by interacting with people online or your writing skills leave something to be desired, hiring an online PR agency is definitely the way to go. Posting poorly written content or conveying the wrong kind of messages on social networking sites can seriously affect your digital PR presence.

9. **THE SOCIAL MEDIA MARKETING ARENA IS A (FAIRLY) LEVEL PLAYING FIELD**:Unlike the brick and mortar world where you need to have millions of dollars to run traditional ad campaigns, all companies start off on pretty equal footing when it comes to social media marketing. The people who thrive and go viral in cyberspace are the people with the most clever, attention grabbing tactics and the most useful, link worthy content. If you want to get lots of traffic and really increase your sales online, you're going to have to outwit, outnetwork and outwrite your competition while offering superior products and customer service. Isn't that what business is all about, anyway?

INCREASE YOUR ONLINE EXPOSURE AND LOOK LEGIT

Your digital storefront isn't limited to just your website. Your Facebook, Twitter and LinkedIn all represent your company in the eyes Internet browsers and buyers. In fact, some may even say that your business' Google results (relevant, irrelevant, positive and negative) all constitute parts of your digital storefront.

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People *expect* businesses to have Facebook and Twitter accounts, and they *expect* to be able to use them to get in touch with company representatives, if necessary. If you don't have social networking profiles set up for your company, you look less legitimate. Ditto if your website looks like it was ripped off of somebody's GeoCities page circa 1998.

Social media marketing is a must-have for businesses, but it's also just the tip of the iceberg. Having website content that drives sales, a solid SEO strategy and products that consumers actually want to buy are all important pieces of the web PR puzzle, too. Business take advantage of social media to communicate with customers .Social media includes web-based and mobile technologies used to turn communication into interactive conversation. Social media is easily accessible and it's also the meeting point of today's internet audience. Social media opens possibilities of direct access to clientswithout any third party interference.

Social media can also be a great way to easily evaluate competitors as well, by being able to monitor their pages within the insights page. We can easily see what our competitors' strategy by the types of content they post and also see the effectiveness of it though viewing their engagements and page likes. Not only great for the own business benefits but social media is also a valuable tool to assess and beat the competition.

CONCLUSION

Simply put, social media marketing is part of doing business in the new millennium. Marketing with Facebook has been hot for quite a while now, but recently more and more companies have been using Twitter for marketing. If your business isn't already active on social networking sites, now is the time to start. Who knows, you could be missing out on sales opportunities *right now*. At the very least, social media marketing will help drive traffic to your site and increase brand awareness. That's a huge part of web PR in and of itself, and is an outcome anyone would be happy with. That's definitely one of the bigger benefits, but we've also had quite a bit of success with using social media (Twitter, in particular) as a PR tool. We've had tweets turn into major media coverage before, ranging from Wired magazine to Business News Daily.

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SOCIAL MEDIA MARKETING

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ABSTRACT

The advent of new technology such as the social media has penetrated many households and altered the way customers seek information as the basis for their purchase decisions. As the number of social media users escalates, companies are advised to take advantage of the emerging marketing channel and effectively communicate with customers. "Social Media Marketing" is 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 across their social networks. When the underlying 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, this form of marketing results in earned media rather than paid media. Social networking websites allow individuals and businesses to interact with one another and build relationships and communities online. Social networking sites act as word of mouth or more accurately, e-word of mouth. With the use of new semantic analysis technologies, marketers can detect buying signals, such as content shared by people and questions posted online. Mobile phone usage is also beneficial for social media marketing because mobile phones have social networking capabilities, allowing individuals immediate web browsing and access to social networking sites. This paper covers the study of new and emerging concept of social media marketing, its importance, opportunities it has provided to various businesses and the challenges ahead in the competitive global market.

KEYWORDS: *social media, social networking, marketing.*

INTRODUCTION

Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.

SMM helps a company get direct feedback from customers (and potential customers) while making the company seem more personable. The interactive parts of social media give customers the opportunity to ask questions or voice complaints and feel they are being heard. This aspect of SMM is called social customer relationship management (social CRM).

Social media itself is a catch-all term for sites that may provide radically different social actions.SMM became more common with the increased popularity of websites such as Twitter, Facebook, Myspace, LinkedIn, Instagram and YouTube. For instance, Twitter is a social site designed to let people share short messages or "updates" with others. Facebook, in contrast is a full-blown social networking site that allows for sharing updates, photos, joining events and a variety of other activities. In response, the Federal Trade Commission (FTC) has updated its rules to include SMM. If a company or its advertising agency provides a blogger or other online commenter with free products or other incentives to generate positive buzz for a product, the online comments will be treated legally as endorsements. Both the blogger and the company will be held responsible for ensuring that the incentives are clearly and conspicuously disclosed, and that the blogger's posts contain no misleading or unsubstantiated statements and otherwise complies with the FTC's rules concerning unfair or deceptive advertising.

"5 LAWS" OF SOCIAL MEDIA MARKETING

It is vital that we understand social media marketing fundamentals. Abiding by these "5 laws", will help build a foundation that will serve our customers and our brand.

1. THE LAW OF FOCUS

A highly-focused social media and content marketing strategy intended to build a strong brand, has a great chance for success. So, it is better to specialize than to be a jack-of-all-trades.

2. THE LAW OF VALUE

If we spend all our time on the social Web directly promoting our products and services, people will stop listening. We must add value to the conversation. We should focus less on conversations and more on creating amazing content and developing relationships with online influencers. In time, those people will become a powerful catalyst for word-of-mouth marketing for our business.

3. THE LAW OF INFLUENCE

It is important to spend time finding the online influencers in our market who have quality audiences and are likely to be interested in our products, services and business. We should connect and work with those people to build relationships with them. If we get on their radar as an authoritative, interesting source of useful information, they might share our content with their own followers, which could put us and our business in front of a huge new audience..

4. THE LAW OF ACCESSIBILITY

We should not publish our content and then disappear. We should be available to our audience. That means we need to consistently publish content and participate in conversations. Followers online can be fickle and they won't hesitate to replace us if we disappear for weeks or months.

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5. THE LAW OF RECIPROCITY

We can't expect others to share our content and talk about us if we don't do the same for them. So, a portion of the time we spend on social media should be focused on sharing and talking about content published by others. It is important that we read our target audience's online content and join discussions to learn what's important to them. Only then we can create content and spark conversations that add value rather than clutter to their lives.

MARKETING THROUGH SOCIAL MEDIA

In today's competitive global environment, various business organizations are using social networking sites as a medium to promote their products and services so as to reach the mass audience. As majority of the people all over the world and of almost all age groups have created their profiles on the social networking sites like facebook, twitter, instagram, linkedin, pinterest etc. so, it acts as an easily accessible media for the business houses to reach their potential customers in a very short span of time. Various media used for marketing are:--

1. FACEBOOK

Facebook started as a way to communicate with our network of friends. Also, various pages are created on facebook by the business houses to promote their products and services. Any person interested in a particular page, hits the "Like" button and follows that page. However, not only have people always used it to promote their businesses but Facebook itself has been offering ways to make the social media platform business-friendly. In April 2011, Facebook launched a new portal for marketers and creative agencies to help them develop brand promotions on Facebook. The company began its push by inviting a selected group of British advertising leaders to meet Facebook's top executives at an "influencers' summit" in February 2010. Facebook has now been involved in campaigns for True Blood, American Idol, and Top Gear. News and media outlets such as the Washington Post, Financial Times and ABC News have used aggregated Facebook fan data to create various infographics and charts to accompany their articles. In 2012, the beauty pageant Miss Sri Lanka Online was run exclusively using Facebook. In India , various news channels like ABP news has adopted facebook as a media to communicate important news and updates through its page. Various brands are promoted on facebook through advertisements. While operating the facebook account, customers can see large number of advertisements on their screen regarding apparels, accessories brands, hospitality, health& nutrition, etc. and the customers click on the respective links which they find most attractive and suitable.

2. TWITTER

Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets". A Twitter account for the business may be best used as an extension of a blog. Like facebook, various business houses and various brands create their account on twitter and promote their products by displaying time to time information in the form of tweets. Whenever the company launches a new product or re-launches a product, its information is given through regular tweets by the company. Information regarding the differential features of the product, its price, information of discounts, sales, etc. is also given through tweets. This information can be public or it may just be visible to the followers of the respective accounts. Apart from information, attractive pictures regarding the products are also posted on twitter to make the message more influencing and eye-catching . Twitter conducted a

study of over 2 million tweets and found that including a photo can boost retweets by up to 35% and adding a video can result in a 28% boost.

3. INSTAGRAM

Instagram is an image-driven version of Facebook (now owned by Facebook). Snap a picture and post it to your social network platforms. A key feature is that we can play with the appearance of the photo with filters. Instagram might be a good way to share images of our work or ideas that we find. More social media outlets are coming down the pike every week. The important thing to keep in mind is to use the ones that work best for our business. Many top brands like Nike, Puma, Rolex, Gucci, Prada, Jimmy Choo, Guess, Chanel etc are promoting their products on instagram as well by regularly posting the pictures of their products. They intimate the customers about the sale, discounts, new offers, contests etc through instagram.

4. LINKEDIN

LinkedIn is a business-oriented social networking service. Founded in December 2002 and launched on May 5, 2003, it is mainly used for professional networking. As of 2015, most of the site's revenue comes from selling access to information about its users to recruiters and sales professionals. LinkedIn is thought of as the Facebook of the business world. LinkedIn is almost definitely going to be the more likely place where the business is exposed to the corporate world. In mid-2008, LinkedIn launched LinkedIn DirectAds as a form of sponsored advertising. In October 2008, LinkedIn revealed plans to open its social network of 30 million professionals globally as a potential sample for business-to-business research. It is testing a potential social network revenue model - research that to some appears more promising than advertising. On July 23, 2013, LinkedIn announced their Sponsored Updates ad service. Individuals and companies can now pay a fee to have LinkedIn sponsor their content and spread it to their user base. This is a common way for social media sites such as LinkedIn to generate revenue.

5. YOUTUBE

YouTube is a video-sharing website. In November 2006, it was bought by Google for US$1.65 billion. Most of the content on YouTube has been uploaded by individuals, but media corporations including CBS, the BBC, Vevo, and other organizations offer some of their material via YouTube, as part of the YouTube partnership program The vast majority of videos on YouTube are free to view and supported by advertising. In May 2007, YouTube launched its Partner Program, a system based on AdSense which allows the uploader of the video to share the revenue produced by advertising on the site. YouTube typically takes 45 percent of the advertising revenue from videos in the Partner Program, with 55 percent going to the uploader. There are over a million members of the YouTube Partner Program. According to TubeMogul, in 2013 a pre-roll advertisement on YouTube (one that is shown before the video starts) cost advertisers on average $7.60 per 1000 views. Usually no more than half of eligible videos have a pre-roll advertisement, due to a lack of interested advertisers. Assuming pre-roll advertisements on half of videos, a YouTube partner would earn 0.5 X $7.60 X 55% = $2.09 per 1000 views in 2013.

BENEFITS OF SOCIAL MEDIA MARKETING

To some entrepreneurs, social media marketing is the "next big thing," a temporary yet powerful fad that must be taken advantage of while it is still in the spotlight. To others, it's a buzzword

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with no practical advantages and a steep, complicated learning curve. Here's a look at just some of the ways social media marketing can improve the business (according to Forbes Magazine):

1. INCREASED BRAND RECOGNITION: Every opportunity you have to syndicate your content and increase your visibility is valuable. Your social media networks are just new channels for your brand's voice and content. This is important because it simultaneously makes your work easier and more accessible for new customers, and makes you more familiar and recognizable for existing customers. For example, a frequent Twitter user could hear about your company for the first time only after stumbling upon it in a newsfeed. Or, an otherwise apathetic customer might become better acquainted with your brand after seeing your presence on multiple networks

2. IMPROVED BRAND LOYALTY: According to a report published by Texas Tech University, brands who engage on social media channels enjoy higher loyalty from their customers. The report concludes "Companies should take advantage of the tools social media gives them when it comes to connecting with their audience. A strategic and open social media plan could prove influential in morphing consumers into being brand loyal." Another study published by Convince & Convert found that 53% of Americans who follow brands in social media are more loyal to those brands.

3. MORE OPPORTUNITIES TO CONVERT: Every post you make on a social media platform is an opportunity for customers to convert. When you build a following, you'll simultaneously have access to new customers, recent customers, and old customers, and you'll be able to interact with all of them. Every blog post, image, video, or comment you share is a chance for someone to react, and every reaction could lead to a site visit, and eventually a conversion. Not every interaction with your brand results in a conversion, but every positive interaction increases the likelihood of an eventual conversion. Even if your click-through rates are low, the sheer number of opportunities you have on social media is significant.

4. DECREASED MARKETING COSTS: According to Hubspot, 84% of marketers found as little as six hours of effort per week was enough to generate increased traffic. Six hours is not a significant investment for a channel as large as social media. If you can lend just one hour a day to developing your content and syndication strategy, you could start seeing the results of your efforts. Even paid advertising through Facebook and Twitter is relatively cheap (depending on your goals, of course). Start small and you'll never have to worry about going over budget—once you get a better feel for what to expect, you can increase your budget and increase your conversions correspondingly.

5. RICHER CUSTOMER EXPERIENCES: Social media, at its core, is a communication channel like email or phone calls. Every customer interaction you have on social media is an opportunity to publicly demonstrate your customer service level and enrich your relationship with your customers. For example, if a customer complains about your product on Twitter, you can immediately address the comment, apologize publicly, and take action to make it right. Or, if a customer compliments you, you can thank them and recommend additional products. It's a personal experience that lets customers know you care about them.

6. HIGHER BRAND AUTHORITY: Interacting with your customers regularly is a show of good faith for other customers. When people go to compliment or brag about a product or service, they turn to social media. And when they post your brand name, new audience members will want to follow you for updates. The more people that are talking about you on social media,

the more valuable and authoritative your brand will seem to new users. Not to mention, if you can interact with major influencers on Twitter or other social networks, your visible authority and reach will skyrocket.

7. INCREASED INBOUND TRAFFIC: Without social media, your inbound traffic is limited to people already familiar with your brand and individuals searching for keywords you currently rank for. Every social media profile you add is another path leading back to your site, and every piece of content you syndicate on those profiles is another opportunity for a new visitor. The more quality content you syndicate on social media, the more inbound traffic you'll generate, and more traffic means more leads and more conversions.

TOP 10 SOCIAL MEDIA CHALLENGES

This list is compiled from research by the Social Media Examiner and published in their 2012 Social Media Marketing Industry Report. The research asked "What questions about marketing with social media do you most want answered?" and ranked the answers. It was based on responses from nearly 3,000 marketers and business owners in the US and Europe.

1. How do I measure the effect of social media marketing on my business?

2. How do I find my target audience with social media?

3. What are the best ways to engage my audience?

4. How do I sell with social media?

5. How should I best use my time to maximize my social media results?

6. How do I create a social media strategy?

7. What social media tactics are most effective?

8. What are the best social media management tools?

9. How do I use the different social media platforms?

10. How do I select the right social media platform for my business?

It is very much imperative to overcome the challenges of social media marketing so as to achieve its full benefits in the long run and in the emerging global market competition.

CONCLUSION

Social media marketing, when done right, can lead to more customers, more traffic, and more conversions, and it is here to stay. Realistically, we don't have anything to lose by getting involved in social media. The amount of time and money it takes to create the profiles and start posting is usually minimal, compared to other marketing channels. Just six hours a week or a few hundred dollars is all it takes to establish the presence. There are so many social media tools and platforms. It can be hard to know where to begin. For small businesses the key issue is resource - if you don't have someone able to manage a social media campaign, it can be a drain on your time and a potential distraction from your core business. While social media gives us the chance to **build brand awareness and customer loyalty,** there are also dangers in participating in a public conversation forum. We need to have a clear idea of how to handle negative feedback about our business. We need to ensure that what we post and how we interact with people

presents a professional image to the world. Writing down a set of rules for how we will manage social media can help us to steer through the challenges.

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SOCIAL MEDIA MARKETING - CONCEPT AND ITS MANAGERIAL IMPLICATIONS

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ABSTRACT

In modern era, 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. Apart from this social media like Facebook create a loyal relationship between product and individual which leads to large advertising opportunities. Similarly, other social media like Blogs create a platform to post comment on any event which needs to be publicized also can be utilized as a promotional technique for customer's adoption as well as for promotions. This research paper emphasizes on understanding social media advertising and also throws light on the managerial implications of social media advertising. Now users are acquiring followers & subscribers and directing them to your social networking page. These media has a competitive edge over other popular public media like Television because there is a time gap between social event occurrence and the time it is being broadcasted. As a result it can also help in building your community strong enough to make your marketing effective & initiative buying.

KEYWORDS: *Social Media, Blog, Twitter, Facebook, Social Advertising,*

INTRODUCTION

Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media marketing programs usually centre 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. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned 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.

THE CONCEPT OF SOCIAL MEDIA ADVERSTISING

Social Media, defined as "a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content" (Kaplan and Haenlein, 2010; p.61), have enhanced the potentialities of the Web by leading to a transformation in the way in which relationships with customers are managed (Cherubini and Pattuglia, 2012; Finotto and Micelli, 2010; Hanna et al., 2011; Lewis and Nichols, 2012; Kietzmann et al., 2011). With the rise of Social Media, power seems to have shifted from marketing managers to individuals and communities.

Nevertheless, despite the increasing growth of Social Media, managers are still uncertain about how Social Media can be used in marketing strategies (Ang, 2011; Finotto and Micelli, 2010; Nadeem, 2012) and, as suggested by Macnamara and Zerfass (2012), around two-thirds of organizations do not have specific policies or guidelines in relation to Social Media.

Academic literature has not focused, until now, on the potentialities of Social Media for firms' value creation (Rullani, 1997; Normann and Ramirez, 1993). As suggested by Kornum and Mühlbacher (2013), there is a need "to study the new role of marketing from the perspective of an interactive online world in which participants with different interests, resources and power co-create value" (p. 1461).

 The origins of Relationship Marketing (RM) cantraced back to Transactional Marketing and the difference between the two lies in the different economic perspective of value production they are based on. In the literature we can identify three main approaches to Relationship Marketing: the Nordic School, the IMP Group and the Anglo Australian approach. The Nordic School is a recognized approach to services marketing research and it focuses on the interaction between consumers and companies (B2C) (e.g. Berry and Parasuraman, 1993; Grönroos, 1990, 1994). IMP Perspective was initially centred on the understanding of the two-way interaction at the organizational level between companies (eg. Ford, 1980; Håkansson, 1982),while later work advanced towards a more integrated and wide-reaching network approach (eg. Håkanssonand Shenota1995). The Anglo Australian approach is based on the work of Christopher et al., (1991, and 2002) and emphasizes the integration of quality management, services marketing concepts and customer relationships economics. In this paper, in order to investigate how SMM is related to RM, we will adopt the Nordic School of thought in particular, first of all because Social Media are tools which are mostly used in B2C rather than in B2B; in addition this school has made important contributions regarding customer loyalty and customer satisfaction which are also important concepts in the Social Media literature. Nevertheless, thanks to the literature review, in order to compare SMM and RM we will also consider some concepts taken from the other approaches.

SOCIAL MEDIA OUTLETS/PLATFORMS

TWITTER, FACEBOOK, GOOGLE+, YOUTUBE, BLOGS

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 user's 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.

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.

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.

TACTICS USED BY MARKETERS

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.

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.

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.

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
- Validation

IMPLICATION ON TRADITIONAL ADVERTISING

MINIMIZING USE

Traditional advertising techniques include print and television advertising. The Internet had already overtaken television as the largest advertising market. Websites often include banner or pop-up ads. Social networking sites don't always have ads. In exchange, products have entire pages and are able to interact with users. Television commercials often end with a spokesperson asking viewers to check out the product website for more information. Print ads are also starting to include barcodes on them. These barcodes can be scanned by cell phones and computers, sending viewers to the product website. Advertising is beginning to move viewers from the traditional outlets to the electronic ones.

LEAKS

Internet and social networking leaks are one of the issues facing traditional advertising. Video and print ads are often leaked to the world via the Internet earlier than they are scheduled to premiere. Social networking sites allow those leaks to go viral, and be seen by many users more quickly. Time difference is also a problem facing traditional advertisers. When social events occur and are broadcast on television, there is often a time delay between airings on the east coast and west coast of the United States. Social networking sites have become a hub of comment and interaction concerning the event. This allows individuals watching the event on the west coast (time-delayed) to know the outcome before it airs. The 2011 Grammy Awards

highlighted this problem. Viewers on the west coast learned who won different awards based on comments made on social networking sites by individuals watching live on the east coast. Since viewers knew who won already, many tuned out and ratings were lower. All the advertisement and promotion put into the event was lost because viewers didn't have a reason to watch.

MANAGERIAL IMPLICATIONS OF SOCIAL MEDIA ADVERTSING

This paper presents implications for managers who are considering entry into SMM and managers who wish to generate more value from existing endeavours.

Social Media are indeed characterized by a certain amount of benefits but they also lead to some risks if they are not well managed. In an era in which the amount of information and data is increasingly larger than ever, firms have to adopt measures and tools in order to manage it. In this context the main challenges for firms are given by the time of reaction and the capacity to translate big data. As we mentioned previously, Social Media are becoming an important channel through which companies can engage in virtual dialogues with stakeholders, and users of Social Media are not a mere passive audience; instead they are active co-creators of value.

Another aspect to take in account is the performance measurement of the Social Media Strategy adopted by a firm. The lack of commonly accepted measures represents an obstacle for the development of marketing strategies. Social media analytics or social marketing analytics is becoming even more important to help firms to measure and value the effects of social marketing initiatives in a meaningful way.

As a consequence, a firm has to decide whether to rely on even more sophisticated business intelligence systems or on figures, such as Social Media Managers, in order to manage the complexity of information and create a direct and two-way dialogue with clients. Another important choice for firms is the one related to the organizational position of the Social Media Manager. We can have Social Media Managers inside a firm, inside a consultancy agency, inside an ICT company, or they could be freelance working for more than one company. If we do not know their organizational role, hierarchical dependency, or contractual performance management, we could have problems in terms of their management. The possibility of incongruity between the aim of Social Media strategy and the organizational position of the Social Media Manager may negatively affect the SM strategy.

It is also possible to highlight how a clear understanding of the characteristics of the role (internal, external agencies and/or other) can be achieved through a good integration with the definition of the specific duties and responsibilities of this kind of condition. For example, how can the contribution to the achievement of the results of a Social Media strategy given by a Social Media Manager working in a communication agency be measured? Which are the levers which a Social Media Manager can deploy when he/she is internal or external to the company? What are the specific timing relationships between Social Media Managers and the business? For example, if a Social Media Manager working for a communication agency goes free-lance, do the clients who are loyal to him/her become a "personal asset" of the manager or, on the contrary, is the Social Media Manager simply replaced?

These are just some of the questions related to the topic which is gaining more and more importance in academic and practitioner literature and in the business world.

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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 social networking sites help the message spread but it keeps users from receiving multiple identical communications. From above discussion we can say that the main role of using social media lies in the responsibility of social media manager, so he have to understand the market needs and work according to that. 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.

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RELATIONSHIP MARKETING THROUGH SOCIAL MEDIA

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ABSTRACT

Social media has become the most important media for business to business transactions. It provides immense opportunities for communication between consumers and marketers. It provides a significant platform to the business organizations to build effective relationships with their present and potential customers. Relationship marketing through social media goes far ahead than traditional marketing strategies in connecting with the customers and public at large. It undoubtly has proven its superiority over traditional marketing tools such as print media, television and radio. Internet as a form of emerging internet technology provides the advantages of reach as well as speed. The use of social media connects people not only with the marketers but also with each other providing a platform to share their views. This landscape has instigated a power shift from business towards the consumers. However this provides a lot many challenges and opportunities in light of evolving nature of business relationships The present article conceptualize upon the social media and its relevance in light of relationship marketing. It throws light on how social media actually contributes to building and maintain relationships with consumers.

KEYWORDS: *Social media, Social networking sites, Relationship marketing Business.*

INTRODUCTION

The traditional ways of marketing that focused mainly on increasing the number of sales are becoming less important in current times. It could convince a customer to choose a brand but could not ensure brand loyalty. Modern consumer is not a passive recipient rather he seeks active involvement in business activities by providing feedback and participation in discussions at various platforms especially in the digital world. Researchers and practitioners have provided empirical as well as theoretical evidence of the value generated by relationship marketing. This situation presents a unique platform for marketers to adopt new approaches and take advantage of social media to get connected with the customers. The business world seems to be dramatically modified by the growing use of the Internet and social media, presenting

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challenges and opportunities regarding the evolving nature of business relationships and the skills and attributes needed to develop and maintain them.

RELATIONSHIP MARKETING

Thrust of present business world is relationship building. It is that aspect of customer relationship management that focuses on long term customer engagement rather than short term goals of sales. It is designed to strengthen brand awareness, increase understanding of consumer needs, enhance loyalty, and provide additional value for consumers.(Stavros et al., 2008). It focuses on building strong relationships with customer which help generate free word of mouth promotion and customer feedback that can help in business. Gronroos (2004) defined relationship marketing as "the process of identifying and establishing, maintaining, enhancing, and when necessary terminating relationships with customers and other stakeholders, so that the objectives of all parties are met". It holds great importance and serves as a crucial ingredient in business success .In fact it has become one of the critical success factors. Relationship marketing means reaching out to customers and keeping them engaged not only with your products and services, but through your online content and community. It focuses on improving customer interactions to foster better brand loyalty. It creates easy two way communication between customers and the companies, tracking customer activities.

SOCIAL MEDIA

Social Media is defined as "a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content" (Kaplan and Haenlein, 2010). According to Wikipedia, "Social media is online content created by people using highly accessible and scalable publishing technologies. At its most basic sense, social media is a shift in how people discover, read and share news, information and content. It's a fusion of sociology and technology, transforming monologues (one too many) into dialogues (many to many) and is the democratization of information, transforming people from content readers into publishers. Social media has become extremely popular because it allows people to connect and share with the world, to form relationships for personal, political and business use. Social media are online applications, platforms and media which aim to facilitate interactions, collaborations and the sharing of content(Richter & Koch, 2007).It comprise of online communication channels devoted to people, their interaction, content sharing and collaboration. They take a variety of forms, including weblogs, social blogs, forums, microblogging, social networking, wikis, podcasts, pictures, video, rating and social bookmarking. Social media is an important tool to promote any business and generate interest from the public. It has become the prime way people receive news and share it. It helps reach a much wider audience with a very fast speed. This includes sharing great content, joining in on topical conversations, and constantly engaging with the public at large. Hence Social media provide the advantages of user participation on a massive scale.

TYPOLOGY OF SOCIAL MEDIA

➢ SOCIAL NETWORK SITES

These are web-based services that allow individuals to create a public profile, create a list of users with whom to share connections, and view and cross the connections within the system. These websites offer interaction possibilities to people by allowing them to exchange and putting them in contact through the internet. They offer the user the opportunity to create and manage a

profile, gathering all his information and allow him to delimitate his level of privacy and so control his visibility. It serves as a platform to build social networks or social relations among people who share similar interests, activities, backgrounds or real-life connections. They allow users to share ideas, pictures, posts, activities, events, and interests with people in their network. Some important social network sites are: Facebook, Twitter, Linkeden, Pinterest,Instgram

➢ MEDIA- CONTENT SHARING WEBSITES

These are the platforms where users are able to upload and share their media files such as videos, music or photos. One of the great opportunity of those websites for online societies is the engagement they can cause on their customers or even on visitors. It helps reach the potential future customer . They are seriously popular amongst Internet users. **Examples of content sharing sites include: You Tube, Zoopy, Zooomr and Flickr.**

➢ SOCIAL NEWS WEBSITES

Those websites are in line with the actual online communities' trend and allow members to manage their news flow. Moreover, the website propose to vote for or against published news to organise the content and build rankings on the site's pages based on how many votes an article had. The real point of those platforms is the power given to the user that can easily control news' flow . Example : Digg, propeller, Newswine, Reddit

➢ BLOGS

These are the types of websites or a part of it. They are usually maintained by individuals with regular entries of commentary, description of events ,or other materials such as videos or graphs. Each user has the option of contributing to blog . They are a kind of virtual journal based on the principle of Content Management System. Blogs are run by groups, communities or individuals that can publish news, photos, videos or links for others to see this content.

RELATIONSHIP MARKETING –THE SOCIAL WAY

Borges (2009) finds that today's buyers want to be engaged differently than in years past and many traditional marketing tactics simply do not work anymore. Social media and networking sites allow individuals and businesses to interact with one another and build relationships and communities online. When companies join these social channels, consumers can interact with them directly. Social networking sites provide word of mouth publicity generally referred to as e-word of mouth. Social networking sites and blogs allow followers to post and share their feelings and comments about a product or a service which ultimately provides a valuable input for the company marketers. It acts as an important medium to cultivate relationships with fans, early adopters, companies, promoters, and key influencers in an industry. It can help create awareness about a new startup as well. Digital Relationship marketing involves extensive listening and monitoring social media channels and responding accordingly. It helps in gaining an insight into the needs and wants of customers. getting their invaluable feedback. Business firms and even governmental organizations are fast joining and using social media as a communication tool. These organizations actively make use of the media for advertising, marketing and nevertheless relationship building. Social networking sites help the companies to keep in touch with individual customers inculcating a feeling of loyalty in them. It also helps the company marketers to reach even a very narrow target audience. Further Social networking sites also include much information about what products and services prospective clients might be interested in. The advancement in digital technology has enabled marketers to detect buying

signals, such as content shared by people and questions posted online which can help them to identify their target   prospects. Social networking websites are based on building virtual communities that allow consumers to express their needs, wants and values, online. Social media marketing   connects these consumers and audiences to businesses that share the same needs, wants and values. Just under half the world's population is currently on the Internet. Roughly 75% of those people are on social media. Thus , Social media marketing is a innovative way to build solid relationships with buyers. Low cost, brand building,   loyalty and long term relationship building   are key benefits of social networking sites as a successful marketing media. In fact all these digital services are available with much less effort and cost than before. It is quite clear that companies not engaging in social media as part of their online marketing are lagging far behind in the competitive business world.

THE POSITIVE EFFECTS OF SOCIAL MEDIA ON RELATIONSHIP MARKETING OUTCOMES

➢ REACH

Through social media ,it is possible to make mark globally and very quickly. Facebook has over 250 million users globally. On an average, 70-100 tweets happen by the second. It gives a powerful platform to reach people at distant places. Social media is probably the fastest and easiest means of redirecting traffic to company's website.

➢ CUSTOMER SATISFACTION

Customer satisfaction is an immediate outcome of relationship marketing. It leads to brand loyalty and free word of mouth communication. By investing in the relationship through social media communications, marketers can address customer service issues and potentially raise their satisfaction to even higher levels. Social media allows consumers to voice any issues with the organization in a public forum and gives a bigger platform for interactions. It also allows consumers to reap exclusive benefits such as special offers, discounts, entertainment, or personal interaction with the organization and other consumers.

➢ LOYALTY

Loyalty is of paramount importance to marketers. It costs less to retain customers than to compete for new ones (Rosenberg &Czepiel, 1984). It is viewed as the strength of the relationship between an individual's relative attitude and repeat patronage (Dick &Basu, 1994, 99). Marketers have realized that it is not possible to deal with all the customers in the same manner, rather it is sensible to offer customized offerings to build relationships and loyalty. Social media symbolizes the idea of customization and hence   lead to greater customer loyalty. Shaffer and Garnett (2011) found that 51% of Facebook users that follow organizations are likely to buy from companies that they already "like" on Facebook, and 84% of an organization's Facebook fans are returning customers.

➢ WORD OF MOUTH

Word of mouth provides an important source of information for consumer buying decisions, It has become an important factor affecting consumer buying behavior as compared to traditional marketing tools such as mass media advertising . Word of mouth is defined as the dissemination of information (e.g., opinions and recommendations) through communication among people (Chen, Wang, &Xie 2011). WOM is an increasingly important area for marketers since

consumers generally trust personal sources more than non-personal sources such as advertising (Weber, 2007). Word of mouth or e-word of mouth generates numerous impressions and accurately explains the power of public opinion in product or service to the marketers. Clark (2010) suggests that 21% of consumers have utilized social media to spread negative word of mouth about a brand and to dissuade consumers from purchasing a brand. Gillin (2009) finds that bloggers are six times more likely to write positively about a brand. Many organizations encourage social media followers to spread information or recruit new followers by offering rewards or contests for sharing or tagging photos and information to the consumer's own personal networks.

- ➢ **CRISIS CONTROL**

Social media has changed the way people interact with companies and the days of solving customer's problems behind close doors are long gone. What makes most companies with extraordinary social media presence stand out is how they continually interact online, as well as the way they respond and address customer complaints.

EFFECTIVELY USING SOCIAL MEDIA FOR BUILDING RELATIONSHIPS: SOME USEFUL TIPS

- ➢ Business social media users must understand online community. It is not about selling it is more about interacting. There is a lot to learn from the customers. Using social media one can identify customers, listen to their feedback and use them to improve and innovate on products or services. Social Media can help in identifying influencers and through them one can guide a prospective customer into making a purchase.

- ➢ The message that needs to be conveyed must be able to provoke the recipient into action; like seeking a detailed description of the product/service, or suggesting to a friend, or initiating purchase. Social Media can be used to increase customer loyalty through customer support services and hence improve customer retention

- ➢ A company is judged by the way in which it responds to online customer feedback, especially negative comments or complaints. Indeed, the potential impact of this on its reputation and ultimately on business performance is massive. Hence companies need to be extra cautious while interacting on social media.

- ➢ As most people are members of one or more social media sites, the boundaries between personal and professional life are being increasingly blurred. As a result, individual employees are likely to be seen as social media ambassadors for their company, with their online activities reflecting on that company, Not only the people directly dealing on social media, all employees should be trained in the sensible and effective use of social media and in the types of skills needed to achieve this.

- ➢ In order to develop and maintain a strong and positive online presence and personality, however, a company should create specific social media management roles. Although many organizations outsource their social media management, however a company can appoint in-house social media managers for the non-technical aspects of the work. Such appointed social media representatives must be able to interact and communicate online with sensitivity and diplomacy.

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> Marketers must plan for a qualitative and longer-term approach to understand and evaluate the benefits of investments in relationship-building through social media.

> Instead of just disseminating information about the organization and its products, firms need to actively participate in the discussions on social media sites and develop other methods to engage Internet users. They need to design and implement content and initiatives that are interesting, entertaining ,understandable and thought-provoking.

CONCLUSION

It has become a hard truth that businesses cannot survive without their active social involvement. There is no escaping from social media for individuals as well or for businesses. Social media is an important part of this digital era. It has become a daily affair at homes, work places business houses and everywhere. Proper use of social networking sites , blogs and other forms of social media can have a very positive effect on a company's image and success. It is important to understand that today, social media have huge potential which enable people to discuss, comment, participate, share and create. It becomes all the more important for startups to make their presence felt in the market. It is high time that every business makes optimum use of social networking to explore their business potential..

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MANAGING RELATIONS THROUGH ELECTRONIC – CUSTOMER RELATIONSHIP MARKETING [E-CRM]

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ABSTRACT

Relationship marketing prevalent in the pre-industrial era had give way to transactional marketing in the post-industrial era. This article is an attempt to trace the emergence of Relationship Marketing and also explain the CRM and E-CRM models of relationship management. E-CRM focused on activities to manage customer relationships by using the internet, web browser or other electronic touch points. The challenge hereby is to offer communication and information on the right topic, in the right amount and at the right time that fits the customer's specific needs. This paper "MANAGING RELATIONS THROUGH ELECTRONIC – CUSTOMER RELATIONSHIP MARKETING [E-CRM]" includes different concepts relating to Relationship Marketing, CRM- what it is all about and various concepts relating to E-CRM, its elements, areas, benefits and various challenges in E-CRM. It is hoped that this paper, would be a useful reference document for both researchers and practitioners of marketing.

KEYWORDS: *Marketing, Customer Relationship.*

INTRODUCTION

With the advent of 21st century, the world has entered in an "e-generation" era. Internet technology has revolutionized communications across the world and transformed it into a global village. The internet has generated a tremendous level of excitement through its involvement in all kind of electronic businesses and procedures ranging from eCommerce, eBusiness, eCRM, eSupplyChain, eMarketplace, ePayment, eEntertainment, eTicketing, eLearning, eGovernance. In order to survive in long run, various e-relationships are built by business houses.

MEANING OF RELATIONSHIP MARKETING

Exchange of goods and services for a consideration is as old as the human civilization, which laid the foundations of modern marketing concept. During the pre-industrial era, interactions

between buyers and sellers were termed as direct marketing. Once relationships were formed they last for several years. So the term "relationship in selling" is not a new phenomenon. Marketing exchanges have shifted from transactions to relationships. Relationship marketing is done to attract, interact and retain more profitable customers. To gain competitive advantage, big companies are now moving to a new orientation which is termed as customer-centric orientation.

FIGURE 1: BUSINESS ORIENTATION OF THE LAST 150 YEARS

PRODUCTION → SALES → MARKETING → CUSTOMER-CENTRIC

1850   1900   1950   2000
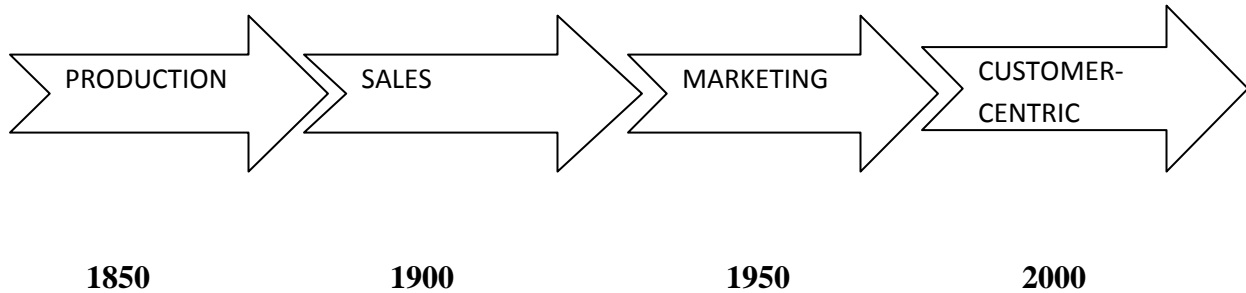
Source: Bose [2002]

The customer-centric concept is one which focuses on the aspect to treat every customer individually and uniquely. This approach promotes the idea to develop and maintain long term relationship with customers rather than simply a series of discrete transactions. This approach has developed the concept of CRM [CUSTOMER RELATIONSHIP MANAGEMENT]. Traditional practices of marketing have shifted from "product-centric marketing" to "customer-centric marketing". They have recognized that customers are the core of a business and that a company's success depends on efficiently managing relationships among them.

FIGURE 2: TRADITIONAL MARKETING VS CRM MARKETING.

Traditional Marketing		Customer Relationship Management
Transaction Focus	⟷	Customer Focus
Short Term Focus	⟷	Lifetime Focus
One Transaction	⟷	Multiple Transactions
Broadcast Approach	⟷	Sniper Approach
One way, One time communications	⟷	Two way, Continuous dialogue
Segment of Many	⟷	Segment of One

Now days, social trends have changed. Customers are empowered to demand more, because of availability of abundant information through various sources such as internet, television, newspaper, exhibition and trade fairs etc. Therefore, he is aware of the various products available as well as comparative analysis of their features. Hence, to aptly identify his needs and to provide right solution is the greatest challenge of the salesman.

CRM – WHAT IT IS ALL ABOUT:

CRM [CUSTOMER RELATIONSHIP MARKETING] is more than just a technology, it is a strategic process. CRM includes various activities a business performs to identify, qualify, acquire, develop and retain increasingly loyal and profitable customers by delivering the right product or service, to the right customer, through the right channel, at the right time, and at the right cost. This technology provides business with systems that can help companies track customers' interactions with the firms and allow the firms' employees to quickly retrieve all information about the customers. CRM will help realizing the lifetime value of customers and maintaining long relations with them.

CRM integrates sales, marketing, service, enterprise-resource planning and supply chain management functions through business process automation, technology solutions and information resources to maximize each customer contact. CRM facilitates relationships among enterprise, their customers, business partners, suppliers and employees.

Business call centers are the biggest users of CRM software, because they contact many customers at the same time and give feedback. The strategy of CRM is not to have only installation of this software, but its starting point is to consider employees at first, the employees must be well trained to CRM theory, so they could get maximum benefits by using this tool.

To retain customers, companies have to transform from traditional cultures to customer- centered cultures. A customer-centered company has an external point of view, making plans and decisions based on the anticipated impact on the customer. The companies are in more tune with their customers, more aware of how the company is perceived in the marketplace and are much more likely to deliver consistent, coordinated and positive customer experience than other companies.

FIGURE 3: CUSTOMER – CENTERED COMPANY

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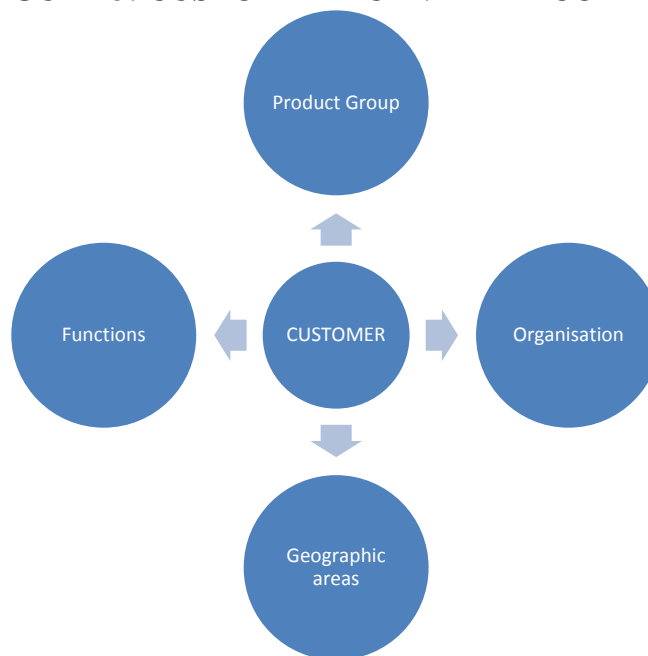
ELETRONIC CUSTOMER RELATIONSHIP MANAGEMENT [E-CRM]:

E-CRM [Electronic Customer Relationship Management] is considered as a strategic technology centric relationship marketing business framework. It includes all the CRM functions with the use of net environment i.e. intranet, extranet and internet. It focuses on making strong relationships with customers by using IT [Information Technology].

The main purpose of E-CRM is to increase customer loyalty and customer retention by improving customer satisfaction. It helps to serve the customer in a better way, retain valuable customers and enhance analytical capabilities in an organization. This will result in long term profits for online retailers because they will incur less costs of recruiting new customers, plus they have an increase in customer retention.

To satisfy customers, companies should maintain consistency in all interaction channels like the internet, E-mail, Telephone, Web, Fax and Company areas like sales, services, marketing and other fields. Following are various segments of E-CRM:

- ❖ **OPERATIONAL E-CRM:** It is known as "Front-Office" E-CRM, it involves the areas where direct customer contact occurs. It processes the information which customers need and try to avoid multiple times to bother customers and redundant process.

- ❖ **ANALYTICAL E-CRM:** It is known as "Back office E-CRM" or strategic "E-CRM". It basically involves understanding the customer activities that occurred in the first office. It provides help in maintaining long term relationships with customers by establishing information with customers segments, behavior and value using statistical methods.

- ❖ **COLLABORATIVE E-CRM:** It concentrates on customer interactions using improved technology. It makes various interactions between a business, its channels and its possible customers.

EMERGENCE OF P2P FORM OF MARKETING:

With the emergence of E-CRM, a new form of marketing called, person to person [p2p] marketing is formed. This is characterized by three elements- customer collectives [both private social networks and public communities], conducting tasks [usually performed by firms to control market process] and customer empowerment due to the end of isolation.

ELEMENTS OF E-CRM

- ❖ **SELECTING CUSTOMERS:** The first and foremost task in E-CRM is customer selection. It includes customer targeting, segmenting and mass communication, which offers customized product which fulfills the individual needs and maintains a low cost position via mass-market operations. Under E-CRM behavior of individual is monitored when they are online, surf websites and make purchases. If it is done properly and accurately then it will increase customer satisfaction level and also gives the potential to lock and bind the customer, which reduces the threat of switching to another website.

- ❖ **ACQUIRING NEW CUSTOMER:** It focuses on promotion and incentives to acquire new customers and to serve existing customers to serve online. For this firms should have e-mail address of their customers. It also includes detailed customer profile like age, financial status and personal interests of customers and also the role of customer in the purchase process.

❖ **RETAINING CUSTOMERS:** One time customers can turn to regular customers by providing them good online environment. It will also help in keeping customers as long as possible. It can be achieved through personalization. Main aim of personalization can be achieved by considering the needs of customers and it will also help to stick customer to a particular website. Customers can also be retained through online communities. Online communities create a network effect, which are followed by the sales department, data mining regarding customer data helps to analyze and create marketing campaign. Dot com companies are using newspaper, radio, television and customer data warehouse is used for effective marketing campaign. This technique permits personalization and one to one marketing.

❖ **EXTENDING CUSTOMER BASE:** E-CRM helps in extending customer base. Customer views the business at once. The real time shopping environment gives an overall view of price, shipping, availability and tax rules for product or service. The customer ordering is linked with enterprise resource planning [ERP] or back office system. It creates more customer expectations because they are more accurate and are presented with accurate delivery date and order status information. Customers can make a regular change in their orders and until the time of shipment, they want to view their past order transactions. For these reasons, the order system should facilitate not capturing orders, but create real value for customers.

AREAS OF E-CRM

E-CRM IN ONLINE BANKING

In India, many banks provide facility of online banking. This is based on single, centralized IT platform. All the divisions and subsidiaries shared that common platform. Website provides bank information, product information, brochures, country information. It helps in providing round the clock banking. It is a web-based system and it even enables companies to conduct routine banking transactions. It gives companies quick access to its accounts, creates and improves payments and also gives the current liquidity situation of the firm. A customer company can also integrate its accounting data with bank's online system. A customer receives automatic e-mails of transactions. The first part of E-CRM tool is the customer portal set up – this portal helps the bank advisors to see the overall view of individual customer's files, their history and the facilities provided to them, this portal also has the products and solutions which are relevant to the customer's history. This service also gives a lot of information about customer's behavior. This tool made it possible for customers to create and maintain their own financial budget via the E-Banking facility. By using this tool, customer can share their financial information with the bank advisor; this has helped advisory service to make decisions based on actual facts, while previously, it was on manual entries.

Here are some features of e-Banking service:

❖ Essential Features:

1. View balances and entries. 2. Securities trading. 3. Make payments to creditors and other cheques. 4. View custody accounts.

❖ Account / Payment Types:

1. Domestic accounts [both rupee and foreign currency]. 2. Domestic payments.

3. International payments from India. 4. Local payments from outside India.

❖ Flexible Payments:

1. Store and re-use credit information.

2. Execute payments in a file.

3. Execute payments online.

E-CRM IN E-TAILING

Internet retailing in India or business via the internet has experienced considerable growth since its origin. The volume of the business in terms of consumer transactions is increasing annually at a very high rate. Internet retailing has become an alternative channel for shoppers as well as retailers in the changing trend of environment, understanding internet consumer behavior has assumed significance and has emerged as a focal area of research for academicians and marketers. According to 2001 census, there are 422 million young people in the average age of 24 years in India, representing approximately 41 % of country's population (source : youthportal.gov.in), which is the biggest positive factor for growth. Young men and women surf the net regularly, flash swanky mobile phones and are more knowledgeable about products and their applications, and are miles ahead of their parents. So, it is important for retailers and consumer behavior educators to better understand the population attitude towards online shopping.

E-CRM IN INSURANCE SECTOR

In the21st century, insurance is a very popular financial service provided by banks through e-channels. Both public and private sector are performing better, as more customers are availing insurance facility through e-channels. This has been a booming sector and companies are going overboard to get and retain customers. E-CRM has proved to be an effective tool in the quest for better customer relationships for the insurance companies. The aspects where insurance companies have been able to apply E-CRM concepts include:

❖ Personalization of offer.

❖   Regular communication with customer.

❖ Agents adopting a customer-centric approach.

❖ Sales force automation.

❖ Unification of Data-Single customer view.

E-CRM IN ONLINE TRADING

E-Channels are very useful for conducting on-line buying and selling of shares and other securities. It can effectively provide updated and accurate market news and analysis. In this context, both public and private sector are offering services.

BENEFITS OF E-CRM: E-CRM is an approach in relationship management. It benefits all its stakeholders who include employees, customers, suppliers and channel partners. It helps in aligning the business processes with the customers in a strategic way.The main benefits of E-CRM are as follows:

❖ It helps in creating long term relations with customers with minimum cost.

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❖ It focuses on high value customers.

❖ It helps in managing customer touch points.

❖ It promote personalization and E-Loyalty

❖ It provides a source of Competitive Advantage.

❖ It helps in reducing customer defection rate.

❖ It helps in enhancing customer interactions and relationships.

OTHER BENEFITS OF E-CRM ARE

❖ E-CRM is used to predict what kind of product a customer likes to buy and timing of purchase. It helps in making campaign and tracking the customers in more effective way.

❖ In E-CRM information is stored in software which helps the company to look at the actual cost of winning and retaining customers. It also helps companies to find best customers and to manage them as a premium group. This shows it is not advisable to treat all customers in same way. So, in this way E-CRM enhances customer loyalty.

❖ E-CRM also helps in improving customer service and support it helps to receive, update and fulfill orders remotely. Practically, this is the finest tool used to complete this service in the best practical way.

❖ E-CRM helps in integrating all customers' data into a single database, so it helps in reducing cost. It permits all marketing team, sales forces and all the departments within the company to exchange information and to achieve the common objective of the corporation by using available statistics.

AS WE IMPLEMENT E-CRM PROCESS, THERE ARE THREE STEPS LIFE CYCLE

1. **DATA COLLECTION:** information about customers is collected through two ways: actively[answer knowledge] and passively [surfing records via website, e-mail, questionnaire]

2. **DATA AGGREGATION:** In order to fulfill needs of their customers, firms' own specific needs are filtered and analyzed.

3. **CUSTOMER INTERACTION:** After assessing customer needs companies provide them proper feedback to give them satisfaction.

Data Collection   Data Aggregation   Customer Interaction

FIGURE 4: E-CRM PROCESS

E-CRM – CHALLENGES AHEAD

With the profound knowledge of Relationship Management, companies would have a better understanding of handling customers and their requirements. Inspite of these few challenges have been identified, as listed below:

FIGURE 5: E-CRM CHALLENGES AHEAD

TYPES	CHALLENGES
Strategic Challenge	❖ Managing customer across multiple channels. ❖ Achieving customer centricity.
Models and Metrics Challenges	❖ Developing and Operationalizing appropriate customer lifetime value (CLV) models. ❖ Developing forward looking customer metrics.
Implementation Challenges	❖ Successfully implementing Electronic Customer Relationship Management (E-CRM) strategies. ❖ Implementing E-CRM in global environment.

ONE LAST WORD

The increased competition from local as well as foreign companies has just increase in the demand and expectation of customer. Thus the concern for customer service, CRM and E-CRM are vital in the developing environment. This is especially true in the case of developing countries where changes in customer expectations are linked to increasing education standards and literacy. The findings show that so many benefits are derived by using E-CRM which will help companies to built better relationships but the success in the implementation of E-CRM is achieved only if companies can create the right environment, a culture and attitude of employees to serve the customers better.

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Special Issue

RELATIONSHIP MARKETING: HOW TO HAVE A COMPETITIVE ADVANTAGE USING THE SOCIAL MEDIA

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ABSTRACT

People have always done business with people they know, like, and trust. That's the essence of "relationship marketing." But now, the popularity of online social networking has shifted our methods of connecting with consumers, stakeholders, and potential partners. And businesses that master both new and traditional ways of nurturing customer relationships are winning the largest slice of market share. Business is not only constrained to B2B or C2C aspect. The future of the business lies in people and the connection one can build up with them. People are connected by real things. Networking is always important when it is real and it is a useless distraction when it is false. The purpose of the paper is to find out the ways through which a loyal crowd of happy customers can be created by their engagement.

KEYWORDS: *Social Media, Relationship Marketing, Customer Relationship Management.*

INTRODUCTION

Relationship marketing is a facet of customer relationship management (CRM) that focuses on customer loyalty and long-term customer engagement rather than shorter-term goals like customer acquisition and individual sales. The goal of relationship marketing (or customer relationship marketing) is to create strong, even emotional, customer connections to a brand that can lead to ongoing business, free word-of-mouth promotion and information from customers that can generate leads. It is designed to develop strong connections with customers by providing them with information directly suited to their needs and interests and by promoting open communication. This approach often results in increased word-of-mouth activity, repeat business and a willingness on the customer's part to provide information to the organization.

WHAT IS RELATIONSHIP MARKETING THROUGH SOCIAL MARKETING?

Social media has become a dominant force in consumer culture and is being exploited successfully by some of the world's leading businesses. It refers to the process that empowers individuals to promote their websites by gaining attention through Social Media sites and by tapping into a larger community that may not have been available via traditional communication channels. Social Media Marketing programs are usually centered on efforts aimed at creating content to attract attention and encourage readers to share it by means of their social networks. A corporate message spreads more easily from user to user if it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. The world's top brands are using social media as a meaningful way of deepening relationships with their customers. Customers are connecting and having conversations about organizations through social media, whether organizations are actively engaged or not, and brands risk being compromised if they fail to participate. In order to respond effectively, organizations will need to make changes to process, policy and culture. What's needed is a social media strategy that is aligned to customers' requirements. Communicate clear policies and procedures to employees. Shift marketing, sales and service from broadcasting messages to having conversations. Manage and secure content to mitigate the risks of the two-way flow of information that social media enables. In fact, the whole organization should be involved and engaged in order to authentically deliver your social media strategy.

HOW BIG IS SOCIAL MEDIA?

The speed, breadth, depth and scope of social media penetration is astonishing. It took 13 years for television to reach a worldwide audience of 50 million. It took Facebook three years; and just another four years to reach over half a billion users worldwide. Social networking has become one of the dominant cultural phenomena in these digital times. The rapidity of this rise to prominence in everyday life for so many people, as well as its global impact, is remarkable. What had appeared to be simply another Western teenage fad was, in fact, being embraced by many different societies and groups of people around the world. A number of leading organizations have already recognized the importance of engaging their customers through social media. Firms such as BMW, Coca-Cola and Starbucks have been using YouTube, Facebook, Twitter and other social media mechanisms to grow awareness of their brand and products and to build customer loyalty.Social media usage in India increased in leaps and bounds. According to IAMAI, there are 134 million active users of social media in India out of which 97 million people are accessing it through mobile phones.

POPULAR PLATFORMS

➢ FACEBOOK

This social platform was launched in 2004 .It is the most widely used social network globally. As the name suggests Facebook's initial purpose was to facilitate the sharing of photographs amongst friends. Ithas since expanded into a platform for social networking, and provides blogging, real-time chat, and application development, sharing, gaming and polling functionality. Facebookhas now overtaken Google as the most visited site in the world and is a major platform for communicating with customers. In 2014, total active users worldwide reached 1.28 billion and in India there were 100+ million users of Facebook which has increased 125+ million users in 2015 and also increasing at rapid rate.

TIPS FOR SUCCESSFUL MARKETING THROUGH FACEBOOK

To market your business successfully on Facebook, you need to understand Facebook's unique opportunities, and how it differs from other media. Just as you wouldn't run a radio ad on television, you shouldn't market on Facebook the way you'd market in a magazine or on your website.

- **DON'T USE FACEBOOK FOR THE 'HARD SELL'**

People regard Facebook as a fun social space where they chat to friends, check out photos and videos, and relax. You need to join conversations and become part of a community, rather than being a business 'outsider' who tries to sell aggressively.

- **HARD-SELL TACTICS**

Using advertising slogans, posting repeatedly about a particular product or service, or providing lists of products and prices in isolation from any related conversation - will result in other users 'unfollowing' you. They may even post negative comments about your business.

- **CREATE A HUMAN VOICE FOR YOUR BUSINESS**

Facebook users like to talk to other people - not to an impersonal business. Whoever manages Facebook page must be able to write in a voice that sounds real and likeable, using a style that suits the business. They also need permission to express things in their own words, not in the company's jargon or 'official line'.

- **POST REGULARLY**

Unlike traditional media (such as magazines or television), or other online media (such as web pages), social media are built around frequent updates. Statistics show that around 50% of all Facebook users check their page at least once a day, and they need to see that you are regularly posting new material. Some guides recommend posting at least once a day, but the core principles are to post when you have interesting content, and to judge how often your audience wants to hear from you.

- **ENCOURAGE COMMENTS AND REPLY QUICKLY**

Encourage other Facebook users to respond to your posts or to post their own comments about your business or a topic that's of interest to them and you. When they do post, respond quickly - within 24 hours is best. Failing to respond will weaken your Facebook friends' willingness to engage with you, and they will gradually drift away.

- **USE PICTURES AND VIDEOS**

Pictures and videos are a major element of Facebook's appeal. Use them frequently to keep your friends engaged and entertained. For example: a clothing retailer could post photos of new stock as it arrives an architect or builder could post day-by-day pictures of a house under renovation a personal trainer could post an instructional video of how to do a particular exercise. Get interactive with offers, contests, games, surveys, etc. People like it when Facebook is fun, and when it delivers something that they can't get any other way. Research shows that discounts and giveaways are the most popular reason for a customer to follow a business's Facebook page. Likewise, contests and games can be used to liven up your page. Facebook can also be used to distribute customer surveys. If you do this, make sure that you keep surveys short, and provide a

survey link that users can easily click, ignore or share with their friends.

- **NURTURE YOUR RELATIONSHIPS**

It takes time to build good relationships with other Facebook users, so be patient. Engage sincerely in conversations, provide useful content, and develop rewards for loyal customers to help foster positive relationships.

- **PROMOTE YOUR FACEBOOK PAGE**

If you have a Facebook page, promote it throughout your business so that your social media works hand-in-hand with more traditional marketing methods. Provide your Facebook address on your letterhead, business card and website, in advertisements, and in your email signature

➢ **TWITTER**

Launched in 2006, Twitter provided a similar 'micro blogging' service to Facebook's status updates in allowing users to create 'tweets' of 140 characters or less. These tweets are available to all users of Twitter and users can subscribe or 'follow' a particular user's Twitter feed. The growth in tweets has been astounding, going from 95 million tweets a day in September 2010 to 500 million tweets per day by the end of 2015.

HOW TO SUCCESSFULLY USE TWITTER FOR RELATIONSHIP MARKETING?

- **RESEARCH FIRST!**

Gathering information about customers is one of the principles of relationship marketing and contributes significantly to the success of such a strategy. One of the biggest mistakes companies can make when they first join Twitter is to consider it as a platform to disseminate information. It's a great means to reach a lot of people but it's important for companies to listen first in order to meet their customer's needs.

- **HAVE A CLEAR STRATEGY!**

Any business effort is most likely to succeed when there's a plan and clear goals in place. When integrating Twitter in relationship marketing a strategy is vital. An unfocused and badly thought through approach can result in corporate accounts that do not represent the organization well or even conflict with other communication channels.

- **CREDIBILITY & AUTHENTICITY!**

Reinforcing the trust consumers still have in a business is now more important than ever. One of the biggest advantages of Twitter for companies is that it allows businesses to show personality and humanness.

- **QUALITY CONTENT!**

Twitter is no longer only a tool to stay up to date with family and friends but has now evolved to a platform that is mainly used to exchange information. Self-promotion is part of every business and individual present on Twitter but the results of the survey confirmed that it's to be kept to a minimum. Naturally, information and news about new products or services as well as information about the organization's doing falls in the category of quality content. However, it's important to also share information that is of mutual interest to the company as well as its audience. By mostly posting third-party information, links and resources, organizations build

credibility among their existing and potential customers and also become more likely to be a go-to source for bloggers and journalists.

- **INTERACT & COMMUNICATE!**

Twitter offers an opportunity that hardly any other communication channel can. It allows businesses to be in constant dialogue with their existing as well as potential customers in real time and independent of locations. The trust consumers have in a business increases significantly through conversations and information exchange.

- **ALWAYS PUT THE AUDIENCE FIRST!**

Customer focus is the most important aspect when using Twitter for relationship marketing. Before marketing anything, you need to be aware of your customer's needs, expectations and wishes. Always pay attention to the advantages for the consumer.

EMERGING PLATFORMS

LinkedIn, Instagram, Vine, Pinterest and Google + are emerging channels for building up consumer relationship. Thepercentage is less though but is used by many companies to stay connected with consumers and promoting their product. Even many applications like whatsapp, Hike,Snapchat are used by small organizations to stay active in stiff competition for effective B2B and B2C communication.

EXAMPLES OF COMPANIES USING SOCIAL MEDIA FOR RELATIONSHIP MARKETING

ROYAL ENFIELD

➢ They have transformed their marketing strategy through rider mania program focuses on youth segment such as leisure motor cycling concept in India which ultimately results into increase in their revenue and positioning up their brand in better way.

ASIAN PAINTS

➢ Asian Paints Limited is an Indian chemicals company headquartered in Mumbai, came up with Digital Colors campaign on social platform on Facebook and twitter. Apart from Social media engagement, they also brought a contest on their website where the Audience was asked to share their Home stories and Vote for the best stories uploaded by other uses , based on votes the top stories were selected and gift were given to the Uploaders .

MICROMAX

➢ Micromax is an Indian consumer electronic company headquartered in Gurgaon, Haryana used the social platform for the accomplishment of their main objective related to launch of their product. Through the channel of social media, they introduced famous Wolverine star, Hugh Jackman as their brand ambassador which drove 18,600conversations within 72 hours on Facebook posts and Tweets published by user in 3 days reached to 10,731.

GOVTINITIATIVES

➢ **SWACH BHARAT ABHIYAN:** A campaign that encourages people to clean their surroundings and promote it on social networking sites like Facebook and twitter to inspire others. As awareness about campaign spreads, more and more people starts their own

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cleanlinessdrives in neighborhoods which will be a step towards cleaning cities and eventually the nation.

➢ **MAKE IN INDIA INITIATIVE**: It touches 2.1 billion impression on social media and becomes the largest and fastest growing initiative ever on digital world. It focuses on attracting business houses to invest and manufacture in India, aims to make India global manufacturing hub while bring about economic transformation in the country.

CONCLUSION

Social media marketing is the newest way of marketing in 21st century which has emerged as the most powerful medium for marketing.Infact not only marketing but also helped companies in surviving the intense competition by building consumer relationship through social media. They should try to better understand the new soft skills required for success on the social web, and to improve their leadership and relationship skills through emotional and social intelligence. So we conclude that Relationships are the ''new currency'' and social media is the channel to earn it.

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SOCIAL NETWORKING SITES AND THE CHALLENGE FOR PUBLIC RELATIONS

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ABSTRACT

The Web is an increasingly important component of public relations. Organizations use Web sites to build relationships with key publics, and they can provide a variety of organizational information and services to a diverse group of stakeholders. The Web enables publics to be active and selective in their exposure to marketing, advertising and public relations messages. For public relations practitioners to act effectively on behalf of organizations, they must monitor and track both traditional and new media sources for potential issues, and respond to accordingly. This digital revolution has provided public relations practitioners with a new communication challenge: social networking sites. This paper explores this challenge for public relations practice.

KEYWORDS: *social media, social networking sites; public relations practice.*

INTRODUCTION

Social media present challenges, not the least because they break down traditional categories of audiences – employees, customers, shareholders. The public and universal nature of social media means all audiences can read communications intended for any one audience. One can no longer compartmentalize audiences and messages. Matrices of targets and themes have become a blob with undefined connections and gaps. However, to make the challenges more difficult, practitioners cannot assume a message in any one social medium will reach everyone. Social media are so fragmented that an individual may or may not see information in a blog, on a Facebook page or in a Tweet. Hence a practitioner is challenged with reaching the majority of an audience through media that a majority theoretically can access but in reality might not view. In one way, this is no different than dispersion of information in traditional media such as newspapers. Just because a story is in a newspaper doesn't mean everyone in an intended audience has read it – or even seen it. However, since there are fewer traditional media, the

chance any one individual has seen a story in a newspaper is higher mathematically than seeing the same story in one of a million blogs. Here, distilled from several sources, are considerations PR practitioners should take into account about social media. Challenges Because of fragmentation, social media present a Return-On-Investment problem. One may put in a lot of work reaching influential for little result. Will a client be happy to know you spent three hours to get a mention in a blog versus the same three hours to get a mention in The Wall Street Journal? Effort expended in social media may not work out in cost-per-thousand terms. One has to think in cost-per-influential terms – reaching the right audience, no matter how small it might be. The closest analog to social media are trade media where Copyright 2009, James L. Horton 2 readers are self-selected. If there are only 100 readers but they are the right 100,that is success. A second challenge is influence. How do you know any blog, tweet or Facebook page carries reach and influence with a target audience? There are techniques for learning this, but they are not straightforward. You can follow blogs, tweets and Facebook postings to determine if they are appropriate. You can investigate where the blog might show or be linked in other people's blogs through such services as Technorati (www.technorati.com).You can determine the blog ranking as well in Technorati. You can examine the number and type of friends on a Facebook page. You can check the number of followers of tweets that an individual or organization sends. However, none of these is a guaranteed way to determine the type and influence of audience you might reach. There is no Audit Bureau of Circulation for social media – not yet anyway. On the other hand, it is possible to narrow your focus to a handful of social media that you can then investigate in depth. The third challenge is time. To use social media effectively requires learning one's way into each medium and building trust with participants. Do campaigns and clients allow one to spend that kind of time? Clients expect practitioners to have established relationships in order to get messages out, but this is not always possible unless one is going to the same audience continuously. For example, if you are a media relations specialist in the auto industry, you can over time discover and cultivate the influential in that industry. But, what if you leave the auto industry and move to airlines? You will start over. Agency practitioners especially face this challenge because they often work on multiple accounts in different industries. They learn to research quickly and to build lists swiftly but that doesn't mean they have built the relationships needed for social media. For this reason, a general PR practitioner might be handicapped entering the social media environment. While the challenges may seem onerous for PR practitioners, there are rewards for penetrating social media effectively. Successful bloggers, Facebook users build audiences of like minds and interests. You can reach these self-identified audiences with a laser-like focus to communicate client messages effectively and efficiently. The waste that attends so much of media is largely eliminated if one is able to tap into groups that have a self-identified interest in the topics and messages you send. There is as well a viral component to reaching the right group. They circulate your messages on their own without your prompting thereby reaching a much larger audience than initially planned for.

WHAT ARE SOCIAL MEDIA?

When one examines definitions of social media, several criteria emerge. They are:

• Internet-based but not totally so. Meetup.com, for example, uses the internet to set up local face-to-face meetings. The internet is the organizing agent but communication is personal.

• User-generated and published information. However, users often republish information they have discovered elsewhere, so user generation is loosely defined.

• Community sharing – posts and comments, file sharing, community of interest. Community interest varies by individual and group. Some blogs, for example, spark hundreds of comments. Others generate none. The community of interest can be active or passive.

• Multimedia – blogs, podcasts, video, photos, forums, internet messaging, texting. The internet subsumes all audiovisual and print media because it can transmit them. Social media, by extension makes use of all media forms. There is even a growing possibility of haptic communication – the mechanical simulation of touch -- across the internet, which social media will adopt once it is fully developed.

• Immediate. It takes less and less time for one to publish on social media. With a service like Twitter or internet messaging, it is a matter of seconds – the time it takes to type or speak. Social media can be – and often are – live.

• Collapsed geographically: There is no distance in social media. One can follow the Tweets of another who is half-way around the world or "friend" another thousands of miles away or blog to anyone on any continent who is interested in what you have to say.

• Incorporate old and new internet technologies. The World Wide Web is 16 years old at the time of writing. The internet is 50 years old. Social media incorporate all of the technologies developed over those time spans from e-mail through forums, instant messaging, file sharing, video transmission and more.

SOCIAL MEDIA TECHNIQUES AND TACTICS

The following techniques and tactics come from a number of sources. None is original with me or with social media, for that matter. They are common-sense approaches to handling any new medium.

• Test. Social media campaigns can supplement traditional media campaigns or replace them. You won't know unless you test their effectiveness. You should always reserve time in PR to test and evaluate new technologies. Sad to say, few practitioners do.

• Plan (This is the same as any media campaign.) o Develop strategy and objectives o Determine audiences and characteristics o Develop message(s) o List potential media o Establish timelines (allowing extra time for approach to social media) o Establish metrics

SOCIAL NETWORKING SITES

The Most Popular Social Networking Sites are:

1   .   Facebook
3 - eBizMBA Rank | **1,100,000,000** - Estimated Unique Monthly Visitors

2   .   Twitter
12 - eBizMBA Rank | **310,000,000 -** Estimated Unique Monthly Visitors

3.   LinkedIn
18 - eBizMBA Rank | **255,000,000** - Estimated Unique Monthly Visitors .

4 | Pinterest
22 - eBizMBA Rank | **250,000,000** - Estimated Unique Monthly Visitors .

5 | Google   Plus+
30 - eBizMBA Rank | **120,000,000** - Estimated Unique Monthly Visitors

6 | **Tumblr**
34 - eBizMBA Rank | **110,000,000** - Estimated Unique Monthly Visitors

7 | **Instagram**
77 - eBizMBA Rank | **100,000,000** - Estimated Unique Monthly Visitors

8. **VK**
97 - eBizMBA Rank | **80,000,000** - Estimated Unique Monthly Visitors

9 | **Flickr**
123 - eBizMBA Rank | **65,000,000** - Estimated Unique Monthly Visitors

10 | **Vine**
581 - eBizMBA Rank | **42,000,000** - Estimated Unique Monthly Visitors

11 | **Meetup**
596 - eBizMBA Rank | **40,000,000** - Estimated Unique Monthly Visitors

12 | **Tagged**
702 - eBizMBA Rank | **38,000,000** - Estimated Unique Monthly Visitors

13 | **Ask.fm**
779 - eBizMBA Rank | **37,000,000 -** Estimated Unique Monthly Visitors

14 | **MeetMe**
1,457 - eBizMBA Rank | **15,500,000** - Estimated Unique Monthly Visitors

15 | **ClassMates**
1,487 - eBizMBA Rank | **15,000,000** - Estimated Unique Monthly Visitors

RECENT SURVEYS

The most recent nationally representative surveys of the Pew Internet Project show how immersed teens and young adults are in the tech environment and how tied they are to the mobile and social sides of it. Some 95% of teens ages 12-17 are online, 76% use social networking sites, and 77% have cell phones. Moreover, 96% of those ages 18-29 are internet users, 84% use social networking sites, and 97% have cell phones. Well over half of those in that age cohort have smart phones and 23% own tablet computers like iPads.

WAYS OF SOCIAL MEDIA HAS CHANGED PUBLIC RELATIONS

On a visceral level, most people understand that social media has changed the public relations discipline significantly.

 Maybe you have been in the PR field long enough to remember the more straightforward, pre-digital discipline, maybe you've learned about PR in an academic setting, or maybe you've just been witness to this incredible change to the way that people consume content and interact. Regardless of your experience or how you specialize within the PR discipline, social has changed what you do. And like retroviruses and Gary Oldman characters, the only constant for social media is perpetual change.

One of my all-time favorite books on social media is Groundswell: Winning in a World Transformed by Social Technologies, by Charlene Li and Josh Bernoff. What I appreciate most about the book is how they approach social media technology, not to talk about specific platforms but to talk about the characteristics of the most prominent platforms from a user's

perspective. The value of this thinking is to tactically consider the social media agnostic of platform:

- How can I listen best using social media?

- How can I engage people best using social media?

- How can I energize people best using social media?

- How can I support people best using social media?

What I want to do in this piece is look at the broader characteristics of social media as an aspect of the PR discipline, and (in the same spirit as the Groundswell tactical questions) attempt to try to answer the question:

"How can I leverage this best to control my PR message?"

1. FULL INTEGRATION WITH PR

This weekend, I spent an embarrassing amount of time watching (American) football. I didn't watch it entirely on the television, though. I had my ESPN app open on my iPhone and I was following other games, paying special attention to the Twitter feeds. Ten years ago, I would have simply watched the game. As social is increasingly integrated into the ways that interact with people and with media, those behaviors must be take into account.

In other words, social media is an inextricable aspect of nearly everything, public relations included. PR expert and author of Women in High Gear Amy Howell warns against thinking about them as separate entities:

"Social media does not replace traditional media…. traditional media is still very important, when paired with social media, it's even more powerful."

The integration of traditional PR and social isn't merely a philosophical discussion: nearly 65 percent of all PR departments are responsible for the social media presence of their companies.

How can I leverage this best to control my PR message? Keeping up to date on social media technologies and frequently measuring the effectiveness of digital and traditional tactics to communicate your message.

2. USER CO-CREATION OF PR MESSAGES

In the book Free: The Future of a Radical Price, Chris Anderson discusses the advantages of Microsoft's Encarta over the crowd-sourced website Wikipedia:

- Microsoft had comparatively limitless resources

- Microsoft had nearly all of the market share (after effectively cutting printed encyclopedia companies out of the market)

- Encarta was a qualitatively better product

Yet, Encarta was discontinued by Microsoft only eight years after Wikipedia was created. Despite all of the advantages that Encarta had over Wikipedia, Wikipedia persists as one of the most influential websites in the world because it leverages the resources of its users to create its content.

Facebook posts, Tweets, YouTube videos, Amazon reviews, Yelp reviews, blog posts and everything similar are co-created messages that you don't have the capability to control (or at least it is quite limited). The key for PR professionals is to interject your point-of-view into this process. It is such an important aspect of PR that in the text book Public Relations Theory II, professors Carl H. Botan and Vincent Hazleton say this about co-created messaging:

"We are confident that co-creation – the ideas that publics are self-standing and often a self-directing force in public relations — will be at the core of developmental theory in the next decade or two."

How can I leverage this best to control my PR message? Use social tools to proactively be accessible to your audience, and use advanced tools to monitor for user-created social messaging.

3. PERPETUAL VIGILANCE

"If you're 29th in the queue on a phone call, only you know that. It's you and the person who's keeping you on hold. But if you tweet, it's public and it could be picked up, and I think companies are very aware of that," – David Schneider in a BBC article on social complaints.

The quote above eloquently summarizes the shift in consumer power that social media has enabled. You may never know how many people will be influenced by my Facebook complaint, and that is the impetus for businesses to set a high-standard for their social care programs.

As PR expert Matthew Royce points out, public relations has increasingly become a two-way conversation:

"PR pros can no longer blast out information about their brand or client and expect to succeed. Consumers and journalists have come to expect that they won't be 'spammed' and will be answered quickly and in a personal manner."

How can I leverage this best to control my PR message? You must plan to monitor and respond to social complaints and questions in a reasonably fast amount of time (PR expert Matthew Schwartz suggests "nanoseconds," while Lithium Technologies suggests you may have as much as an hour to respond).

Impossible to monitor traditional and social media? See how Cision can help. Take a demo now!

4. HYPER LOCALIZED PR MESSAGING

Consider the advanced parameters that you can use when targeting an audience on Facebook:

- Behavior
- Interests
- Education
- Connections

All of this as well as being able to target to a zip code level, along with traditional parameters such as gender. Twitter and Google offer the same sort of targeting options depending upon the information that they have.

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Before the mass-adoption of social media, such precise messaging was never possible to the degree that it is now. And it will get more precise in the future: a new wave of targeting options based upon your proximity to a particular business or location are on the horizon.

This level of precision allows for more sophistication and efficiency in PR campaigns.

How can I leverage this best to control my PR message? Leverage segmentation tools on social media platforms as a tactic within your PR plan.

5. UNPRECEDENTED JOURNALIST ACCESS AND INSIGHTS

Just as social allows for sophisticated targeting of people, it also gives unprecedented insight into journalists.

"Social media (makes) it easier to find out more information about journalists." – PRSA study on the impact of social media on media relations.

PR expert Mia Pearson says that the value of social media for media relations can be to understand the journalists specific beats, when their deadlines are, their personal and professional interests and to have informal conversations with them.

How can I leverage this best to control my PR message? Use social media to build relationships with key journalists (and bloggers) to help understand what they write about, when they need resources, and how they prefer to work with you.

6. THE RISE OF CITIZEN JOURNALISTS

In 2006, there were 3 million blogs in existence. In 2013, there were 152 million. In a longitudinal analysis of social and traditional media from 2006 to 2014, a group of researchers found a continuing decline year-over-year of the influence of traditional media sources:

"The internet's rise in importance is even more pronounced among younger Americans with 71 percent of those aged 18-29 now citing the internet as a main news source. Additionally, these Pew studies report more and more people are receiving news via social media such as Facebook and this research also reports the number of Americans using tablets and mobile devices to receive news continues to rise."

Social media's role in the emergence of blogging is important as a source of distribution. Networks, such as Triberr, show the amplification potential for small-publishers to gain distribution almost exclusively through social channels.

CONCLUSION

In a broader perspective, there is little difference between traditional media relations and social media relations. In traditional media relations, practitioners identify reporters and editors and build relationships with them in order to get client news disseminated. In social media, practitioners identify influential participants and build relationships with them in order to get client news disseminated. It is more difficult in social media because there are more participants and there is less clarity in determining who key players are. If history is a guide, over time influential will coalesce within social media, and practitioners will have a clearer perspective on where to go. That is happening, but there are still large areas of social media open to investigation.

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ROLE OF SOCIAL MEDIA IN BUSINESS

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ABSTRACT

Social media are computer based tools that allow people or companies to create, share, or exchange information, career interest, ideas, and pictures/videos in virtual communities and network. In today's era Social Media is the 'best opportunities available' to a brand for connecting with prospective consumers. Social media is the medium to socialize. With Social media marketing programs, business attracts the customers through internet. As the business growing, the role of social media is also going to vital. There are different types of social media i.e. Facebook, Twitter, Instagram, Youtube, LinkedIn, Google etc. help to marketing of products/services in national and international levels. Today is the age of modern technology, the most of the business make their dealing on internet. Now these social media play a role of middlemen for business and customers. There are number of business houses used social media websites and social networks to market a company's products and services. Social media marketing provides company a way to reach new customers and engage with existing customers.

KEYWORDS: *Social Marketing, Social Media, Social Network, Customers, Websites, etc.*

INTRODUCTION

MEANING OF SOCIAL MEDIA

Any website which allows user to share their content, opinions, views and encourages interaction and community building can be classified as a social media. The meaning of the term 'social media' can be derived from two words i.e. Social+ Media. Social implies the interaction of individuals within a group or community. Media generally refers to advertising and the communication of ideas or information through publications/channels. Social media is engaging with consumers online. According to Wikipedia, social media is internet-based tools for sharing and discussing information among human beings. Social media is the medium to socialize. Business use web-based technology to quickly disseminate knowledge and information to a huge number of users. They allow creation and exchange of user-generated content. Facebook,

Twitter, Youtube and other social networking sites are collectively referred social media. It is a marketing using online communities, social networks, blog marketing and more.

OBJECTIVES OF THE STUDY

1. To know the need and importance of social media.

2. To know what are the different types of social media and their tools used in business?

3. To know how the company used social media networks to create brand awareness.

4. To understand the benefits of social media.

WHY SOCIAL MEDIA IS IMPORTANT FOR BUSINESS?

Social media is a way to expand social marketing to the internet. Social media are media for social interaction, using highly accessible and scalable publishing techniques.

- **APPROACH TO NEW CUSTOMERS LOCALLY AND GLOBALLY:** With the help of social media such as Facebook, Twitter, Instagram, business houses will easily connect with local customers and global customers. So when company going to launch any new product, it share and post the news on these social media. The persons who are used these media, connect automatically with the company and give response on it.

- **AN OPPORTUNITY TO CREATE BRAND IMAGE:** With social media, the business houses marketing their product/services on internet. Today's mostly customers are connected with internet. They like to place order online and home delivery. Those business houses which are used social media earn goodwill, which creates a good brand image among others companies. For small business getting started in marketing, social media is an easy and affordable option.

- **HELP IN EXPAND PROFESSIONAL NETWORK:** Along with building relationships with customers, many businesses use social media to connect with other people in their industry. Social media help to make relations with professional and experts, which help to growth of business.

- **SAVE MONEY:** Social networks are a great, cost-effective way to get brand in front of fans and potential customers. Facebook, Twitter, LinkedIn and Pinterest allow promoting and sharing products/content with less cost.

- **RECRUITMENT**: Some organizations use social media to advertise vacant positions. Job networking sites like LinkedIn are dedicated to the job market and can help to attract skilled people.

SOCIAL MEDIAS USED IN BUSINESS

It is a strategic and methodical process to establish the company's influence, reputation and brand within communities of potential customers, readers or supporters. The following are number of social media which help the growth and development of business:

- ❖ **FACEBOOK:** This social media is the common tool for marketing of products/services. The business who has an account on Facebook post notifications of new products launched. Facebook claim as the biggest social network in the world. During this time large number of social media

marketing tools has emerged to assist companies for effectively management and marketing activities.

TOOLS OF FACEBOOK USED FOR SOCIAL MARKETING

1. **WILDFIRE INTERACTIVE:** Wildfire Interactive is a platform for brands to create and launch Facebook marketing and promotional campaigns such as sweepstakes, competitions and group deals. It is perfect for marketers who do not have their own development team to create campaigns.

2. **CROWD FACTORY:** This tool help to build brand awareness and launch social media campaigns as similar to wildfire. It offers a robust set of enterprise-grade social marketing applications that allow companies to embed social elements into any marketing experience aimed at helping to attract more customers.

3. **CONVERSOCIAL**: It focus on helping business moderate and quickly respond to customer service and support messages through facebook and twitter. This allows priority messages containing specific keywords to be placed in a special priority inbox, making it easier to handle high volumes of customer services.

4. **NUTSHELL MAIL:** This is a good option for those who are just starting out with social media and no experience of social media activity. With the help of Nutshell, company may regularly check email inbox. So this offers a good alternative for monitoring social activity.

❖ **TWITTER:** Twitter is the most powerful social network for monitoring and promoting the brand. There are number of free tools to track and manage followers, discover and share content monitor brand presence, group chats and more.

TWITTER TOOLS FOR BUSINESS

1. **Hootsuite:** It is a tool to manage social media on over 35 social network, including twitter. With this media, company target their posts and share content with their customers based on location, language and demographic. With this company easily find out their customers, competitors and industry influencers on social media.

2. **SOCIALRANK:** It is a tool to identify, organize and manage followers on twitter and Instagram. We found easily followers by most valuable, most engaged, most followed, best followers etc. Company create customs list of followers and save to SocialRank.

3. **DIGG DEEPER:** It is a free tool to see in real time that what the followers think the most interesting things to read and watch. So the company uploads pictures and videos of their products/ services.

4. **BUFFER:** With Buffer, company can write a number of tweets at one time. Buffer will spread twitter content throughout the day or week. So company doesn't have to be at a computer all time in order to have a social media presence.

❖ **INSTAGRAM:** Instagram is an online mobile photo-sharing, video- sharing and social networking services that enables the users to take pictures and videos and share them publicly or privately**.** It is a platform to share quickly moments and inspirational experiences.

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INSTAGRAM TOOLS FOR BUSINESS

1. **TAGBOARD:** It is a tool to experience content from social networks. Each tagboard is a collection of social media posts that share a common hashtag. Tagboard can be embedded on websites, integrated into mobile apps and shown on displays. Viewers can favorite, retweet, reply, comment and like from company tagboard.

2. **INK361:** It is a web app to manage company's Instagram account. It creates albums, discover new contacts, sort who follow into circles and set up alerts for new posts. Company gets a clear overview of instagram to keep record of its social impact over time. The company using the INK361 Facebook Instagram App, view its instagram images on Facebook or share them on its Facebook page.

3. **PIQORA:** It is a visual marketing platform for Instagram and Pinterest. Piqora provides recommendations for images to publish, and enables the entire team to collaborate on a calendar. It launches a promotion and track results. Piqora put the best user generated content from Instagram on website as a branded gallery.

4. **TAPSHOP:** From Piqora helps to get the information regarding Instagram fans shopping. The audience will find a custom page of products/services they have liked and get an email with links directly to product pages, as company collect email addresses. The company measures the likes, clicks, orders and revenue generated by Tapshop page.

❖ **YOUTUBE:** YouTube is the world's biggest video sharing site. It really helps to gain exposure online, because it is easier to rank highly on Google with a YouTube video than just a normal website. YouTube provides full of useful research videos and great opportunity to increase customer loyalty.

MARKETING TOOLS OF YOUTUBE

1. YOUTUBE REPUTATION TOOLS: This tool help to search for names and keywords to see how the company reputation has spread over the site. Company can search for anything like its social media profile handle, full name, domain name, separated domain name with commas etc. From this company may narrow down the areas which need to focus on in video promotion.

2. TUBE TOOLBOX: Tube Box is a series of tools that give a well rounded approach to improving overall company's YouTube success. It gathers information, automates certain tasks, engages directly with viewers, manages lists etc. A great deal of the successful channels of marketing on YouTube has been able to drastically boost subscribers, view and share results.

3. TUBE NITRO: The company gets Tube Nitro Package from Lazy Cash Making Formula. It runs on windows and Mac and enables to get contact details on people who upload, share, comment on or respond to videos in target niche. Company can contact these audiences through YouTube and find more views and comments.

4. TUBE LAUNCH: Tube Launch is the perfect place for company to go to YouTube it is regular user of it. There are number of companies that desperately need a way of marketing their products. Tube Launch is a whole database which is organized according to how much the company pays the most.

5. VIDEO GATING: It provides a way to forming a direct relationship with customers and keep them informed about new videos that company make. Company can set up a customizable

widget for site and control how much of each video people watch before they have to join list in order to see the rest.

❖ **LINKEDIN:** The Web is now full of great networking and participation tools that help consumers stay in touch with each other, and more effectively network than ever before. One important such networking tool especially among tech-savvy buyers seeking recommendations from their friends & peers is LinkedIn, available for free at www.linkedin.com. LinkedIn is essentially an online networking tool where individuals share information about them, and identify others in their network. LinkedIn has become a search engine for people, partners and associates – and for consumers to find local businesses. LinkedIn operates as a virtual, online recommendation service.

TOOLS OF LINKEDIN USED FOR BUSINESS

1. **LINKEDIN COMPANY PAGES:** It is the ideal way to promote company's brand and build connections with peers, customers, prospects and job seekers. Company pages can be extended by showcase pages and career pages. Showcase pages help to spotlight a brand, business unit or initiative. This enables company to link with audience, link of showcase pages appear in the right column of company's page.

2. **LINKEDIN ELEVATE:** To enhance a business' social selling efforts, LinkedIn offers Elevate, a tool that helps employees to share approved content with their network. This creates the reputation of employees and company and thought leaders and experts.

3. **LINKEDIN MOBILE APPS:** In addition to primary app, Linked provides a number of specialized and useful mobile apps. LinkedIn mobile app is available for both iOS and Android which helps to check what's happening in company network and reach the respond whenever appropriate. LinkedIn Connected app, LinkedIn Job Search app, LinkedIn Pulse app, LinkedIn Groups app, LinkedIn SlideShare app and LinkedIn Lookup app are the different mobile apps available for companies.

4. **LINKEDIN SMALL BUSINESS:** LinkedIn has created a handy depository of information for small businesses to use when learning to market on their site. It provides tip sheets for establishing company's brand presence, connecting with audience, and engaging with its prospects content.

SOCIAL MEDIA MARKETING INDUSTRIAL REPORT, 2015

Key points are discussed as follows:

- 3,700 marketers surveyed as part of this report.

- 92% of marketers reporting that social media is an efficient tool for business.

- 70% of marketers and 75% of businesses reported that social media increased traffic to their websites.

- 73% B2C marketers were more likely to develop loyal fan base.

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TOP SOCIAL MEDIA FOR MARKETERS
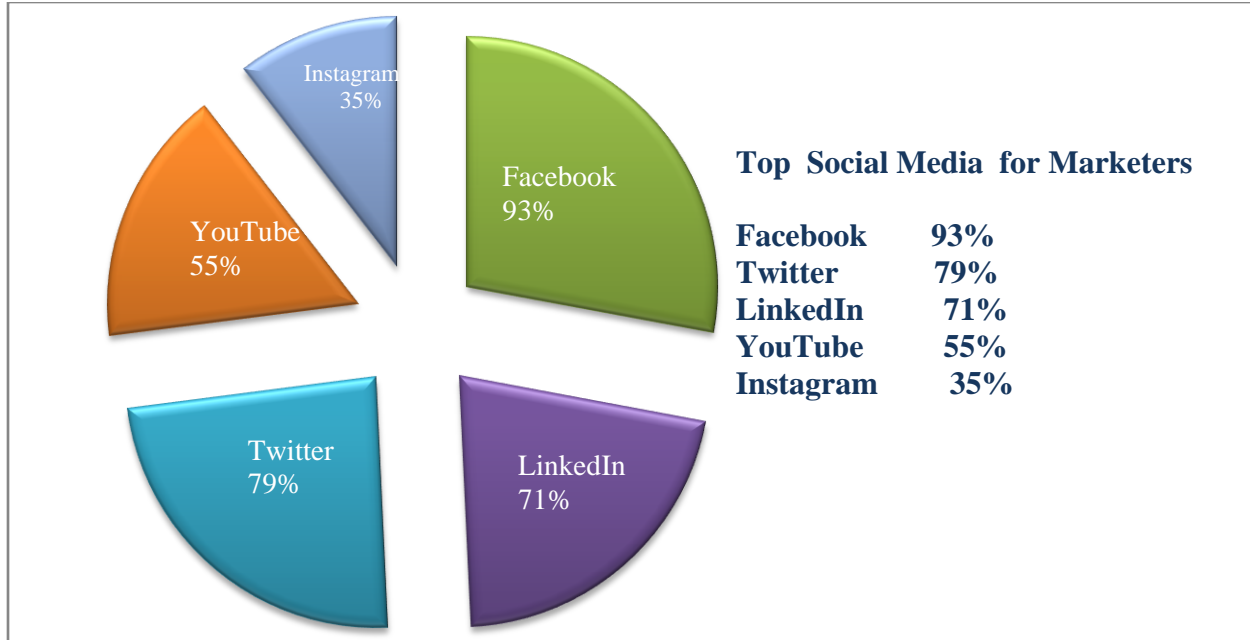
(Source: Social Media Examiner's 2015 Social Media Marketing Industrial Report)

ADVANTAGES OF SOCIAL MEDIA

Social media usually center on efforts to create content that attracts attention and encourages readers to share it across the social network. The following are the benefits on use of social media in business.

1. **WORLDWIDE CONNECTIVITY:** There are different social media tools that connect business with new customers, friends and build business connections. So with the help of social network company can connect with their clients, customers national and international level.

2. **MORE OPPORTUNITIES TO CONVERT:** Every post company make on a social media platform is an opportunity for customers to convert. With social networking company have access to new customers, recent customers, and old customers, and will be able to interact with all of them. Every blog post, image, video, or comment business share is a chance for someone to react, and every reaction could lead to a site visit, and eventually a conversion.

3. **CONTENT IS EASILY DISTRIBUTED:** Social media should always play a large part of any content marketing distribution plan. In the past, marketers faced the challenges of reaching their audience with their content in the shortest possible time. Today, with the help of social media, businesses can spread the word with a click of a button.

4. **BRAND DEVELOPMENT:** Using social media allows your customers to connect and interact with business on a more personal level. If businesses already have an established brand, social media might be an opportunity to further develop its brand and give business a voice.

5. **IMPROVE CUSTOMER SERVICE**: Because social media functions best in real-time, it gives you instant access to feedback from customers. This insight is invaluable, as it can help everything from new product growth to customer retention.

DISADVANTAGES OF SOCIAL MEDIA

Social media may not suitable for every business. If company is not prepared and launch social media without proper planning, the company can waste its valuable time and money. Some are the disadvantages of social media as follows:

1. **BACKLASH:** If the company posts any offensive and misappropriate or misleading content on social media, it become brutal for company. This backlash has a long term impact on company. The brand image and reputation is to be decline.

2. **LACK OF KNOWLEDGE:** Some small business entrepreneurs and their staff have lack of knowledge about how to use social media for the development of business. They are incapable to make social media strategy in time. They have to take training classes or hire employee specifically dedicated to social media.

3. **HACKING:** There are hackers available on internet who can hack the website of the company. This effects the company's useful information for their benefits or wrong way that affect the company and those person who are attached with company's website. The particulars of company's clients, consumers, members etc. are easily hacked. It is a big problem, that's why some companies hesitate to use social media marketing.

4. **RISK OF NEGATIVE COMMENTS:** Using social media means people are able direct messages send to an organization, sometimes it may be negative. These messages can see other customers that impact bad impression on them, and it could be difficult to recover them.

5. **SLIGHTLY IMPERSONAL:** Social media will never able to dealing with consumers face-to-face. Sometimes company doesn't care about their followers because of lack of time or any other reason. That reaction of company is very impersonal that weakens the company-customer relationship.

CONCLUSION

So the overall study the social media provide a new look to business that brightens the future of their products / services. It provides a new path of success to business. Social media help to increase social reputation that makes positive public opinion which impact on success of business. Trust is a huge component within the lifeblood of business. While business chooses an effective social media, it must have considered various issues i.e. cost, time consume, privacy, terms and policies of social networking etc. Facebook, Twitter, Blogs, YouTube, LinkedIn are some social medias which provided information of business and its products/ services globally. Existing and potential customers and clients may check the new ads and notifications of company's products on these social networks easily. But social networking not beneficial to every business. There are some problems of social media as discuss above. Privacy, hacking of website, more cost and time consuming media etc. affect negatively to business growth. Some of the businesses/ companies are hesitate to adopting social media marketing. But overall the benefits of social media are more than its problems. With social media we connect worldwide clients and customers that increase sales and future growth of business.

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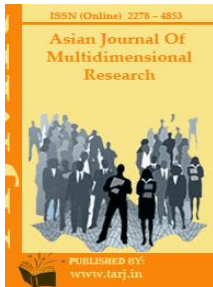
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SOCIAL RELATIONSHIP MARKETING - NEED OF AN HOUR

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ABSTRACT

Relationship marketing was described as a paradigm shift in the mid-1990s and has continued to evolve in a range of different business environments. During this time, consumers' expectations have changed. Consumers have been immersed in technology and two-way communications since birth and expect businesses to engage with them and embrace relationships. This situation presents opportunities and challenges for marketers, who must adopt new approaches and take advantage of social media such as blogs, social networks, content communities, forums and bulletin boards, and content aggregators. Social media enables consumers to connect, communicate, and collaborate with others. Social media are distinguished from other forms of communication because they support user participation on a massive, collective scale; the contributions are also distributed among the participants to view, share, and improve. Online media create new challenges when it comes to relationship marketing. This paper discusses some of the strategies and methods firms should use to develop long term relationships with customers through social media. While building a brand, business and social media presence takes repeated effort, dedication and continued online engagement. This is a skill every entrepreneur needs to know and take advantage. These social-relationship-building strategies will help to transform your company into a valuable resource. Social media, in its current and future iterations, will continue to offer new opportunities for customer relationship marketing, and companies that welcome them will reap the rewards of their current and future social engagement strategies.

KEYWORDS: *Relationship marketing, Social media, communication, customers.*

INTRODUCTION

Successfully promoting your business means creating a relationship between your customers and your brand. Relationship marketing is a facet of customer relationship management (CRM) that focuses on customer loyalty and long-term customer engagement to create strong, emotional, customer connections to a brand that can lead to ongoing business, free word-of-mouth promotion, and insights gleaned from customers that can generate leads. Traditional firms have

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established strategies to encourage customers to visit their stores again and again. With the rapid increase in online purchases businesses have been forced into offering their products and services through the internet. In present era, social media is a great tool for building relationships with customers. Particularly, traditional Customer Relationship Management (CRM) has evolved to Social Customer Relationship Management (SCRM). Therefore Relationship marketing should involve in the improvement of internal operations and form strategies to develop long term relationships with customers through social media.

REVIEW OF LITERATURE

Berry (1983) said that Relationship marketing is attracting, maintaining and – in multi service organizations – enhancing customer relationships. Copulsky & Wolf (1990) concluded that relationship marketing emphasizes the retention and development of existing customers and highlights the mutual benefits that arise. Buttle (1996) said that existing customers are less expensive to retain than to recruit and securing a customer's loyalty over time produces superior profits. Gummesson (1999) discussed relationship marketing and stressed the importance of interactions, relationships, and networks as three central components of the process. Gronroos (2004) presented relationship marketing as an integrative process requiring three key elements: communication, interaction, and value. Griffiths (2008); Haverstein (2008) concluded that the emergence of social media and Web 2.0 technologies has the potential to significantly affect connections with customers and provide new directions and benefits in relationship marketing. Stavros (2008) asserted that the goals of relationship marketing are to build long-term relationships with the organization's best customers, generating further business and ultimately profit. It is also designed to contribute to strengthening brand awareness, increase understanding of consumer needs, enhance loyalty, and provide additional value for consumers. According to Tapscott (2009), today's prosumers are actively using Web 2.0 technologies to engage in increasing levels of collaboration and interactivity with organizations. Deighton and Kornfeld (2009) considered a model of consumer empowerment in which digital media were used to support a variety of customer interactions and relationships.

OBJECTIVES OF THE STUDY

- To study ways to foster trust with social relationship marketing.

- To study social media tips to build your startup brand.

- To discuss ways of relationship marketing through social media.

- To study how relationship marketing can increase revenue.

SOCIAL RELATIONSHIP MARKETING

Relationship marketing (RM) is defined as the identification, establishment, maintenance, enhancement, modification and termination of relationships with customers to create value for customers and profit for organization by a series of ongoing exchanges that have both a history and a future. Technology also plays an important role in relationship marketing. The Internet has made it easier for companies to track, store, analyze and then utilize vast amounts of information about customers. Social media sites allow business to engage their customers in an informal and ongoing way. Social network strategies are now considered an essential part of relationship marketing. Relationship marketing mainly involves the improvement of internal operations. If a

business streamlines its internal operations to satisfy all service needs of their customers, customers will be happier even in the face of product problems.

WAYS TO FOSTER TRUST WHEN MIXING SOCIAL AND MARKETING

Since trust is an intangible and elusive concept, brands must continuously evaluate and refine tactics aimed at cultivating trust with consumers, building relationships through following discussed ways.

KEEP YOUR BRAND CURRENT AND RELEVANT: Most consumers want to do business with brands that are authentic, believable and credible. The best strategies of relationship marketing allow customers to be engaged with real people at the company through social media postings and comments.

BE CONSISTENT: The brand promise should remain constant across all channels. A consistent customer experience is crucial in maintaining trust and maximizing the lifetime value of a customer.

BUILD COMMUNITY: Where possible, engage in personalized communications. Create a brand voice and empower colleagues to express that voice through their personality.

ALLOW TWO-WAY COMMUNICATION: Social media such as a company Face book "fan" page and online chat are effective ways to create dialogue between your company and your customers in real time. Create a collaborative environment so that insights are freely shared across all touch points and create multiple impressions to build brand awareness.

SERVE DON'T SELL: Through regularly interacting with your customers, you will be able to take their feedback and use it to improve your company's products and services, solve problems, and generate goodwill. If customers feel you truly value their satisfaction and input, they are more likely to give you their business.

CUSTOMER TRUST BUILDS CONFIDENCE AND LOYALTY: Communicating with your customers on a regular basis and inviting interaction demonstrates that you are sensitive to their needs and concerns. Acting on customer feedback and comments helps to solidify your customers' loyalty and trust in your company.

PEOPLE DO BUSINESS WITH PEOPLE THEY KNOW, LIKE, AND TRUST

SOCIAL MEDIA TIPS TO BUILD YOUR STARTUP BRAND

In the startup phase, Developing and implementing a social media strategy is the key to connecting and building those relationships. Here are four things to think about as you build up your startup's social media presence:

1. CREATE AWARENESS

Social media serves as a set of tools to promote your new business and generate interest from the public. The next step is understanding where your core audience is located, whether that's Facebook, LinkedIn, Twitter, Pinterest, or a number of other social networks. Developing a solid social media strategy will help you see where you are succeeding and where you need to improve.

2. SPREAD THE WORD FASTER

You can reach a much wider audience with your message by creating a strong social media platform for your business. This includes sharing great content, joining in on topical conversations, and constantly engaging with your fans and followers.

3. CULTIVATE RELATIONSHIPS

A huge part of relationship marketing is listening and monitoring your social media channels and responding accordingly. Not only will they offer invaluable feedback, but they will be flattered that you chose them.

4. CRISIS CONTROL

What makes most companies with extraordinary social media presence stand out is how they continually interact online, as well as the way they respond and address customer complaints.

5. COMMUNICATE FREQUENTLY

For best results, it's important to communicate frequently and vary the types of messages you send. It's also possible to combine e-mail, direct mail, phone contact and face-to-face communication to keep prospects moving through your sales cycle without burning out on your message.

Strive Every Day To Give More, Share More, Do More, Be More!

TOP EFFECTIVE STRATEGIES OF RELATIONSHIP MARKETING THROUGH SOCIAL MEDIA

Today, there are many ways to connect with customers, but the success of a method depends on the business you are in and who or where your customers are. These are social-relationship-building strategies that will help to transform your company into a valuable resource:

CUSTOMISATION: Some websites offer customers the opportunity to customise their products online and view how they would look if purchased. This not only provides a unique experience but encourages the customer to develop an attachment to the product they have customised. Shoe manufacturer Nike and car manufacturer Mini Cooper allow their customers to customise their products when visiting their website.

ONLINE QUESTIONNAIRES: Many websites ask customers to feedback their experience of using the website at the end of their visit to the web site. Feedback information can be analysed very quickly to find out what improvements can be made.

E-VOUCHERS: Regular customers are often sent e-vouchers that give them discounts off their next purchase. Vouchers can be targeted around what the customer frequently buys. Firms may have software to identify customers that have not purchased from them for a while and send a voucher to try and entice them back and re-establish the online relationship.

ONLINE CHAT: To recreate a high street shop environment some websites offer the option to chat via web cam or chat window. The customer is able to have their questions answered straight away and retailers may persuade customers from around the world to select them over competitor firms. For example Dell the computer group's online chat facility allows customers to talk through computer specifications with a qualified member of their team.

CUSTOMER SERVICE: It is important to ensure that the customer receives excellent customer service prior to, during and after a sale. For example, If the customer feels that the process for returning and liaising with the online retailer is long or complicated, they are likely to take their business somewhere else.

CONTENT MARKETING: By publishing the right content in the right place at the right time, your marketing becomes relevant and helpful to your customers. By offering free resources first, like how to videos, webinars, and helpful documentation, you will start your relationship marketing on the right foot.

EMAIL: As long as the company email address is associated with the email message sent, it'll certainly find its way to your customer's inbox. Make it your goal to respond to customer emails within five minutes, and the People love amazing customer service and in turn have been referring people to our service.

OFFER CUSTOMER REWARDS: Customer loyalty or reward programs work well for many types of businesses, from retail to cruise and travel. The most effective programs offer graduated rewards, so the more customers spend, the more they earn.

HOLD SPECIAL EVENTS: Any event that allows you and your staff to interact with your best customers is a good bet, whether it's a spring time golf outing, a summertime pool party or an early fall barbecue. Just choose the venue most appropriate for your unique customers and business.

LAUNCH MULTICULTURAL PROGRAMS: It may be time to add a multilingual component to your marketing program to build relationships with minority groups. For example, you might offer a Spanish-language translation of your Web site or use ethnic print and broadcast media to reach niche markets.

BUILD TWO-WAY COMMUNICATION: Use every tool and opportunity to create interaction, including asking for feedback through your Web site and e-newsletters, sending customer surveys (online or offline) and providing online message boards or blogs.

SOCIAL NETWORK GROUPS: Consumers are encouraged to join the firm's social network group/profile through things like only allowing competition entries to social network members. Once consumers have joined the firm's social network group the firm has valuable information about the consumer which can be used for relationship marketing.

BE ACTIVE ON TWITTER AND FACEBOOK: With social media, you can reach out to your customers at any moment rather than wait for customers to send you emails or phone calls with feedback. Use your company's Facebook fan page or Twitter account to engage your followers and keep conversations going.

BLOG: If you actively keep up a quality blog to connect with customers, not only will your customers read your blog, but they will respond to your blog. This creates a positive flow of communication and helps build customer loyalty.

USE INSTAGRAM: Instagram helps us stay connected and engaged with our customers and fans. We can post pictures and information regularly, and post contests and giveaways, When our followers tag us, we can then go and comment on their posts too.

OFFER WEBINARS: Webinars--seminars delivered over the Internet--are a great way to keep the spice in your customer relationship. To get customers interested, a well-known speaker in your industry to present on a topic your customers want to hear can be invited.

GO MOBILE: Use of SMS/text messages is instant, cost effective and a tried and tested communication medium that every mobile phone user knows about and knows how to use. Location-aware apps open an entirely new channel for customers and brands to personally connect before, during and after a shopping experience."

MONITOR REVIEW SITES: Whether it's Yelp, Trip Advisor or Angie's List, Responding to customer reviews on these popular sites shows that your company is aware of any problems and is willing to fix them.

SOCIAL MEDIA RELATIONSHIPS ARE THE CURRENCY OF DIGITAL MARKETING

HOW RELATIONSHIP MARKETING CAN INCREASE REVENUE

Naturally, there is an increase in profitability associated with relationship marketing. Here are the most significant factors:

INCREASES CUSTOMER VISITS: People like to do business with whom they know and trust. There is a reason why we all shop at locations where we are most comfortable. It's the relationship we have with the business or sales rep that keeps us coming back.

NO NEED TO DATE: Just like our personal relationships, if you keep someone happy they'll have no reason to look elsewhere. A valuable relationship with a brand will make the purchase process easier as both brand and consumer are familiar with one another.

IT'S CHEAPER TO KEEP'EM: One principle you'll learn in any MBA program is that the cost of acquiring a new customer is more expensive than keeping your current customers. Based on this principle, it's evident that you'll increase your ROI when implementing a relationship marketing strategy.

EXPANSION BECOMES EASIER: Your loyal customers are more likely to purchase your ancillary products and support new ventures. Once you have built a relationship, you have your customer's attention. Leverage that attention when launching new products or services. Increases Word-of-Mouth. Strong relationships cause your customers to happily refer your business to their friends. As a result, their friends certainly will consider your business as the referral came from a trusted source.

A Sale Will Make A Customer Today. A Relationship Will Make A Customer For Life.

CONCLUSIONS AND DIRECTIONS FOR FUTURE RESEARCH

Social Relationship Marketing highlighted the efforts of companies who turned to social platforms to engage existing customers and boost brand awareness, manage relationships, and engage customers to help them get the most out of their products. This level of exposure has helped business to build on existing relationships and use those in-roads to attract new customers in the process. This has challenged traditional norms and also democratised the customer/business dynamic to the extent that mindful and measured engagement is no longer reserved for the VIP customer, but has become the birth-right of every consumer of your product. Businesses are recognised for their innovative use of social media to drive awareness of

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their brands, delight customers with quality content, and reach more people than could ever have been possible in a world without tweets and shares. With technology changing at a very fast rate businesses need to update their websites regularly and use advancements in technology to improve the online experience for people visiting their websites. If they choose not to, they are risking customers selecting competitors who do make the most of technological developments. Social media, in its current and future iterations, will continue to offer new opportunities for customer relationship marketing, and companies that welcome them will reap the rewards of their current and future social engagement strategies.

Twenty years from now, you will be more disappointed by the things that you didn't do than by the ones you did do, so throw off the bowlines, sail away from safe harbor, catch the trade winds in your sails. Explore, Dream, Discover.

- Mark Twain

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TRANSFORMING HEALTHCARE THROUGH SOCIAL MEDIA

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ABSTRACT

Technology is the cornerstone of growth of not only of various businesses but also of service sector. Whether it means new tools for maximizing efficiency, new platforms for reaching out to potential customers or new resources for building professional networks; social media marketing is a boom for businesses of all nature. Healthcare is also one of those services which is leveraging upon social media. Healthcare organizations continue to navigate the transforming healthcare industry and identify new avenues to engage with consumers outside of the facility walls. In a fast –paced, information-dominated world, successfully interacting with consumers may seem like a daunting task. The key is to connect with consumers where they are and provide them with actionable health and wellness information they need to live a healthier life. Social media allows people to share information at a speed and distance never before possible. It presents a new opportunity to prevent, diagnose and treat diseases. The present paper focuses on how social media is being used by leading Indian Hospitals (Fortis, Apollo, Max, Escorts and Wockhardt).How does social media impact healthcare consumer behaviours?

KEYWORDS: *Social Media, HCPs, patients, sharing information.*

INTRODUCTION

Social media has moved beyond being a tool for young individuals to share their thoughts, views, feelings, emotions and experiences. The job of Social Media is to start conversations with consumers using forms of outreach they are already using to collect health information. Social media is making interactions between end users and service providers possible by providing relatively simple, easy to access and unbiased platforms for sharing feedback. Little wonder then that many healthcare providers in the world are on social media such as Twitter, Facebook, YouTube and blogs. There is a seismic and stressful cultural shift taking place that transforms our 'sick care' model into a ' wellness' model that impacts care outside of the clinical setting in a transformational way.

Social Media has been used in healthcare for a number of years. Henry Ford Health System was the first to live tweet a surgery in 2009 and Mayo clinic held the first Annual Health Care Social

Media Summit that year. However, it really wasn't until 2011-12 that we began to see high adoption of social media in healthcare. When we think of social media in healthcare we might think it is a tool for marketing but it goes much farther than that.

REVIEW OF LITERATURE

Discussions around personal health, and by extension healthcare, are no longer private issues. People today are taking keen interest in their health and prefer sharing health related information with their peers. With governments across the world re-looking at their healthcare systems and taking measures in a bid to extend healthcare benefits to as many citizens as possible, public health and associated policy remains a key topic of discussion.At the same time, the internet has emerged as the main medium to enable such information sharing, with social media taking the lead. According to one of the surveys done in US, 60 Million Americans exchanged their medical experiences online with each other in 2014. Almost 72 % of patients searched for online information before or after a doctor visit. 890 hospitals in the US used social media to engage with their patients 73% of US consumers consider being physically fit important to being 'well', with 74% including 'feeling good about themselves'. An estimated 500 million people worldwide are expected to be using mobile healthcare applications by 2015.

According to Bernhardt and Moorhead (2014) fond that Social media provide Healthcare Professionals with tools to share information, to debate health care policy and practice issues, to promote health behaviors, to engage with the public, and to educate and interact with patients, caregivers, students, and colleagues. Healthcare Professionals can use social media to potentially improve health outcomes, develop a professional network, increase personal awareness of news and discoveries, motivate patients, and provide health information to the community.

Househ and Chretien (2013) opined that physicians most often join online communities where they can read news articles, listen to experts, research medical developments, consult colleagues regarding patient issues, and network. There they can share cases and ideas, discuss practice management challenges, make referrals, disseminate their research, market their practices, or engage in health advocacy.A growing minority of physicians also uses social media to communicate directly with patients to augment clinical care.

A survey of more than 4,000 physicians conducted by the social media site QuantiaMD found that more than 90% of physicians use some form of social media for personal activities, whereas only 65% use these sites for professional reasons. Nearly a third of physicians have reported participating in social networks.However, both personal and professional use of social media by physicians is increasing. Unlike physicians, pharmacists have been relatively slow to adopt social media.

SOCIAL NETWORKING SITES USED BY HEALTHCARE PROFESSIONALS

Many social media tools are available now a days for health care professionals (HCPs) which are used to improve or enhance professional networking and education, organizational promotion, patient care, patient education, and public health programs. These are:

- Social networking (Facebook, MySpace, Google Plus, Twitter)
- Professional networking (LinkedIn)
- Media sharing (YouTube, Flickr)

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- Content production (blogs [Tumblr, Blogger] and microblogs [Twitter])
- Knowledge/information aggregation (Wikipedia)
- Virtual reality and gaming environments (Second Life)

SOCIAL NETWORKING SITES

These networks are often private and protected from nonmembers, such as the lay public and even members of other health professions.The Medical Directors Forum (www.medicaldirectorsforum.skipta.com) is a social networking site for medical directors that provides a verified, secure, closed-loop environment for peer-to-peer interaction. The resources on this site include a comprehensive library, discussion groups, calendar postings, and alerts.

In addition, HCPs can easily connect with each other via "general purpose" online social networks, such as Facebook, Twitter, and LinkedIn. Facebook is the most popular social media site, while LinkedIn is the most popular professional networking site.

BLOGS

Blogs can reach wide audiences, especially if one writes content that is of significant interest.These can also provide the opportunity to publish large amounts of information in a variety of media (text, video, and audio) in an open forum.Most blogging platforms allow readers to respond to published content by posting their own comments.This enables an ongoing dialogue between the blogger and his or her audience. Some physicians use blogs to communicate with other HCPs or the public.

MICROBLOGS

Grajales and Sheps(2014) found that Microblogs provide the most dynamic and concise form of information exchange via social media .This format allows users to post a large number of brief messages or updates over a short period.Numerous microblogging platforms exist; however, Twitter is the most prominent.On Twitter, users publish messages (called "tweets") that consist of a maximum of 140 characters. Tweets can be supplemented with hyperlinks to other online media, such as videos or websites.

WIKIS

Surprisingly, Wikipedia is the most commonly used wiki in the medical community. It is often used as a reference by clinicians, despite its known shortcomings, such as errors and narrow breadth of information. A study found that 70% of 35 junior physicians used Wikipedia to find medical information during a week-long period, with 93% citing ease of use as their primary motivation.As the accuracy and completeness of Wikipedia are often debated, the drug information on that site was compared with a validated and trusted information source.

MEDIA-SHARING SITES

Media-sharing sites, such as YouTube, offer a large selection of social media tools that are optimized for viewing, sharing, and embedding digital media content on the Web. They also provide features which are found on other types of social media sites, such as profiles, connections, comments, and private messaging. Most media-sharing sites are easy to use, provide free basic accounts, and are accessible from both desktop and mobile devices.In

medicine, media-sharing sites can be important resources for education, community building, marketing, and branding

VIRTUAL REALITY AND GAMING ENVIRONMENTS

Multi-User Virtual Environments (MUVEs) are three-dimensional environments that allow users to interact with each other through a virtual representation of themselves (known as an avatar).The application of MUVEs in health care is growing rapidly. They are increasingly being used for patient education, for the simulation of epidemiology and mass prophylaxis, for psychotherapy, for surgery, and for research.

BENEFITS OF SOCIAL MEDIA

Almost every hospital has adopted social media in one form or the other. Earlier Social Media was used just as a Public Relation tool but now it is used by Hospitals to convert unknown consumers into patients as well as managing population wellness.

PROFESSIONAL NETWORKING

The most popular social media sites for physicians are those where they can participate in online communities, listen to experts, and network and communicate with colleagues regarding patient issues. Besides clinical topics, discussions on these sites address diverse subjects, such as ethics, politics, biostatistics, practice management, career strategies, and even dating in a medical environment.

PROFESSIONAL EDUCATION

The communication capabilities provided by social media are also being used to improve clinical education. Many studies have described the use of social media tools to enhance clinical students' understanding of communication, professionalism, and ethics.Universities are also using social media to recruit students, to increase access to academic libraries, and to create virtual classrooms and office hours, as well as other unique learning experiences.

ORGANIZATIONAL PROMOTION

Health care organizations, including hospitals, health systems, professional societies, pharmaceutical companies, patient advocacy groups, and pharmacy benefit companies, are using social media for communicating with the community and patients; enhancing organizational visibility; marketing products and services; establishing a venue for acquiring news about activities, promotions, and fund-raising; providing a channel for patient resources and education; and providing customer service and support as per the researches done by Lambert, George , and Househ .It has been estimated that 70% of U.S. health care organizations use social media, with Facebook, Twitter, and YouTube being the most popular. Blogs are also used by many medical centers and hospitals.

PATIENT CARE

Although there has been a reluctance among HCPs to use social media for direct patient care, this practice is slowly being accepted by clinicians and health care facilities as per the researches done by Chauhan, George, Dizon, Graham and Thompson.

Recent studies have found that physicians have begun to develop an interest in interacting with patients online. Some physicians are using social media, including Twitter and Facebook, to enhance communication with patients.

PATIENT EDUCATION

Social media can also improve patients' access to health care information and other educational resources.Through social media, patients can join virtual communities, participate in research, receive financial or moral support, set goals, and track personal progress.Physicians are also using social media to promote patient health care education.They tweet, make blog posts, record videos, and participate in disease-specific discussion forums focused on patient education.

PUBLIC HEALTH PROGRAMS

Social media have created globalnetworks that helps in spreading information and mobilizing large number of people to facilitate greater progress toward public health goals.Social media can therefore be a powerful tool for public education and advocacy regarding public health issues. Even public health departments are using Twitter and other social media for these purposes.

The widespread use of social media can also influence public health behaviors and goals through social reinforcement. Because human beings are a highly social species, they are often influenced by their friends, as well as by friends of friends. One example of the powerful effect of social media was seen after Facebook decided to allow users to post their organ-donor status in their profile.

DANGERS OF USING SOCIAL MEDIA IN HEALTHCARE SECTOR

POOR QUALITY OF INFORMATION

The main limitation of health information found on social media and other online sources is a lack of quality and reliability. Authors of medical information found on social media sites are often unknown or are identified by limited information. In addition, the medical information may be unreferenced, incomplete, or informal. Social media users may also be vulnerable to both hidden and overt conflicts of interest that they may be incapable of interpreting.

DAMAGE TO PROFESSIONAL IMAGE

A major risk associated with the use of social media is the posting of unprofessional content that can reflect unfavorably on HCPs, students, and affiliated institutions. Social media convey information about a person's personality, values, and priorities, and the first impression generated by this content can be lasting.Perceptions may be based on any of the information featured in a social media profile, such as photos, nicknames, posts, and comments liked or shared, as well as the friends, causes, organizations, games, and media that a person follows.

BREACHES OF PATIENT PRIVACY

Concerns regarding the use of social media by HCPs frequently center on the potential for negative repercussions resulting from the breach of patient confidentiality. Such infractions may expose HCPs and health care entities to liability. Whether communicating with or about patients on social media, breaches of patient confidentiality can result in legal action against an HCP.The patient's consent is a critical issue to consider when using social media.

LICENSING ISSUES

The use of social media can also adversely affect an HCP's credentials and licensure.State medical boards have the authority to discipline physicians, including imposing restrictions or suspending or revoking licenses. These penalties can be meted out for unprofessional behavior, such as the inappropriate use of social media, sexual misconduct, breaches of patient privacy, the abuse of prescribing privileges, and the misrepresentation of credentials.

LEGAL ISSUES

The widespread use of social media has introduced new legal complexities. A number of constitutional rights can be applied to the use of social media, such as freedom of speech, freedom from search and seizure, and the right to privacy; however, these rights can be successfully challenged.

Legal cases should never be discussed on social media because most current case law dictates that such information is "discoverable," although this may depend on the purpose for which the information is sought.Even if it is posted anonymously, various investigative methods may potentially be used to directly link legal information to a specific person or incident. HCPs can also expose themselves to lawsuits if they respond to a question sent via social media by providing medical advice.

LEADING HOSPITALS OF INDIA USING SOCIAL MEDIA

Healthcare Industry has been growing at a very fast pace. The need of doctors and affordable medication is on rise. Most of the hospitals cater to this need. A few of them are good enough to go online and publish information about the kind of facilities they provide.

1. APOLLO HOSPITALS

Apollo Hospitals is India's leading hospital with a PAN India presence.Apollo's Social Media presence is spectacular with about 2 million fans on Facebook. Brand posts about 6 updates per day with an objective to educate people and responds to all the queries and comments received. On an averagethey get about 200 people engaging their posts. Also on Twitter, the brand has 69800 followers.The hospital conducts campaigns/contests regularly. Some of the commonly used campaigns/contests are #Healthquiz #eatsmart etc.

 #healthquiz is one of the engaging posts wherein people actively participate and come to know about various do's and don'ts' for a healthy living. Another campaign #eatsmart educates people oncertain specific foods that is required for a healthy living.

On LinkedIn, it has 22817 followers. It also stands tall on Google+ with 42000 followers which makes it the only hospital to have such a strong Google+ presence. The brand has 921 subscribers on YouTube.

2. MAX SUPER SPECIALTY HOSPITAL

Max's website has a domain age of 10 years. With a Google page rank of 6 and global Alexa rank of 82630, the brand has 9738 backlinks from 236 reference domains. On social media the hospital is highly active with 7 and 10 updates every week on Facebook and Twitter respectively. Its Facebook posts gets an average of 35 likes. The posts and tweets are informative and interactive. It responds to patients queries within 24 hours. Moreover, it posts about certain commercial details. E.g. the #didyouknow educates people on general health benefits.

On LinkedIn the brand has 5911 followers and on YouTube the brands has 146 subscribers. The use of contest/campaigns like #cancer, #winter etc. makes them a strong member on Google+.

3. FORTIS HEALTHCARE

 Fortis hospital is labelled fastest growing healthcare group. Operating in four nations, this hospital was ranked 2nd among 30 most technologically advanced hospitals in the world by 'topmastersinhealthcare.com'. Its website has a domain age of 13 years.It has a Google page rank of 5 and global Alexa rank of 60403, which is considered very good. Moreover, Fortis has 364 reference domains spread across 5108 links.

On social media, the hospital has a very good presence with 21 and 14 updates every week on Facebook and Twitter respectively. Its strong presence can be attributed to the frequent contests/campaigns running on their pages which are very timely done. E.g. the hospital's latest campaign was #NepalEarthquake which portrayed its relief work carried out in Nepal. Another common e.g. would be #stomachflu which is very much informative by suggesting people to follow a healthy diet.

On LinkedIn, it has a good number of followers, 13704, which adds to the credibility of the page. On Google+, the brand is very active with the use of # like #worldheartday. On YouTube the brand has a whooping number of subscribers, 2146. This can be attributed to the good quality of videos posted.

4. WOCKHARDT HOSPITALS

Having a PAN India presence, the hospital's activity level is pretty decent on Facebook and Twitter. Its domain age is 14 years, Google page rank is 5 which shows that the hospital must have Google's recognition for being very long. It has 1428 links from 202 reference domains. The hospital is very active on Facebook and Twitter by posting 2 posts on an average every day. Moreover, the hospital has 989 reviews and gets 12 likes per post on an average on Facebook. The posts are generally aimed at creating awareness about health. The main parameter that adds strength to it is the campaign and contests it conducts. For e.g. #MediQuiz helps in letting people know or share their knowledge about human body facts. Another e.g. #InterestingBodyFacts throws light upon certain amazing facts about human body which is not known otherwise.On LinkedIn the brand has 2812 followers.

5. ESCORT HEART INSTITUTE

The hospital, though present only in Delhi, has a pretty decent presence on social media. It is the largest free standing private cardiac hospital in Asia Pacific region. Its social media pages are the same used by its parent company – Fortis Healthcare.

It has a domain age of 5 years. This shows that the brand has to update regularly to gain Google's recognition. It has a Google rank of 4. Its Facebook, Twitter and YouTube channels are the same used by the parent, Fortis Healthcare.

CONCLUSION

When used wisely and prudently, social media sites and platforms offer the potential to promote individual and public health, as well as professional development and advancement. However, when used carelessly, the dangers these technologies pose to HCPs are formidable. Guidelines issued by health care organizations and professional societies provide sound and useful

principles that HCPs should follow to avoid pitfalls.According to Melody Smith Jones, Healthcare organizations continue to navigate the transforming healthcare industry and identify new avenues to engage with consumers outside of the facility walls. In a fast-paced information-dominated world, successfully interacting with consumers may seem like a daunting task. The key is to connect with consumers where they are and provide them with actionable health and wellness information they need to live a healthier life.

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E-WOM THROUGH SNS – A CRUCIAL MARKETING ACTIVITY

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ABSTRACT

WOM (Word Of Mouth) is defined as "an oral person to person communication between a receiver and a communicator whom the receiver perceives as non –commercial ; regarding a brand, a product or a service" (Arndt, 1967). Some state that WOM is more effective than traditional marketing such as advertisement through newspapers, radio and personal selling etc. The 21ˢᵗ century has been marked by a rapid and continuous growth of SM (Social Media) and SNS (Social Network Sites). It results in shifting of WOM to E-WOM (Electronic word of Mouth) which is perceived more influential than traditional WOM. It is accepted as crucial marketing activity by researchers, companies and managers as it is extremely effective in shaping consumers attitudes and behavior. SNS are enhancing tool for E- WOM. Consumers and participants rely on E-WOM before making a purchase. The objective of this paper is to discuss about the importance and impact of E-WOM through SNS on consumers and to suggest that managers should adopt it in to their marketing tactics.

KEYWORDS: *E-WOM, WOM, SNS.*

INTRODUCTION

WOM (Word Of Mouth) is defined as "an oral person to person communication between a receiver and a communicator whom the receiver perceives as non –commercial ; regarding a brand, a product or a service" (Arndt, 1967). Some state that it is nine times as effective as traditional marketing (Day, 1971). Researchers show that WoM is twice high as personal selling and seven times high as print advertisement in communication landscape influencing decision making.

E-WOM(Electronic WOM) have been discussed since 1993 when the first user-friendly web browser, NCSA Mosaic was introduced (Breazeale, 2009). eWOM can be diffused faster since it can reach millions of people, making it more influential than traditional WOM . Also, in eWOM, information can originate from an unknown person in contrast to traditional WOM, in which information is exchanged in a more personal way (Park & Lee, 2009). People have always done business with people they know, like, and trust. That′s the essence of "relationship marketing." The popularity of online social networking has shifted our methods of connecting with consumers, stakeholders, and potential partners. eWoM could be more powerful in communication than traditional WOM, due to its distinct characteristics and the impressive technological development of the Internet.

LET'S SEE SOME STATISTICS

- 92% of consumers worldwide trust recommendations from friends and family more than any form of advertising.

- 80% of consumers have changed their mind about buying a product after reading a negative online review.

- 69% of US consumers who have liked a brand on Facebook have done so because a friend did.

- 59% of consumers trust online reviews as much as personal recommendations.

OBJECTIVE OF THE STUDY

The objective of this paper is to discuss about the importance and impact of E-WOM through SNS on consumers and to suggest that managers should adopt it in to their marketing tactics

LITERATURE REVIEW

➢ *Joy Esther Jebaraj, John Jebaraj (2014)have discussed in their article "WOM & E-WOM" that eWoM could be even more influential than traditional WoM because it provides explicit information, tailored solutions, interactivity and empathetic listening directly to the user.*

➢ Astrit Hodza, Katerina Papadopoulou,Vasiliki Pavlidou(2012) have studied on Word of Mouth through Social Networking Sites and how does it affect consumers?

➢ Weerawit Lerrthaitrakul and Vinai Panjakajornsak explained- The impact of E-WOM Factors on Consumers' Buying Decision Making Processes in the Low Cost Carriers: A Conceptual Framework

CHARACTERISTICS OF TRADITIONAL WORD OF MOUTH ARE

1. It is an oral person to person communication between a receiver and a communicator

2. It is apart from mass communication such as advertising.

3. It's about commercial content and commercial entities such as companies, products, services and brands.

4. Information is exchanged in a more personal way in contrast to E-WOM.

5. Communication is perceived as unbiased, genuine and honest because the communicators are non-commercially motivated

CHARACTERISTICS OF E- WORD OF MOUTH ARE

E-WoM could be more powerful in communication than traditional WOM, due to its distinct characteristics and the impressive technological development of the Internet.

1. E-WOM, information can originate from an unknown person in contrast to traditional WOM

2. It uses the internet so information is passed on a written text, images or even movies.

3. It has a greater potential of becoming viral as it is these days - it once, reach more friends with a single effort, and reach more people some of whom you don't even know.

4. E-WoM overcomes most of the physical barriers that inhibit traditional communication

5. It can reach a multitude of people at the same time so it has a greater potential of becoming viral.

IMPACT OF E-WOM

Advertisement from companies on SNS is most likely to be ignored by the members, since these advertisements are company generated and therefore perceived as untrustworthy (Diffley, et al., 2011). Marketers need to be aware of the upbeat and downbeat impact of E-WOM on their marketing efforts. As communication barriers continue to decrease due in large part to the continued adoption of the Internet, effective use of E-WOM activities will be of even greater importance in the future.

The Impact of Social Media on Marketing

LaKendra D. Davis ◉ Stephen Hallmark ◉ Danny (Yong) Lee ◉ Matt Raynes

UPBEAT (BUOYANT) IMPACT OF E-WOM

- Various formats of E-WOM provide consumers opportunities to amplify their voices in an unprecedented way.

- Consumers read comments online to save time on decision-making, which allows for more informed buying decisions.

- E-WOM marketing efforts are generally very cost-effective and the message content can be changed quickly and often.

- The e-word-of-mouth marketing execution may not only increase brand awareness, it can also motivate direct purchases.

- E-WOM could be even more influential than traditional WOM because it provides explicit information, tailored solutions, interactivity and empathetic listening directly to the user.

- Reviews help the process of buying products/availing services. Experience-sharing has become easier & more effective than ever.

- Consumers are no longer constrained by time, place, or acquaintances.

- The amount of information and the number of sources that consumers can access online is greater than what is available offline

- .Information available online is far more voluminous in quantity.

- E-WOM overcomes most of the physical barriers that inhibit traditional communication

- The presentation format, quantity and persistence of E-WOM communications have made them more observable

DOWNBEAT IMPACT OF E-WOM

- Negative E-WOM can snowball more quickly than positive E-WOM and derail a marketer's good intentions

- Another disadvantage to using E-WOM is that many people feel these efforts are often nothing more than unwanted solicitations, This proliferation of unwanted e-mails has driven people to put Spam blockers on their computers, which filter out these e-mails preventing them from ever reaching their intended target

- E-WOM affects the decision making of the individual because consumers tend to actively give and seek opinions online in the same manner that opinions are traded offline

- In dealing with negative social media campaigns, censorship can aggravate consumers and create further negative publicity via word of mouth that can quickly spread among networks of consumers" (Thomas et al., 2012, p. 100). To provide an **example**, Greenpeace used social media to attack Nestlé over its use of palm oil in its Kit Kat bars.

- A drawback of collaboration is that the brand gives up control and risks that the brand damage is high if spokespersons turn against the company.

- Delay strategy can make the situation worse as consumers could get even more angry (Thomas et al., 2012). A **delay strategy** is based on the idea that a negative electronic word-of-mouth campaign or online firestorm will be diminish on its own, allowing the company to not directly respond to or even ignore it (Thomas et al., 2012). For example, two employees of Domino's Pizza violated health-code standards while preparing sandwiches and posted the video on YouTube in 2009. It quickly spread over many different social media platforms, was viewed by millions of people and damaged Domino's brand reputation. However, Domino's decided for the delay strategy and was accused of having responded too late (Vogt, 2009).

WRAPPING UP

Electronic Word of Mouth (E-WOM) is a form of buzz marketing and it can become viral if the message is persuasive or funny enough**.** In E-WOM we focus on person-to-person contacts that happen on the internet

Source:www.buzztalkmonitor.com

By making use of the partner strategy, a company is likely to be perceived as transparent and authentic which are pillars for a successful social media campaign (Safko, & Brake, 2012). a drawback of collaboration is that the brand gives up control and risks that the brand damage is high if spokespersons turn against the company. Moreover, if a company releases too much power to the consumers, it can happen that the company is not always presented in a positive light (Thomas et al., 2012Now, the Internet and two-way communication among the masses has changed the development of an organization's reputation. Companies should embrace the ability to hear voices of the consumers and understand that consumers' voices will not go away. In 1954, Peter Drucker wrote that the consumer has the power position in the economy (Breazeale, 2009) and the Internet and E-WOM enhance that power. Organizations that accept and understand E-WOM will be around longer.

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E-RELATIONSHIP MARKETING: HOW TO BUILD CONNECTIONS THAT LEAD TO BUSINESS

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ABSTRACT

Marketing is an important function of management. Production of goods and services has no meaning without marketing, because they will not be exchanged for money and money's worth. The concept of the marketing has become broader and has a wider scope with the passage of time.

KEYWORDS: *Marketing, Business, Electronic Marketing.*

INTRODUCTION

Marketing is an important function of management. Production of goods and services has no meaning without marketing, because they will not be exchanged for money and money's worth. The concept of the marketing has become broader and has a wider scope with the passage of time. The term marketing is originated from the Latin word "Marcatus", having a verb "mercari" which means 'merchandise' trade or a place where business is conducted.

Money can't buy one of the most important things you need to promote your business: relationships. How do customer relationships drive your business? It's all about finding people who believe in your products or services. And when it comes to tracking these people down, you have two choices:

You can do all the legwork yourself and spend big marketing dollars. But that's like rolling a boulder up a hill. You want to drive your business into new territory, but every step is hard and expensive. There's another less painful--and potentially more profitable-way...

You can create an army to help you push that boulder up the hill instead. How do you do that? You develop relationships with people who don't just understand your particular expertise, product or service, but who are excited and buzzing about what you do. You stay connected with them and give them value, and they'll touch other people who can benefit your business.

Special Issue

Powerful relationships don't just happen from one-time meetings at networking events--you don't need another pocketful of random business cards to clutter your desk. What you need is a plan to make those connections grow and work for you. And it's not as hard as you think.

Relationship marketing is a facet of customer relationship management (CRM) that focuses on customer loyalty and long-term customer engagement rather than shorter-term goals like customer acquisition and individual sales. The goal of relationship marketing (or customer relationship marketing) is to create strong, even emotional, customer connections to a brand that can lead to ongoing business, free word-of-mouth promotion and information from customers that can generate leads. Given the wealth of information available online, relationship marketing is becoming ever more important.

Why? Because today's consumers are more conversant. This has resulted in a drastic shift in consumer power and has altered the selling process by placing a greater emphasis on the customer experience.

Most businesses do not have a clear understanding of what relationship marketing really is and how to successfully put it into practice. Let's debunk one misconception right from the start: Relationship marketing isn't the opposite of traditional marketing and it doesn't exclude older channels (like email marketing and content marketing) in favor of solely using social media.

To clarify this important practice, today we'll look at the most important online channels in relationship marketing campaigns. We'll even give you the inside scoop from notable entrepreneurs on how relationships helped build the audiences that built their businesses.

TRADITIONAL V/S ELECTRONIC MARKETING

 Now a day's trend has been changed many business has adopted E-Marketing … E-Marketing has proved itself a useful weapon for the business that is used by almost every business to boom up their sales by E-Marketing…E-Marketing is considered equal to internet marketing… It includes online marketing using various new technologies….It provides a new life to the marketing …….

With the advent of the internet and the big data analysis organization have been able to use relationship marketing and data base mining as a powerful tool ……this is the combination of internet, technology and marketing

The development of relationship marketing is a way how marketing is evolved …organization often to achieve economies of a scale restore to standardization and mass customization. The products were sold on the basis of interpersonal relationship. In the last few decades with the increase in the competition the focus has been moved to differentiation. In order to achieve the differentiation there is a need to understand the customer's needs and requirements. Thus marketing moved from mass appeal to customer focused marketing. The main focus of relationship marketing is to retain the customers and make them frequent buyers

ELECTRONIC CUSTOMER MARKETING

The concept of developing strategies through the usage of internet and other digital platforms for customer relationship management is called electronic customer relationship management.

The activities that are likely to cover under customer relationship:-

- Website as a base for customer development

- Customer contact integrity

- Applying internet to up sell and cross sell

- Focus marketing

- Great customer purchase experience.

E-RELATIONSHIP WITH BUSINESS

Business Managers of today are living in challenging times. Business targets had never been stiffer, work pressure and managing the complexities of competition is keeping them on their toes all the time. Today, success or failure of a business and the Organization is dependent wholly upon the Organization's ability to be flexible and to respond to the external changing environment. Only those who are able to adapt to the changes and those who are able to assimilate and learn from tomorrow's technology are able to run the race. Digital technology has changed the rules of business game. Today, individuals have the power of internet in their hands. If one wants to book an airline ticket, it is pretty easy to do so online and it takes only a few minutes to complete the entire transaction of looking at the options, selecting the best priced deal, making an online payment and printing the confirmed ticket. As compared to talking to a travel agent for an hour and several calls, online booking is definitely a better deal. Take the case of courier industry. One can book a consignment to any location in the world and you can use the track and trace feature on the web to track the status of your parcel at any time. This feature makes a huge impact to a business which is sending some important and time bound cargo or document to another location. Look at how easy it has become to configure a computer that you want and order it online in an instant.

From the above examples it is very clear that the businesses that have adapted and embraced E Business and E Commerce have managed to be successful and ahead in the industry. Migrating to an E Business environment is not easy and simple. It is not as simple as it looks that one can just buy an application and host it on the net and attract customers. Embracing e business calls for Organizations to change their business models, business strategies as well as integrate their business processes with technology.

WHAT IS RELATIONSHIP MARKETING REALLY ABOUT?

With a focus on loyalty, retention and long-term relationships, the aptly named practice of "relationship marketing" is designed around developing strong connections with customers by directly providing them with information that is tailored to their needs, wants and interests.

As opposed to transactional marketing's focus on direct sales, relationship marketing emphasizes increased word-of-mouth activity, repeat business and a willingness on the customer's part to provide information to the organization. And unlike this process is started willingly via an opt-in by the customer.

But is this focus on creating a relationship with customers worthwhile? As we previously discussed, the is that most customers do not want to be engaged with a business or brand; their priority is shared values.

Channels for building the relationship:

- Customer service

- Content

- Social media

- Email

- Loyalty programs

- Surveys

➢ **CUSTOMER SERVICE**

No matter how high tech customer relationship management becomes, the elements of personal support will always be the foundation is built on. The cornerstones for providing memorable customer support. To achieve these ends, it's imperative to create a balance that provides employees with clear goals and guidelines (but doesn't suffocate them with red tape!).

Remember that the companies who truly lead the way in exceptional service have this goal, so make sure you take the time to invest in employees who get why it's important to take care of customers.

➢ **CONTENT**

Content marketing is such a hot topic right now that calling it a hot topic has become a trope in itself!

But there's a reason for this. Traditional paid advertising—the standard interruption marketing method—essentially amounts to renting eyeballs or clicks for your business. Once the money stops flowing into those channels, the results also stop.

By contrast, content marketing allows you to build an audience that you can keep. It should not be viewed since the returns for evergreen content will last as long as the thoughts stay relevant.

But content goes far beyond. Using content as a form of support is also marketing. Free resources, help documentation and webinars can market to customers as long as the content is:

- Functional

- Comprehensible

- Usable

- Enjoyable

- Motivational

We love this from our friends at Intercom:
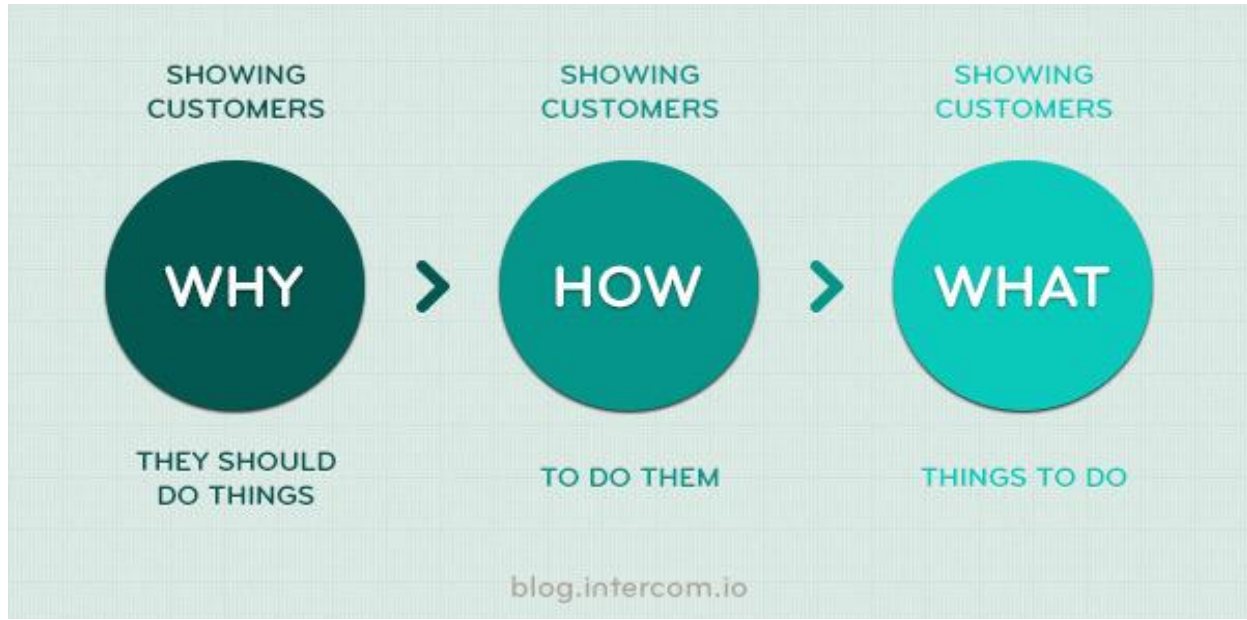
➢ **SOCIAL MEDIA**

If you can get past the hype, social media can truly be a useful channel for creating relationships with customers.

There are multiple approaches to using social media to build relationships, all of which need to properly reflect your. As an example, see how to build trust and prestige with customers and to successfully resolve issues:

"Even though FedEx does online listening, Sauerwein's team is the one responsible for handling actionable requests that customer care follow-up to help solve the issue or answer the question. Their engagement time? Mostly in a matter of minutes."

Conversely, brands like who, let's be honest, aren't catering to a professional B2B audience, focus more on connecting with customers through humor. The result: Their Twitter account has become one of the most popular online corporate accounts.

Building relationships through social media is about and creating a social media presence that reflects what they want to see from you. If you've earned the right to appear in their streams,

➢ **EMAIL**

"Email marketing is still one of the most powerful mediums to build relationships with your customers, as it is just so personal. At work, many employees spend in their inbox—that's a lot of time! Incorporate this channel by delivering free course content and product updates via

email. A consistent stream of genuinely useful content will guarantee that your campaign is really effective—and it's something that business owners have never been able to deliver over display ads or social networks."Chris Hexton

There's a reason every social network in existence asks for your email when you sign up: Email is still the best way to turn a casual browser into a repeat user. Keep it by giving them content that they actually want.

Email marketing for small businesses thrives off of an engaged email list resulting from strong relationships being built with customers and prospects.

One benefit of email that isn't often mentioned is that you rarely have to compete with *fun* via email.

➤ LOYALTY PROGRAMS

Creating "sticky" customer loyalty programs is no easy task, but successful programs show that it's more than worth the effort. As with every aspect of relationship marketing, creating a great loyalty program starts with knowing what your customers want and what they want to do in order to get it (oftentimes this is simply buying more of your products, which is great!). Here's a quick 3-step rundown of how to angle any loyalty program toward customers' needs:

1) FIND A DESIRABLE OUTCOME

Customers won't commit to a program if the reward isn't worthwhile. Additional access or bonuses for your product may be the way to go, but in many cases free stuff works best.

2) FIND AN ACTION THEY WILL REGULARLY COMMIT TO

Drop box found that customers were very willing to refer other users for additional space. For other businesses (like the car wash example), simply purchasing the product or service will be enough (i.e., rewarded for buying something they already want).

3) MAKE SURE THIS SYSTEM ALIGNS WITH YOUR BUSINESS

With business goals in mind, the loyalty program should be crafted around your business' modus operandi.

➤ SURVEYS

"Most people don't understand that building a relationship with customers is about helping them. I've learned that the best way to find out how to help is by using surveys. By regularly using both standard surveys and targeted micro-surveys, we've gained a deep understanding of what customers want. We've even gathered feedback for non-product related concerns, such as what content customers would find most useful." —Ruben Gamez, founder of Bidsketch Customers are far more willing to hand over information to companies they know, like, and trust … and the data gathered can be incredibly valuable to your business. Of the many methods to gather feedback from customers, surveys offer the best way to approach customers on a large scale. As Gamez mentions above, surveys can be useful to gather a sense of a majority opinion for an upcoming decision (like what sort of content customers might enjoy most).

We have to familiar with the three things every survey should be laser-focused on: -

Special
Issue

Intent

Why are we making this survey?

What do we want to learn?

Brevity

Is this question really necessary?

Bias

Is this a loaded question?

Are we communicating clearly with customers?

When you conduct smart, regular surveys with your customers (and prospects), you'll take a lot of the guesswork away and end up with insightful data that you can use to evaluate your next move.

THE INTERNET AND THE MARKETING MIX

The marketing mix refers to usage of the four Ps of marketing which are Product, Price, Place and Promotion. All the marketing strategies are developed around the framework of fours Ps. With the advent and progress of service industry elements like People, Process and Physical evidence were added to the traditional marketing mix.

E-commerce is a great avenue for organizations to use the above marketing mix to their advantage.

PRODUCT

In the marketing mix product refers to services, brand or merchandise features around which strategy has to be developed. Any strategies around products are primarily based on market research undertaken by organization to asses' customer needs and requirements.

Online marketing strategy can segmented into two parts, decision around the fundamental features meeting customer needs and additional features which are benefits above the core benefit.

For the fundamental features, the internet can be used to provide additional information about the product to existing and new customer base, for example online reviews, video, etc. Additional benefit could be providing a new business proposition, for example e-book.

For extended benefits, for example, in the computer industry, organizations provide instruction manual, base-warranty and technical assistant without any additional cost to the consumer.

The internet can be used to gather data from the customer for perception about products and service. This form of market research is of low cost compared to traditional approaches. Organizations can do this market research through online focus groups, web survey, feedback forms, blog etc.

Brand and product growth are almost comparable. So to develop successful online branding, organization should look to provide the following:

• Easy, safe and convenient purchase experience.

- Online customer assistant.

- Personalization

- Online support groups for technical and other requirements.

PRICE

The internet can influence the price mix of marketing strategy through the following:

- Improved price transparency and impact on differential pricing.

- Commoditization and price pressure.

- Dynamic pricing and auction

DIFFERENT PRICING METHODOLOGY

The internet has improved price transparency; therefore, it is important for organizations to understand the price elasticity of demand, before pricing decision.

Also with online retail, overheads are coming down for organizations without physical stores. This means online companies have an advantage over conventional shops. Therefore, the price is always facing downward pressure.

There are many different pricing mechanisms available. Online players like e-bay, etc have made some of this model very popular. One the most popular model is forward auction where products are purchased by the highest bidder and give specific time period.

PLACE

Place in the marketing mix referrers to path through which products reach the consumer. Organizations devise channels as to reach widest customer base at minimized cost. The internet has changed place element in the marketing mix. The point of purchase can be divided into seller controlled sites, third party hosted seller oriented sites, third party hosted consumer-seller neutral sites, purchaser controlled sites and purchase controlled sites.

Organizations are also developing websites which cater to the specific requirements of a country. These specific requirements can be around language, product mix and cultural difference.

The distribution channels have also undergone changes because of the internet. Organizations need to decide whether they will supply goods through intermediaries, or directly deliver to the consumers. Organizations can also adapt combination of intermediary and direct delivery.

PROMOTION

The promotion component of the marketing mix refers to the marketing communication strategy used by the organization for product and company advertisement.

The promotion element consists of advertisement, sales promotion, customer contact, public relation and direct marketing.

The promotion element mix is chosen by the communication strategy of the organization. The internet serves as additional and new communication channel through which it can connect to consumers regarding product features.

Organizations also need to decide at which stage of the purchase cycle, they should use the internet. Also, companies should explore as to which promotion component to use in the conjunction with the internet.

Organizations have limited budget through which they have to devise a strategy to choose a promotion mix.

PEOPLE AND PROCESS

The people component of the marketing mix refers to interaction between staff members and consumer during pre-sale, sale and post sales activity. Some of the options available for organizing with the advent of the internet are auto-email response to queries, e-mail notification on purchase status, call back facility, online chats, frequently asked questions section, site search section, online purchase assistance, etc.

The process component of the marketing mix refers to process adapted by the company to co-ordinate all the marketing activities which are covered under price, place, promotion and people.

The internet has provided a variety of options within the marketing mix to devise current and long term internet marketing strategy.

CONCLUSION

With technology changing at a very fast rate businesses need to update their websites regularly and use advancements in technology to improve the online experience for people visiting their websites. If they choose not to, they are risking customers selecting competitors who do make the most of technological developments. Businesses also need to develop innovative strategy to persuade customers to select them over millions of other businesses on the internet. The internet is a huge market place and competition is fierce.

Special Issue

MARKETING WITH SOCIAL NETWORKING SITES HAS SURPASSED TRADITIONAL RELATIONSHIP OF WINE AND DINE

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ABSTRACT

The most well-known social software applications are weblogs, wikis, social networking sites and instant messaging. Social networking at a high level is described as the convergence of technologies that make it possible for individuals to easily communicate, share information, and form new communities online. But the big question today is not what social networking is, but rather what it means for businesses. During the fast growth of social media and software, social networks are forcing companies to increase activities in their traditional CRM systems. These popular websites could be a great approach for companies and customers to improve their communications by applying them in computers and mobile devices. Through the social networks the way, which the company uses in its marketing, is changed. Business can take benefit through applying Social network marketing in order to cooperate with companies to achieve their goals. One of the most important advantages of Internet based application is creating an interactive contact between stakeholders that enable businesses to get feedback directly from their customers. In parallel companies can gain benefits through social marketing: they can achieve a better understanding of the customer needs and then they can build effective relationships with customers. Although social marketing is a common concept in business, there is a few numbers of people aware of its effective role in marketing. Social Marketing is a known term but not all the people know what it is exactly and what are the opportunities and risks from it. Social network marketing can be very advantageous for businesses. This paper intends to find how social software can be used to improve the marketing and to survey how social software can be used effectively in enterprises. The main focus would be on opportunities and risks in companies used social network in their marketing.

KEYWORDS: *Social Networking, Marketing, CRM.*

INTRODUCTION

In recent years, a change in the relationship between companies and customers has revealed. The expansion of Web 2.0 and social network as (Facebook, Twitter, You tube, etc) have had a tremendous impact on the way companies conduct marketing. The customer has received more and more control over and through the communication regarding the company and its products. The core of any business is the customers, and social networking represents an opportunity to build even closer and more profitable relationships with customers.

In fact, companies can gain benefits through using social network in their marketing: they can achieve a better understanding of the customer needs and can build better relationships with customers. For companies to achieve the measurable commercial benefits, they must plan their activities in social networks for better control and measurement. The correct behavior can also change the way in how the companies consider their customers. Whenever the coordination between the social networking and marketing is achieved, companies can more easily follow their clients, achieve their requirements, control and measure their activities.

MARKETING WITH SOCIAL NETWORKING SITES

➢ Social networks are growing type of social programs and it is the application systems, which are based on the development of Internet and the advantages of networks, which can direct and indirect interpersonal interaction (communication ,coordination, cooperation) and reflect the relationships of the users on the World Wide Web.

➢ Marketing is the process, which is used to determine what products or services can be of interest to customer. Social networks help in improving the marketing of organizations to new insights about the brand, which offers innovative ways to implement the basic marketing programs, as well as new methods to win in online discussions of important business..

➢ Social networking sites are the source of almost inexhaustible views of clients and situations, and the challenge is to control this information in an appropriate manner and in a meaningful way for the company and that brings real benefits for them. Social networking is also a suitable framework for core activities in marketing on the Internet.

OVERVIEW OF SOCIAL SOFTWARE APPLICATIONS

The concept of the social software describes the scope of applications which allows social connections, group interaction, and the information exchange in the web supported environments. The social software is the main part of the web 2.0 The applications described below are divided into three focus areas: relationships, communication and information:

1. FOCUS ON RELATIONSHIP AND SOCIAL NETWORKING

Social interaction of the people changes significantly with the advent of computers and networks. Web offers people opportunities to communicate with the others, and build relationships. The difference between a social network and a community arises from the focus on Relationship and Social Networking.

2. FOCUS ON COMMUNICATION

Instant messaging (IM) is a form of real-time direct text-based communication between two or more people using personal computers or other devices, along with shared software clients. The user's text is conveyed over a network, such as the Internet. More advanced instant messaging

software clients also allow enhanced modes of communication, such as live voice or video calling. The major IM services are Yahoo! Messenger, Google Talk, and Microsoft's incarnations: MSN Messenger, Windows Messenger and Windows Live Messenger.

3. FOCUS ON INFORMATION BLOGS

A blog (a blend of the term "web log") is a type of website or a part of a website. Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog. The blog is the most important applications in the field of social software, because it links all principles of social software. Each user has the option of free and without specific technical knowledge to contribute (post) blog publishes. The following technical properties support the networking of blogs with each other:

- **TRACK BACK**: A track back is one of three types of link backs, methods for web authors to request notification when somebody links to one of their documents. This enables authors to keep track of who is linking, and so referring, to their articles.

- **PING**: With the help of ping, new entry can be automatically reported and it calls Blog Portals.

- **RSS**: RSS (most commonly expanded as Really Simple Syndication) is a family of web feed formats used to publish frequently updated works such as blog entries, news headlines, audio, and video in a standardized format.

- **WIKI**: The Wiki consists of at least one but usually several together linked websites. The use of wiki pages is very easy because you just need to possess any knowledge of HTML (Hypertext Markup Language). Another advantage is that wikis have usually a full text and can recover to its content in the whole site quickly.

- **PODCASTING**: Podcasting refers to the production and provision of the media files (audio or video) through the Internet. It is a word could be considered as apart of the field of video-audio-on-demand. Each file in the podcast called episode can be stored in PC and then transfer it to any media and listen to it at any time without having to connect to the internet. Social Tagging Social tagging is not the creation of new content, but it the creation of the description and categorization.

List of 5 Top Digital Marketing Companies in India

1. PINSTORM

Pinstorm focuses on integrated digital marketing and provides services like Search marketing, Social Media marketing, Search engine marketing, campaigns, bids, ads, prospects.

CLIENT LIST: Café Coffee Day, ICICI Bank, Sharekhan, HSBC, ET Now, GQ, Open, NIIT, Jet Airways, Idea, Hindusthan Times, Taj, Sony, Tanishq, Lee, Greenpeace, Yahoo, Canon, etc.

AGENCY LOCATED IN: US, Europe, Malaysia, Singapore, Bangalore, Gurgaon, and Mumbai.

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2. TECHSHU

This social media marketing company has a team of over 60 members including skilled leaders and Google Certified Team individuals who take care of all the aspects of Digital Marketing for the companies that are targeting the US, UK, Australia, Canada, New Zealand market or the entire globe. PPC, SEO, SMO, affiliate marketing, and conversion optimization are some of its significant services.

CLIENT LIST: Hewlett – Packard, Aditya Birla Nuvo LTD, ABP (Ananda Bazar Patrika Group), Nasscom, Turtle, mJunction (JV of TATA Steel & SAIL), SREI, Rupa (Macroman), Bharatiya Janta Party (BJP West Bengal), Green ply Industries Ltd, SRMB Steel, GKB Opticals and many more

AGENCY LOCATED IN: Kolkata in India, USA, UK, Australia.

3. REPRISE MEDIA

Founded in 2003, Reprise Media is an excellent digital advertising agency focused on connecting brands with customers that seek them out online. The services offered include paid search marketing, social media marketing, and SEO.

CLIENT LIST: Verizon, American Airlines, Hyundai, Honda, Cathay Pacific, Raymour & Flanigan, Sharp, United States Postal Service, Metro PCS, Sharp, and more.

AGENCY LOCATED IN: Mumbai and New Delhi in India, US, UK, Europe, Latin America, and Asia Pacific region.

4. OGILVY PR

Ogilvy Public Relations Worldwide has a strong presence in the Asia-Pacific region for over two decades. It provides services like, consumer marketing, public affairs, media relations, product marketing, and media relations.

CLIENT LIST: American Express, NIDDK, XEROX, DuPont, BP, Ford, LG Electronics as well as local companies in 85 offices around the world.

LOCATION: Bangalore, Chennai, Hyderabad, Kolkata, Mumbai, and New Delhi in India, The America, Europe, Africa & Middle East, Belgium, France, Germany, Spain, United Kingdom, Asia Pacific.

5. ISTRAT

iStrat is a member of National Association of Software and Services Companies (NASSCOM) that deals with brand management and marketing. Founded in 2003, the company has a wide range of services including digital communications services, search engine optimization, social media, ecommerce services, web solutions, online marketing, relationship marketing, interactive kiosks and digital films**.**

CLIENT LIST: Maruti Suzuki, Nestle, Alpha Corp, Pepsico, Redtape, DSCL, Max India Limited, Ericsson India, Pfizer India, Apesma India, CII, Hero Honda, Ranbaxy, Google, MSN, Yahoo, Ask, Moneycontrol.com, NDTV, Wikipedia, and more.

LOCATION: Gurgaon, New Delhi, Australia, and USA

TRADITIONAL MARKETING

Traditional marketing is like its own name implies, promoting and selling products or services in the real world. Some examples of Traditional Marketing includes: Radio Ads, Magazine and Newspaper Ads, Television Ads, and Print Advertising – like billboards, pamphlets, catalogs and sales materials.

There are several advantages for Traditional Marketing:

• **REAL WORLD COMMUNICATION:** People can touch, feel, hear and interact with this form of marketing. Plus you can't throw parties or host events to promote a product online like you can in the real world. Therefore, every person can try to detect what other people likes better and act accordingly.

• **FACE TO FACE SELLING:** Unlike social marketing, people have the opportunity to meet their salesman face-to-face. A great salesman can sell a lot of products this way. People also feels less reluctant to try and buy a product because they can experience it with their own hands what the product really do and not only from some images that can be fabricated.

With advantages, there must be some disadvantage too. These disadvantages are:

• **IT'S FORCED ON YOU:** Traditional marketing is usually forced on the viewer / receiver, as they come across it in their daily lives. This means that the old school marketing has a very low response rate. For example, when we are watching some ads on the television or people pass us a brochure, our response is usually just ignore it or throw it away.

• **LACK OF COMMUNITY:** Most people don't really have something in common with the brand. As a result, they don't really care about its promotions because it's useless for them. Advertisers often spend millions trying to reach people that don't really care enough about their product.

SOCIAL MEDIA MARKETING

Social Media Marketing is the latest method for buying and selling online. It solves a lot of the problems that traditional advertising have. That's why it's growing at an alarming rate, and become the preferred form of marketing nowadays.

Like Traditional Marketing, there are also advantages for Social Media Marketing:

• **VERY HIGH CONVERSION RATIOS:** Because all Social Media Marketing can be tracked and adjusted, more and more people respond to it. In other words the return on your investment is huge. More people that like you and respond to your marketing promotions, means more money!

• **COMMUNITY BUILDING:** Ask any large business person, and almost all of them will tell you that more than half of their income comes from repeat sales. Social marketing builds communities around brands, which drastically increases repeat sales. The more popular your brand becomes, more people will be attracted to it, and more money comes to you, which in turn can be used to better your product, making your brand more popular.

But of course, with advantages comes disadvantages. These are the disadvantages of Social Media Marketing:

• **DEPENDENT:** Social marketing relies on customers being active on the internet. If a customer doesn't use the internet often, or any at all, you lose them as a client. Same goes to internet connection. If your company for some reason lost the internet connection or have a blackout, even if it's only a few minutes, you will lose a very massive amount of money.

• **SCAM:** Because we can't really guarantee that the identity of the person we buy the product from is real, Social Media Marketing is prone to scam. When this happens, there is nothing you can do. That's why you should just buy things from an already trusted vendor.

OPPORTUNITIES AND RISKS OF SOCIAL NETWORK MARKETING

1. SOCIAL NETWORK MARKETING OPPORTUNITIES

Social network marketing can be very advantageous for businesses.

- It helps in establishing communities around products and services is a potential strategy to build brand loyalty, establishing exit barriers, and facilitating viral marketing through self-emergent customer testimonials.

- Such communities can also be a source of innovation by soliciting consumer input, and customer suggestions.

- Social networking can find new customers, and help conduct brand intelligence and market research.

- Through wish list features and tell-a-friend applications the company can make its advertising in a social network. The communication in social network gets shoppers to listen to one another, review ratings for products and services, and provide product knowledge and personal information.

- Social networks protect users from interaction with the outside world, and keep information and interaction away from strangers

- Social marketing can be an inexpensive way to promote a company rather than putting together a huge marketing team or a prohibitive budget.

2. SOCIAL NETWORK MARKETING RISKS

Although Social networks can help companies spread good news fast, it can also spread bad news just as quickly. Moreover, if customers want to vent their anger on your product or service, they can use your social network account. Managers need to understand how to handle those situations quickly and effectively.

- As social media is not as widely moderated or censored as mainstream media, individuals can say anything they want about a company or brand, positive or negative. Increasingly, companies are looking to gain access to these conversations and take part in the dialogue.

- A potential problem that companies using social media may face is the privacy and personal security issues. There exists a niche segment that is overly concerned about their security matters and do not prefer to discuss their vocation and similar plans on social web.

- Overall, the success and failure of technologies specifically geared toward social networking revolve around user participation, trust, security, and privacy. So, users sometimes tend to be hesitant to share some of their sensitive information with companies

- We must not forget the most important thing through social marketing there is an opportunity to collect consumer data; however, these compilations of data cannot just be tapped in it. To have access to the consumer Information, business must build products and applications which will require that a user divides at least some personal data

FEBRUARY 2016 SOCIAL MEDIA STATS UPDATE

Annual growth continues apace, particularly in the number of mobile social users, which hit 17% last year.
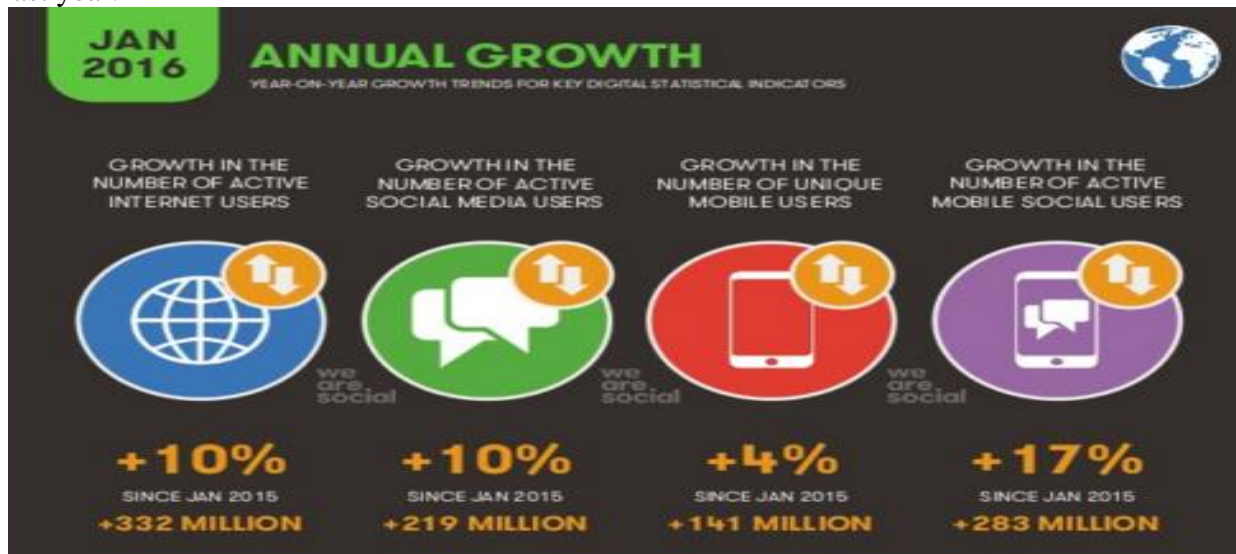
Asia-Pacific is driving much of this growth, which internet usage rates high and number of active social media users increasing 14% on the year before.

THE MOST POPULAR SOCIAL NETWORKS WORLDWIDE IN 2015

The latest Global Web Index summary in January 2015 (the most recently published) showing social network account ownership and active usage. It's useful to have both since it's the active social media use statistic which really shows the potential of a platform. Although Facebook is no longer growing at the rate it was based on the previous chart, its clearly the number one.
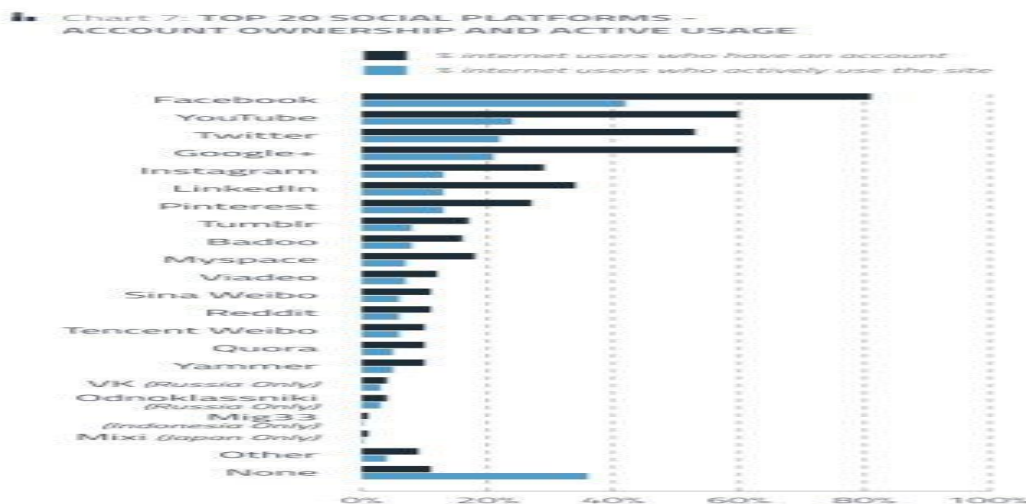
The popularity of Facebook, Twitter and Instagram are expected. You can see that Facebook is most popular in terms of active use - other charts in the report show it scores well in terms of frequency.The ongoing importance of the Google social platforms YouTube and Google+ may be a surprise since Google+ is no longer actively promoted, but they are integrated into their unified account sign-in.

CONCLUSION

Social networking sites are the source of almost inexhaustible views of clients and situations, and the challenge is to control this information in an appropriate manner and in a meaningful way for the company and that brings real benefits for them. Social networking is also a suitable

framework for core activities in marketing on the Internet. Strategically, establishing communities around products and services has been a well-known method of building brand loyalty, establishing exit barriers, and facilitating viral marketing through self-emergent customer testimonials. One of the key success factors of social software is involving its customers and determining their needs on a personal level through encouraging consumers to participate enthusiastically and listening to their desires. In the end, the social network marketing is flourishing in the era of Web 2.0 end-user interaction. Therefore, it is advisable that business do not ignore the opportunities to jump in to spread out and her customer base.

E-RELATIONSHIP MARKETING: HOW TO BUILD CONNECTIONS THAT LEADS TO BUSINESS

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ABSTRACT

E -relationship marketing concerns all forms of managing relationship with customers making use of information technology. E-relationship marketing normally includes online selling, online promotions and advertising. However it is very narrow view, as it also includes planning for customer relationship management. Therefore relationship marketing is considered as the part of E- marketing. Relationship marketing is a process of building relationship with prospective and current clients. It is a facet of customer relationship management that focuses on customer loyalty and long term customer engagement rather than shorter term. Traditionally, contact with customers made through retail store, phone, fax etc these media involved more time for implementation and maintenance. These media also required changes according to customers. But presently with the growth of internet, customer relationship management functions are performed with the use of net environment i.e. intranet, extranet and internet and named it as E-relationship marketing. The paper puts light on the concept of e-relationship marketing and focuses to identify challenges and recent trends and strategies in e-relationship marketing which is used by business to maintain the better customer relationship. All business organization consider it as an opportunity to reduce customer service cost, tighten customer relationship, most important further personalized marketing message and enable mass customization.

KEYWORDS: *Prospective, Net Environment, Strategies, Mass Customization, Personalized Marketing Message.*

INTRODUCTION

E-relationship marketing is mainly composed of customer relationship management and customer trust and loyalty. Here, customer relationship management doesn't just stand for CRM system. Thinking about the cost, instant messaging, viral marketing, email marketing, will again

help maximize the efficiency in E-relationship marketing. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. E-relationship marketing can be considered to be equivalent to Internet marketing and Digital Marketing. However, E-relationship marketing is sometimes considered to have a broader scope than Internet marketing since it refers to digital media such as web, e-mail and wireless media, but also includes management of digital customer data and electronic customer relationship management systems (E-CRM systems). E-relationship marketing is mainly composed of customer relationship management and customer trust and loyalty. Here, customer relationship management doesn't just stand for CRM system. Thinking about the cost, instant messaging, viral marketing, email marketing, will again help maximize the efficiency in E-relationship marketing. Relationship marketing is based on the tenets of customer experience management (CEM), which focuses on improving customer interactions to foster better brand loyalty. While these interactions can still occur in person or phone, much of relationship marketing and CEM has taken to the web. Wearing many hats is one of the persons love sending e-invitation to sales events automatically! Even create your own e-Newsletters with our e-Template Builder, plus Birthday and holiday e-Cards, e-Inspirational messages and more. E Marketing is any marketing done online via websites or other online tools and resources. E Marketing can include paid services while other methods are virtually free. A wide variety of e Marketing methods are at your disposal, including: direct email, SMS/text messaging, blogs, web pages, banners, videos, images, ads, social media, search engines, and much, much more. Whether you're a "bricks and mortar" business or a concern operating purely online, the Internet is a force that cannot be ignored. It can be a means to reach literally millions of people every year. It's **at the forefront of a redefinition** of way businesses interact with their customers.

THE MAIN E-RELATIONSHIP MARKETING ACTIVITIES:

There are several main categories of e Marketing activities. Businesses may choose to engage in several or all of the e marketing activities depending on the goals of the company, product types, target market, company capacity and other decision-making criteria. See the e-Marketing Plan page for more choosing the methods that make sense for your business.

Newsletters	Social media	Search engine optimization	Mobile	Webinars
Newsletter mailing	What is social	How to get your	Mobile and	Use online

is a tried and true advertising format. Perfect for clients who may not be on other channels.	media and how can it play into your e Marketing strategies?	company online presence showing up in Google and other search engine results.	location based marketing is a rapidly growing field as the number of mobile devices rises.	seminars to promote your company and products and attract customers.
Video	**Content**	**Paid advertising**	**Email**	
Video is an excellent marketing medium particularly when used with YouTube.	Blogs, feed syndication, and PR wire services.	Pay per click, ads, banners, and affiliate programs.	Email campaigns and direct outreach to target markets.	

E MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT - TWO SIDES OF THE SAME COIN

Whenever one talks of E marketing strategy or plan, they normally include online selling, online promotions and advertising. However this could be a very narrow view or definition as applied to E marketing. Planning for Customer Relationship Management is as important as paying attention to online selling efforts.

ELECTRONIC CRM (E-CRM)

E-CRM is the electronically delivered or managed subset of CRM. It concerns all forms of managing relationships with customers when using information technologies. It arises from the consolidation of traditional CRM with the e-business applications marketplace and covers the broad range of information technologies used to support a company's CRM strategy. The overall goal can be seen as effectively managing differentiated relationships with all customers and communicating with them on an individual basis. Since practically all CRM packages use some IT, the terms CRM and e-CRM are used interchangeably by many.

REASONS WHY E-RELATIONSHIP MARKETING IS IMPORTANT FOR BUSINESS:

1.BUILD THE KNOW, LIKE AND TRUST FACTOR

In today's age of technology, we have the luxury of getting to know and deciding to trust the person or company behind each purchase. However, as business owners, this means that we MUST go that extra mile to consistently create our know, like and trust factor. To do this, it is

important that we are consistently active on our social media platform, website, and offline networking. For example, in social media, you want to welcome new followers, reply to comments using the commenter's name, and create relevant content that is both educational and entertaining.

2. WORD OF MOUTH REFERRALS

To create an experience, highlight your customer's successes, answer questions promptly (whether through social media, email or phone), and respond to concerns instead of reacting to them. To respond to a concern means that you find a way answer the question that empowers your company AND the person making the concern.

3. CREATE BUSINESS OPPORTUNITIES

When you build your relationship marketing skills, you also open the door to more business opportunities because a personal connection experience leaves a long-lasting impression.

For example, Mari Smith's early success in 2007 started because she was referred to test a new Facebook app. Because Mari had built a person-to-person connection, she was referred and her business took off.

4. STAY ON TOP OF YOUR AUDIENCE'S NEEDS

Following a relationship marketing model can be the difference between being a long-term success and a no-hit wonder! With a person-to-person relationship marketing model you can learn firsthand, and at no cost to you, what your audience MOST desires.

For example, free Wi-Fi in Starbucks was a suggestion from patrons. Today, because Starbucks listened, its shops are always packed with customers who know they can conduct business AND get great coffee.

5. ADD YOUR OWN FLARE

In our new economy where JOB's are unreliable, more and more people are going into business for themselves. In order to compete in this new boom small business markets, you have to STAND OUT. You need to have your own flare. Be unique. By instating relationship marketing, you can quickly and easily develop your unique style. It gives you the space to learn about your audience's needs, and develop trust with your own techniques. You simply have to be yourself and respond confidently to your customers.

E-RELATIONSHIP MARKETING TRENDS RULING INDIA IN 2015

1.MOBILE APPS IN DAILY LIFE

Mobile apps are being used for each and every activity today. All thanks to improved Internet connectivity these days Roti, Kapda, Makaan & Gaadi all can be accessed with a single tap. The latest round of huge funding provided to grocery apps prove that both corporate and consumers are set to allow these apps to be part of our Daily lives. Moreover these apps provide such an exclusive services & experiences that local vendors never thought of offering before.

2. MARKETING AUTOMATION

Its time to say good bye to your favorite CRM software as they are obsolete. The latest name in the game is "Marketing automation". How its Different From a CRM. Whereas, CRM only focuses on a small part of buyer journey called Purchase & Loyalty Marketing Automation

Software enable you to control entire marketing (Awareness, Consideration, Purchase & Loyalty) across different platforms such as website, SMS, Whatapp, Call data & Emails all activity and insights can be integrated together.

All major corporate have already started updating their marketing machineries with Automation and experts in this field are being hired in numbers.

3. SOCIAL CONVERSIONS AND ORM

With the world becoming more transparent & interactive due to advent of social media, Brands can't ignore the voice & opinions of their customers. Appearance of their favorite movie stars in ads doesn't impress Prospects today, though a positive story about a brand or a positive product review from their friend online influences their buying behavior directly. Hence, it's important for brands to make their customers the hero of their social presence and promote the stories around them.

Online Reputation Management (ORM) primarily focuses on managing conversations about a company/brand that are happening online. Responding to queries, Resolving consumer issues and collecting positive stories is the primary KRA's of a ORM specialist. On the bigger level developing strategies to come out of digital crisis is also that comes under ORM.

Here is how flipkart management the bashing that they got from customers during Last Big Billion Day.

We truly hope that for this year the situation might not turn that ugly for promoters of India's Greatest Sale.

4. CONTENT MARKETING

Nobody likes to call & talk to your sales representatives about features of your products, USP's, Price etc. today. Why? Because before even making a First Call to a business, most of the prospects have completed their 60% of research online. Moreover they believe that sales agent will always deliver biased information.

Hence world wide web(Internet) needs lots and lots of content created around your buyers journey including answers to their FAQ's, Content that can influence them, content that can encourage them and content that can make you stand out and create trust in your brand.

Writing for web requires you to have a dedicated team of content writers or managers that work together to create &manage different forms of content such as blogs, E-books, Webinars, Explainer Videos, and Testimonials etc. etc.

5. LOCATION BASED ADVERTISING

Location based advertising is an advanced level of mobile advertising in which you can target individuals around a specific radius of your store. Generally ads are shown in partner apps that people use on the go. Such marketing will be boon for local businesses that can't spend lots on digital marketing budgets.

Imagine a scenario where you are shopping in CP and on you immediately see an ad on your favorite news app "walk into the store in front of you in next 60 seconds and get 50% off". Image how much walk-ins can that Ad create and that ad is only running to mobile app users that are between the distance of 10-20 meters from that shop. Isn't that crazy.

STRATEGIES USED BY FIRMS TO DEVELOP LONG TERM RELATIONSHIPS WITH CUSTOMERS:

1.SOCIAL NETWORKING

Social network strategies are an essential part of relationship marketing. Many firms have a business profile on popular social network sites like Facebook. Consumers are encouraged to join the firm's social network group/profile through things like only allowing competition entries to social network members. Once consumers have joined the firm's social network group the firm has valuable information about the consumer (through the consumer's profile information) which can be used for relationship

2.CUSTOMIZATION

Some websites offer customers the opportunity to customize their products online and view how they would look if purchased. This not only provides a unique experience but encourages the customer to develop an attachment to the product they have customized. Shoe manufacturer Nike and car manufacturer Mini Cooper allow their customers to customize their products when visiting their website.

3.ONLINE QUESTIONNAIRES

Many websites ask customers to feedback their experience of using the website at the end of their visit to the web site. Feedback information can be analyzed very quickly to find out what improvements can be made. Some changes such as website navigation can be implemented within a short space of time.

4.E-VOUCHERS

Regular customers are often sent e-vouchers that give them discounts off their next purchase. Vouchers can be targeted around what the customer frequently buys. Firms may have software to identify customers that have not purchased from them for a while and send a voucher to try and entice them back and re-establish the online relationship.

5.ONLINE CHAT

To recreate a high street shop environment some websites offer the option to chat via web cam or chat window. This gives the opportunity for users to talk to sales persons via the web. The

customer is able to have their questions answered straight away and the firm has an opportunity to try and sell their products to an interested customer. For example Dell the computer group's online chat facility allows customers to talk through computer specifications with a qualified member of their team. By trying to create the interactivity customers have in shops online retailers may persuade customers to select them over competitor firms. It also allows their employees to connect with customers from around the world

EXAMPLE OF COMPANY USING E- RELATIONSHIP MARKETING

REPRISE MEDIA

Founded in 2003, Reprise Media is focused on connecting brands with customers that seek them out online. The services offered include paid search marketing, social media marketing, and SEO.

CLIENT LIST: Verizon, American Airlines, Hyundai, Honda, Cathay Pacific, Raymour & Flanigan, Sharp, United States Postal Service, Metro PCS, Sharp, and more.

AGENCY LOCATED IN: Mumbai and New Delhi in India, US, UK, Europe, Latin America, and Asia Pacific region.

CHALLENGES FACED IN E-RELATIONSHIP MARKETING

1.A BAD REPUTATION

A lot of money spent on Internet marketing over the past few years was wasted. Why? One big reason is that the stock market distorted company valuations and rewarded profligate attempts to drive traffic or acquire customers — even if only temporarily.

Now e-marketing has a bad reputation. And half-baked metrics such as click-through rates (CTRs) still paint a picture of inefficacy and failure. Plenty of evidence shows that the Web is the most cost-effective branding medium available, but the Net's reputation will need to be rebuilt one success at a time.

2.MARKETING INTEGRATION

Most major marketing efforts utilize multiple channels, on- and offline. Email, Web advertising, and viral Internet marketing should serve concrete, measurable objectives as part of an integrated campaign.

But coordinating e-marketing with other marketing efforts is an underdeveloped art. Some companies have successfully linked the Net to under-the-cap promotions or to teaser campaigns for new product launches. But all too often the Internet is tacked on at the end of a marketing plan. Determining the strengths (and weaknesses) of the Net relative to other channels is a project we all should be working on.

3.E-CRM

Imagine recognizing the needs of customers as they enter your site. Over time, through implicit and explicit data, you learn about the preferences of each and can serve customers based on their habits, needs, and purchase drivers. You build deep loyalty, and you increase your share of your customers' wallets.

You've probably heard that vision pitched dozens of times. So have your clients. Expectations that the Web will be able to deliver e-CRM are extremely high, but many Web sites are barely usable, let alone optimized for each customer. Successfully managing customer relationships on the Web is harder than many have made it out to be. The industry has a lot of work to do to meet its promises.

4.PRIVACY

Most consumers don't completely trust Web companies and shy away from offering information about themselves. Companies that collect data responsibly are exposed to misguided regulation that spammers and scammers invite. Sound policy, adopted industry wide, is imperative.

SUGGESTIONS

To overcome the challenges faced in e- relationship marketing the company can use online chat, e-vouches, direct email, SMS/text messaging, blogs, web pages, banners, videos, images, ads, social media, search engines etc. to build better customer relationship.

CONCLUSION

This paper discussed the challenges and strategies in e marketing. Creating winning e-marketing strategies would require managers to reconsider how they view both internet and marketing. Offline marketers have long thrived by delivering narrow solution to limited customer needs. Online, however, customers have learned to expect that the companies they patronize will meet a much fuller spectrum of their needs and desires. To succeed online, those companies will have to create fully fledged internet businesses, or digital experience, that can fulfill this expectation.

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RELATIONSHIPS ARE THE NEW CURRENCY

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ABSTRACT

One thing we are so grateful for in our life is the relationships we have with everything, including people and most of all the one we have with ourselves. Relationships are the single most fundamental piece that is required for fulfilment both personally and professionally. The most successful coaches and entrepreneurs leverage their Relationship Currency to do more JV's, get more sales, do bigger deals, get more speaking gigs and give more to charity. Building solid relationships with customers and business partners is the most valuable currency for success. Now, more than ever, your relationships are extremely important. Relationships are not prisoners to economic influence, political changes, or global shifts. They are solely based off of your efforts, which is at least in your control. The relationships and tribe you create are gold or you can say Relationships are the New Currency. The Relationships can be increased by Social Media, Communications, Broadcasting and ROR i.e. Return on Relationship.

KEYWORDS: *Relationships, Behaviour, Currency, Business, Communications, Social Media, Return On Relationship, Broadcasting, Marketing, Brand Advocates.*

INTRODUCTION

To understand the term.. "Relationships are the new currency." We have to learn about Relationships first.

Relationships are the glue that binds things together. They are how success is achieved. Have you ever thought about the relationship you have with yourself, your family, your friends, colleagues, staff, employer, the girl that sold you your coffee or tea today, money? Everything you do requires you to have a relationship of some kind.

Can you see how important **Relationships** are in this day and age? The relationship you create with all that we do in life will determine the results you achieve.

Special Issue

The way we do anything is the way we do everything. Now is the time to evaluate the relationships we have in our life. If we want to make a BIG IMPACT in the world, we must learn how to be happy from within.

Always think like that we all have a natural ability to draw out people's most intimate stories, stories they have never shared with others before. Why? Because we create a safe space for people to be Heard, to feel Significant and to allow others to be Accepted & Acknowledged. If we can learn this one simple strategy, it will change our paradigm. It will create the results we want to see in our life.

We will be More Powerful, Feel More Confident, Close More Sales, and Build More Meaningful Connections with others. When we learned to master these 3 things, we finally feel the freedom to be ourselves, to feel proud and to share this with others all around the globe. We are doing what we love and creating lasting impacts on others lives.

Relationships are the true currency of life. Sadly, most of us...in family, business, and life...don't experience their full value. We tend to be relationally poor instead of rich.

According to the Gallop organization, the number ONE predictor of one's success is the quality of one's relationships. In fact**, the movers and shakers in business leverage their relationships to have a competitive advantage**, and drive more revenue while living a richer, more joyful life. Thing is, most entrepreneurs have no clue how to do this. The most successful coaches and entrepreneurs **leverage their Relationship Currency** to do more JV's, get more sales, do bigger deals, get more speaking gigs and give more to charity.

It was all about Relationships. Now we should know about Relationships in Business.

Business runs off of an unspoken system of currency that is defined by the influence you have over others, what you can offer, and what you can withhold. These are the basic building blocks of business relationships and they are the most important capital you can have. Funding is great but without a strong investment of relationship capital it can only go so far. This is why people like Donald Trump can go bankrupt and still bounce back. He has invested in building valuable relationships that lead to success.

RULES TO BUILD RELATIONSHIPS

Below are a few golden rules to building relationships that you can try today.

1. **RE-PACKAGE THE BRAND TO FIT THE AUDIENCE:** Whether you are trying to build relationships with potential customers of business partners remember that one size does NOT fit ALL. Your good idea or pitch should never be confined to one communication strategy. Take your messages and re-package them to fit the audience. Your same idea with different delivery will reach a greater cross-section of people and bring in stronger relationships because you are speaking directly to your audience in a language they want to hear.

2. RESEARCH YOUR TARGETS: When building relationships you need to know what your target is bringing to the table. You don't want to waste time and money building relationships with targets that have little to offer you. Take time to research your targets and put more energy into those relationships that have the most potential benefit to your bottom line. This may sound cold, but this is business.

3. DON'T FALL BACK ON STEREOTYPES: We like to make life easier by categorizing and labelling similar things and putting them in neat little boxes. This is a natural instinct and helps us thousands of times a day to make decisions and predict outcomes. When it comes to relationship building however, no one likes to be categorized and labelled. We like to be individuals that are special and separate from the herd. You must keep this in mind while building your network and cultivating relationships. Try to communicate to your targets that they are special to you and are not simply a number. Make someone feel special and appreciated and see how far it can go.

Building solid relationships with customers and business partners is the most valuable currency for success. Relationships are not prisoners to economic influence, political changes, or global shifts. They are solely based off of your efforts, which is at least in your control.

IMPORTANCE OF RELATIONSHIPS

We would all agree that the internet has changed pretty much every aspect of life. Not only our personal lives, but also our business lives. Social media has the ability to promote you and your business quickly. It also has the ability to destroy it. Now, more than ever, your relationships are extremely important. Here we explain it..

A hundred years ago, if you walked into a store and didn't like the service, very little would happen. Now, hopefully, the store would do what they could to resolve the situation. Yes, you may have told your friends about the situation, but that was pretty much it.

Today, the rules have changed. People have the ability to express their gratitude or lack thereof, at the push of a button. Their opinion isn't confined to just a few friends; it is heard around the world. Now, this is simply to show the magnitude of the situation and not to breed fear.

The relationships and tribe you create are gold.

In other words, they are your new ATM machine. They will either continue to deposit money into your account or withdraw from it. You have the opportunity to build a business that is extremely abundant, if you are willing to grow and nurture those relationships.

Ways to get your Relationships Stronger

Here are 4 ways to make sure your relationships are strong and growing.

1) SYSTEMIZE YOUR BUSINESS

Systems are vital for business success. As a business owner, they will save you both time and money. They are also important in the area of business relationships. Here are few questions to consider.

a) What is your follow up system when someone complains about your business?

b) What is your response when someone places something distasteful on social media?

c) Has your front desk/assistant been taught to make happy customers out of grumpy customers?

d) When someone complains, do you hide or confront the situation?

2) GIVE DAILY GRATITUDE

Do your customers/clients feel taken care of? Are you constantly telling them how much they mean to you, or do they feel more like a number? If your people feel appreciated, there is a very good chance that they will continue to do business with you.

3) OVER DELIVER ON YOUR PROMISE

Provide the service and deliver more than was expected. Give them a special discount, send it to them sooner than expected, or add an additional bonus. They will remember the person who keeps their word, and goes above and beyond.

4) STRIVE FOR EXCELLENCE

Remember that the cream always rises to the top. Most, if not all, businesses have that customer that is difficult to deal with. They might say things that seem unfair or have unrealistic expectations. At the same time, keep the negative people in perspective. Don't make the situation larger than what it actually is. Instead, understand that this is likely how they see life in general… from a negative viewpoint.

Instead, use the systems you have in place, bless them, and keep moving forward. Understand that as you continue to do your best, this is how you will be seen. People will start to notice you as a credible business owner, and will see your value. Keep planting good seed, and in time you will reap the harvest.

COMMUNICATION AND ITS EFFECT ON BUSINESS RELATIONS

Communication contact plays an important role in re-shaping the internal and external management in the organization. Communication cooperation internally can encourage "processes, strategies, activities, policies and programs" to be developed which enforce information and communication systems. This will have an effect on external relations which is considered to be rather important. Furthermore, establishing good communications at the beginning of the business between the employees will provide the business with a positive reputation in the industry towards its rivalries and competitors in the market. Therefore, this could be constructed though the use of effective training programs and measurement systems.

Focusing on the internal aspect of communications will allow external networks to trust the business by having the right perspective on the processes which may occur. This is due to the fact that communication is vital to sustain, especially when partnering with another company; whether it's through merging or just joining a particular project. Therefore, the ability of associating with the right businesses is relevant in order to keep the company more innovative; as networks allow for "an effective transfer of information". In addition, by gaining connections through networks; it can provide employee's, managers or owners to develop personal networks that can benefit ones-self in the long-term whether it's towards a new entrepreneurial business plan, a project or even an incident that may occur within the business.

An example is an entrepreneurial designer who used his personal connections in the industry to seek a potential supplier in China to continue developing his new business plan. This emphasizes on why obtaining and sustaining relations is beneficial for a business. Moreover, communication links with relationship marketing perfectly as both focus towards activities directed as establishing, developing and maintaining successful exchanges with customers and other constituents. (Morgan and Hunt 1994).

On the other hand, even though communication is a key concept to any business. Organizations should not fully depend on establishing only a few relations and shutting down others that may be beneficial, due to the fact that networking and developing relationships should not have limits. Engaging with new businesses frequently can provide positive change within the business by introducing new concepts and innovative ideas that keep up with the changes that take place in the industry regularly. Thus, businesses should accept some new organizations as well as keep close to old ones in order to sustain its position in the industry and adapt to the changes that take place.

To further extend, there are multiple ways of communicating within a business to improve relations whether it's through technology, discussions in the office or through annual reports. More specifically, organizations are recommending the use of technological devices such a videoconferencing and teleconferencing which allows individuals to not be present at the same place but still be able to interact with one another, similarly the use of laptops and such. Owners and managers consequently highlight the importance of communication in the business, especially in large organizations as there are longer layers in the hierarchy as well as more commitment.

THE EFFECT OF SOCIAL MEDIA ON BUSINESS RELATIONSHIPS

Nowadays, Social Media plays an important role in establishing relationships. It is reported that there is 1.5 billion social media users globally, with at least 70% of companies using some form of social media (McKinsey Global Institute). Many connections can be constructed through organizations such as "LinkedIn" where one can form new relations that can be beneficial in the long-term and contacts are usually made between individuals from different businesses. Moreover, the millennial generation more specifically are actively involved with social media on a daily basis and with the continuous change that is occurring in the industry, social media is essential for improving business performance and helping firm's achieve a better competitive advantage. In addition, (Cross and Katzenbach 2012) found that 90% of the information used for decision making came from informal networks rather than formal reports.

BUSINESS RELATIONS ARE NECESSARY EVEN WITHIN A SMALL ORGANIZATION

Business relations within a small organization differ from the regular as it is a mix of both formal and informal management. However, this depends on the internal management and more specifically the owners/managers own personal preferences. Even though this style of management is seen to be less flexible, it is more beneficial towards expanding in size and profitability. Many believe that with owners/managers, having both a formal and informal approach operations will occur more efficiently; resulting with a better positive outcome causing growth, an increase in profitability and a positive reputation between other competitors in the market, which is what every small business intends to achieve. In addition, small business control more than half of the market but many are seen to fail due to poor planning and inefficient external business relations.

Small businesses external relations are essential for success; an external relationship is defined as "a commercially oriented connected between a small business and other two organizations". The most known types are alliances and networks, a relationship based on mutual interests and benefits as well as forming relationships within different organizations together into one. An example of forming an external relationship based on networking is engaging with a foreign

organization, to increase financial gain and market share within the industry. This emphasizes the importance of forming external relationships, as this can push the business into having a more effective; higher position in the market, ahead of its competitors with greater brand awareness and recognition. Small businesses have a difficult time building good business relations as business relations is connected with such marketing performances and the need of having a good starting profit, time, planning and marketing expertise, therefore establishing strong external social ties from different organizations can strengthen the overall performance.

According toTed Rubin, the CMO of Collective Bias. "**Relationships are the new currency**" and it is very true and important these days.

For Example, if you are only focused on the money, you risk completely overlooking the people. Don't make that mistake! If you don't know who your people are, you might as well toss your marketing and prospecting money down the drain. It is not that complicated.

RETURN ON RELATIONSHIP

Return on Relationship, or "**ROR**" is the value that is accrued by a person or brand due to nurturing a relationship.

"Facebook fans, retweets, traffic, video views, positive ratings and vibrant communities are not measurable financial assets—they aren't reflected on the balance sheet and can't be counted on an income statement—but that doesn't mean they are valueless. Instead, these are leading indicators that a brand is doing something to create value that can lead to financial results in the future," said Ted Rubin.

Collective Bias® is a content marketing company that drives retail sales through the coordinated creation of social media stories. Through Social Fabric®, Collective Bias connects shoppers with the brands and retailers shoppers use in their daily lives to drive conversations on a wide variety of social media platforms. Their stories build consumer engagement and brand loyalty, ultimately leading to sales conversion.

There are some **mistakes a brand can make pursuing "Return on Relationship"**

BROADCASTING: Blasting out sales messages rather than listening and engaging has got to be the number one relationship killer of all time. Bar none. People hate to be sold—especially on social channels, where their main objective is to talk, get opinions, relax and have fun, or find answers to pressing problems. When a brand spends the majority of its time broadcasting, it's a clear message to followers that they're not interested in real, two-way communication. Listening should be your first priority, followed by engagement. Don't try to sell to people until you've earned their trust!

TURNING SOCIAL INTO DIRECT MARKETING CHANNEL: Can you develop a relationship with a piece of direct mail? A TV commercial? A newspaper ad? An email blast? Of course not! Yet many brands treat social as an extension of their direct marketing efforts—mainly because that's all they know. They're used to handing off their marketing to an advertising agency and having them run with it so they can get on with their day. They think in terms of ROI formulas, but falter when it comes to measuring the effectiveness of one-on-one networking. If that's you, don't feel too bad—it's a habit that's been drummed into you and hard to break. But you've got to break it! Adopt a whole new mindset around social, and think in terms of building relationships and an emotional connection to your brand, or you'll always be

frustrated with your results. Remember… Social Media drives engagement, engagement drives loyalty, and loyalty correlates directly to increased sales. Return on Relationship™ = ROI.

Think in terms of providing helpful content, fun ways to communicate, sharing information and asking questions. Leave the direct marketing stuff in traditional channels. Get a sense of who your audience is and give them what they're looking for in your social communications, or you'll get "un-followed" or ignored in a hurry.

18 WAYS TO ENGAGE AND BUILD TEAMS IN A SOCIAL ERA

Social has taken away numerous connection barriers within the workplace, giving companies more direct access to not just push information out to their employees, but to actively engage in ongoing conversation with them and allow them to do the same.

Companies often forget about their employees and do not realize that not only are they their most valuable asset from a production, sales, operational standpoint, but that they are and should be their most valuable advocates. Empower those who work for you to create conversation and represent your brand—especially those who have a customer service or customer-facing role.

If they build it, service it or sell it, they're in a perfect position to communicate with your audience in a way that humanizes your brand, but only if you let them. And the best way to begin this process is to not only allow, but empower communication within the organization. Fear has to be left at the door, and social platforms where your employees already live can be leveraged in this respect. Companies that censor employees on social media are only hurting themselves. Use these platforms to build a culture that encourages teamwork, friendship, loyalty and fun… yes, FUN!

Many companies that are fearful of social media put muzzles on their employees in an effort to control the social conversation. However this conversation is what can add value, create a strong bond with the company and foster relationships that will be the glue that binds, motivates, and drives everyone to succeed.

Companies we need to seize the moment and learn to look forward to the things sitting right under all our noses. It can be the simple things that connect employee to employee and leadership to everyone. That type of thinking will tap into our heart's posture… unite us, make us look out for one another, and build a loyalty that allows a company to thrive for the long-term. It's way too easy to miss out on how this can build a powerful workforce there for each other everyday.

HERE ARE 18 WAYS TO EMPOWER, ENCOURAGE, AND BUILD A TEAM THAT THINKS OF ITSELF AS A FAMILY…

1. Let them try.

2. Let them make mistakes.

3. Set goals with them.

4. Hold them accountable.

5. Tell them you are proud of them.

6. Fight for them.

7. Let them learn to fight for themselves.

8. Do not let fear dictate

9. Look them in the eye when they talk.

10. Let them dream.

11. Let them see you dream.

12. Let them create.

13. Let them imagine.

14. Listen, listen, listen to them.

15. Give them grace.

16. Take breaks.

17. Learn to adapt.

18. Embrace who they are.

EXAMPLES OF BRANDS THAT HAVE DONE THIS WELL

Jet Blue is great company because they listen. They let you know that they care when you have a problem and that they are doing something about it.

According to Ted **brands are from Mars and consumers are from Venus**. Brands say one thing, and consumers hear it differently. Consumers want to be heard. You can go a lot further if you show that you listen.

You'll hear what happened when Jet Blue's reputation took a hit back in 2009, and how they used social media to overcome it.

Duane Reade is another company that does an amazing job at building relationships. When Ted worked at Collective Bias, he helped build Duane Reade's social presence from 900 to 1.7 million Twitter followers. You'll find out the strategy and what people associate the brand with.

Listen to the show to find out why critics are very valuable to your business.

THE IMPORTANCE OF BRAND ADVOCATES

In today's digital world, **recommendations and comments made by people are held in high regard**. A lot of relationship building and interaction are vicarious—not necessarily resulting from a direct conversation.

Some people watch others' conversations on Twitter or visit a person's Facebook page every day just to get a feel for who they are.

According to Ted **advocacy is about people who share and make recommendations.** He feels that the comments people make to their friends via social media are more important than reviews.

Every company should try the best ways to build brand advocates and how their suggestions can help you form a connection with your community.

The best advocates you can have are your employees. A company called Dynamic Signal does a great job of helping company employees build their personal brands.
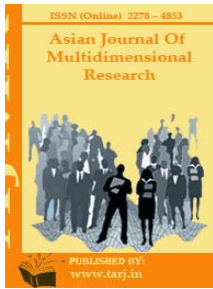
CONCLUSION

Here in the above topic we came to a conclusion that if we want to earn something in this world we have to make strong relationships. When you first join a company or organization, you should immediately start to build relationships and networks. Your networks should be horizontally and vertically broad and should span all levels within the organization. Relationship currency is created by spending time with people in your organization, getting to know them, sharing ideas with them, or working with them on internal task forces and other company projects. If you consistently have positive interactions with someone, getting to know them beyond their professional title or function—where conversations expand beyond perfunctory professional chatter—will help you start to build a solid relationship. Every professional environment is made up of tangible work product and subjective judgments. Judgments are made and influenced by people, and oftentimes your relationships can influence someone's judgment on your behalf. This is powerful currency. It takes the goodwill and leverage that exists in one relationship and positively influences the trajectory of a new connection. Hence we can strongly recommend the term "Relationships are the New Currency".

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FACEBOOK MARKETING – A SUBSET OF E-RELATIONSHIP MARKETING

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ABSTRACT

Social Media, today, is among the 'best opportunities available' to a brand for connecting with prospective consumers. Social media is the medium to socialize and Facebook a part of this new media win the trust of consumers by connecting with them at a deeper level. Facebook marketing is the new mantra for several brands since last years. Until now the relationship between brands and consumers has been one way. The rules of marketing had to change, and the Facebook has proved a catalyst in bringing the changes forward and amplifying their scale. The new Facebook generation of relationship marketing responds to the additional challenges of digital media literacy, and in the right hands can trigger a rebuild of the entire marketing mix. Relationship marketing for the Facebook generation demands both thinking and acting differently to get a competitive advantage. Facebook marketing and the businesses that utilize it have become more sophisticated and one cannot afford to have no presence on the social channels if the competitor is making waves with its products and services. The explosion of Facebook marketing phenomenon is as mind boggling as that and the pace at which it is growing is maddening. Global companies have recognized Facebook marketing as a potential marketing platform, utilized them with innovations to power their advertising campaigns. This paper discusses about the concepts of social media, social media marketing, Facebook marketing, and relationship marketing and other aspects like Facebook marketing by objective; Facebook marketing for a competitive advantage; nitty-gritty need to know about Facebook marketing; growth of Facebook marketing in numbers; and why businesses need to consider Facebook marketing services.

KEYWORDS: *Facebook, Social Media, Marketing.*

Special Issue

INTRODUCTION

RELATIONSHIP MARKETING: Refers to everything you do to make your prospective and current customers aware of your products and services, position your business in their minds as the obvious choice, and help you to build lifelong, profitable relationships with them.

SOCIAL MEDIA: Social media is engaging with consumers online. According to Wikipedia, social media is internet-based tools for sharing and discussing information among human beings. Social media is all about networking and networking in a way that espouses trust among parties and communities involved. Any website which allows user to share their content, opinions, views and encourages interaction and community building can be classified as a social media. Some popular social media sites are: Facebook, YouTube, Twitter, Digg, MySpace, StumbleUpon, Delicious, Scribd, Flickr etc.

The meaning of the term 'social media' can be derived from two words which constitute it. Mediagenerally refers to advertising and the communication of ideas or information throughpublications/channels. Social implies the interaction of individuals within a group or community.Taken together, social mediasimply refers to communication/publication platforms which aregenerated and sustained by the interpersonal interaction of individuals through the specificmedium or tool.

SOCIAL MEDIA MARKETING: Social media marketing is marketing using online communities, social networks, blog marketing and more. It's the latest "buzz" in marketing. Lazer and Kelly's (1973) define social marketing as "concerned with the application of marketing knowledge, concepts, and techniques to enhance social as well as economic ends. It is also concerned with the analysis of the social consequences of marketing policies, decisions and activities."

FACEBOOK MAREKETING: At Facebook, everything we do is about making the world more open and connected. This has a profound impact on the way people communicate and interact. We are continually developing authentic ways for people to connect with one another as well as with the businesses, brands and institutions they care about, both on Facebook and across the web.

Facebook allows marketers to stay connected with people throughout their day whether they are on their computers or mobile devices, at home or at work, watching TV or shopping with friends. This allows businesses to create rich social experiences, build lasting relationships and amplify the most powerful type of marketing – word of mouth.

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FACEBOOK MARKETING BY OBJECTIVE
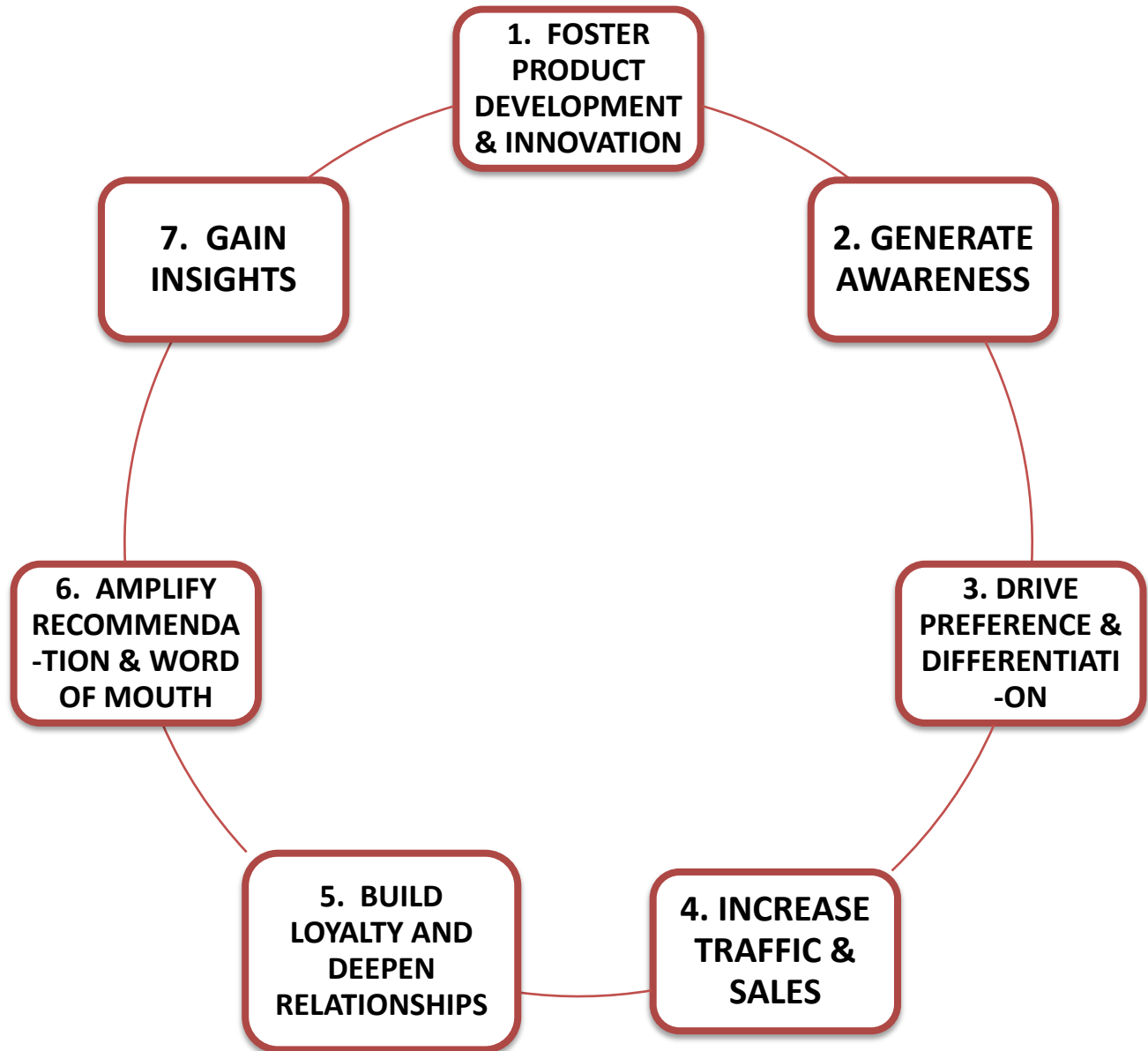
1. Facebook allows you to learn about your target audience and to understand their interests and friends. For this reason, Facebook can be used to generate new product ideas and innovations

2. To do this, you can leverage Facebook's tremendous reach and targeting capabilities with Facebook Ads and Sponsored Stories. These products offer the benefits of earned at the scale and predictability of paid. This is the new word of mouth and it's twice as effective at driving awareness.

3. Facebook is a great place to build preference and differentiation for your brand over competitors. On Facebook, people discover your brand through trusted referrals from their

friends. Then drive preference by interacting with and rewarding your fans. Think of your Facebook Page as a key touch point that you can leverage to bring your brand to life for your customers in real time.

4. Facebook turns purchasing into a social decision by enabling people to show what they like and have purchased, both online and in the physical world. On Facebook, you can create viral promotional events, publicize offers or run Deals. Every time someone RSVPs, clicks, or checks-in, that action gets shared with all of their friends. This combination of word of mouth and your ability to deepen engagement with your customers at the point of purchase (either on your website or in store) is incredibly powerful at driving traffic and sales.

5. Facebook is fundamentally about relationships. The people who like your Page are saying that they want a relationship with you. This connection allows you to build and deepen relationships with your most loyal customers and allows them to spread the word about your brand to their friends. Because of the information people share about themselves on Facebook, you can create highly custom and personalized experiences to drive engagement and loyalty over time.

6. Everything you do on Facebook is viral because all actions are published into the News Feed and are lasting. People expect to discover things on Facebook through their friends. Rather than thinking of driving recommendation as an independent objective, sharing should be built into all of your Facebook activities and campaigns

7. Facebook allows you to learn about your customers both by observing their actions and by engaging with them directly. It is a great place to learn who your customers are and what they think about you. Facebook makes it easy to incorporate your customers into your product development cycle and marketing campaigns and iterate quickly. You can do all of this in real-time, globally. When used actively, these insights can help improve your business by helping you stay aligned with the people you serve.

FACEBOOK MARKETING FOR A COMPETITIVE ADVANTAGE

If you are feeling a bit skeptical about Facebook marketing and whether or not it's worth the effort, following are some of the reasons why it may be working better than you realize : -

1. **BRAND RECOGNITION:** With Facebook's vast social network, we get to decide how we want to position our company and what we want people to know about what we do. With consistent effort and great content, we can build a reputation for our brand around our company's values, benefits and advantages.

2. **COMMUNITY:** There is nothing like Facebook media when it comes to cultivating a community. When our followers become part of our community, we gain instant access to them. This means we can find out what challenges they are facing and what they like and don't like about our offering. We can engage in ongoing dialogue that can be more valuable than any kind of paid market research.

3. **REPEAT EXPOSURE:** There is an old adage that says it takes six to eight exposures to a product before a customer decides to buy. A clear benefit of Facebook media is repeat exposure with our network. We have the opportunity to remind them over and over again about what we have to offer, which can shorten our sales cycle dramatically.

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4. **AUTHORITY:** For coaches, consultants, authors, speakers, and other service-based businesses, Facebook media can be very powerful in helping us establish authority in our field—making us the go-to resource for our target audience to seek out our help. By sharing great content, answering questions, and serving our audience and we will inevitably build our loyal fans.

5. **INFLUENCE:** As our following increases, our influence grows. Having a substantial Facebook audience creates a snowball effect that can attract new customers, media interviews, joint venture partnerships, and all kinds of other opportunities. It's a bit like when we see a crowd hovered around something.

6. **WEBSITE TRAFFIC:** Many people don't realize that Facebook can be a leading traffic generator. When we share blog posts, videos, and other content on Facebook page/profile, we give our audience a reason to click through and visit our site. Once there, we inspire those visitors to take action by inviting them to sign up for our mailing list, make a purchase, or call to schedule a free consultation. But we must make sure that we receive a clear call to action when they visit our site so that we can convert that extra traffic into business opportunitie

7. **MINDSHARE WITH LURKERS:** There may be days when we wonder if anyone is paying attention to our Facebook networks. But if our efforts are consistent, it is guaranteed more people are paying attention than we realize. Giving it time and we'll start to understand what's happening behind the anonymity of the internet. We will eventually hear from people who say, "I have been following you on Facebook for ages. I love your posts!"

8. **COMPETITIVE ADVANTAGE:** The reality is that most of competitors aren't likely doing a very good job with social media (most companies aren't), which gives us the chance to stand out. Avoid consider the flip side. If we avoid social media, we leave a big opening that allows our competitors to capture our audience.

9. **BIG WINS:** While many businesses large and small are trying to justify the cost and time management for managing Facebook marketing, an important benefit often gets overlooked: Big Wins. For example if a major media outlet finds us on Facebook and interviews us for a national article, then that is a big win- one that we can't measure based on revenues directly. Big Wins don't happen often, but when they do they make it worthwhile.

NITTY-GRITTY NEED TO KNOWS ABOUT FACEBOOK MARKETING

✓ Host a Contest

✓ Hide valuable content behind a like barrier

✓ Try a large photo instead of the auto-generated article box.

✓ Lights, Camera, You tube (video posts have crazy engagement rates & get serious attention

✓ Keep it short

✓ Update your Cover Photo

✓ Post frequently and consistently

✓ Deliver shout outs with Facebook (esp. for discounts and sales)

- ✓ # Hash it out (FB hash tags are a great tool for promoting a specific campaign we want to raise awareness of)
- ✓ Share testimonials on Facebook
- ✓ Ask Questions (FB users love to get their voices out and feel heard)
- ✓ Participate in fun themed posts
- ✓ Share exclusive content (as top secret content just for fans)
- ✓ Photo Captions (smart strategy to derive interaction and engagement)

GROWTH OF FACEBOOK MARKETING IN NUMBERS

(Important Statistics)

According to Social Media Marketing Industry Report 2010,

- o a majority of marketers (56%) are using social media for 6 hours or more each week and nearly one in three invest 11 or more hours weekly.
- o Facebook ranked as the top most social media tool used by marketers'along with Twitter, LinkedIn and blogs.
- o Presently greater than 700 thousand businesses have an active Facebook page. And around 80 thousand web portals are Facebook connected presently.

According to Rajan Anandan, MD, Google India,

- o There are 243 million Internet users in India and may increase to 500 million by 2018.
- o Facebook is the most browsed social network on social media with a large base of 100 million users, clearly it is not fading away anytime soon in India.

WHY BUSINESSES NEED TO CONSIDER FACEBOOKMARKETING SERVICES?

- ✓ **SIZE:** Facebook has over 250 million users globally. An average user on Facebook has 120 friends. When such large numbers are involved, there is a danger of something going wrong and when it does, it happens in a big way. So an expert should be hired to do what is best for business.
- ✓ **TRANSPARENCY:** No cheat code involved. No black hat techniques allowed. Everything that happens in the social networking landscape is fool proof. Companies cannot fake authenticity in an attempt to get more people involved. Members can choose to associate with the company or opt out. Opinions made on social networking platforms are taken seriously and the more authoritative the companies get, more seriously they are taken.
- ✓ **REACH:** It is possible to make mark globally and do it quickly using Facebook networking.
- ✓ **BOOST WEBSITE TRAFFIC:** Facebook is probably the fastest and easiest means of redirecting traffic to company's website. By simply placing their website URL in their profile, the company can have all their profile visitors check out their website and a percentage of traffic is sure to get converted in course of time. This is the virtual way version of "word-of mouth".

✓ **BRANDING:** Buying a candy may have been impulsive all your life, but if it is discussed on Facebook, there is likely to get brand conscious even a candy. Social media is a smart way to build brands and are known to be one of the most powerful and fast means of branding. Some of the big brands like Coke, Ford, Dell, IBM, Burger King are some of the well-known brands have powerfully used social media platforms to endorse themselves.

CONCLUSION

There is no escaping social media these days, either for individuals or for businesses. Today, it is impossible to separate Facebook's social network from the online world. Whether you are an individual, a startup, small business or a large corporation, an online presence and an ongoing conversation with your constituents is a baseline requirement – and will take time and expertise. Companies are diverting resources and rethinking their traditional outreach strategies. For the brands and marketers that understand the new relationship rules, marketing to the Facebook generation will not be confined to harnessing the digital channels, it will change every way the firm communicates. And as the Facebook wave dissipates into the vast ocean of connected experiences, the term itself will become an entry in dictionaries and encyclopedias and we will embark on a new era of knowledge, accessibility and experiences unbound by distance, time or physical walls.

It is high time that every business adopts social media and takes it seriously!

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SOCIAL MEDIA MARKETING AND RELATIONSHIP MARKETING AN EVOLUTION OR REVOLUTION

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ABSTRACT

Social media marketing is viable and important spaces for consumers and can also be important for organization for promotion of their brands. Social media is a media for social interaction as a superset beyond social communication. Today most of the people especially youngsters are hooked on to different social media for keeping in contact with their peers. These relations with consumers are made through the relationship marketing. Today, these relations are made through online and with the use of technology. The seeds of communication were sown during 550 BC when the regular postal system was established in Iran after that these media are continually evolved, as it started from printed message and now days all communications are done through electronically media such as facebook, twitter, Google+, blogs and various networking sites, and it continues to evolve. So, it has come a long way since the days of the telegraph and even the more recent days of Internet-relay chats (IRC), and it continues to evolve. All these new communication channels are the outgrowth of previous channels so social media is merely an evolutionary not a revolution. Through this paper an effort has made to study to evaluate whether SMM and RM is an evaluation or revaluation.

KEYWORDS: *Social Media Marketing, Relationship Marketing.*

INTRODUCTION

Over the last decade, social media marketing (SMM) has taken the business world by storm. With the advent of nearly instantaneous communications, an individual located virtually anywhere in the world could broadcast his thoughts, comments, ideas or beliefs to people across the globe. Social media marketing is done through various social media forms like magazines, internet, weblogs, social blogs, microblogging, video rating and social bookmarks. Social media are viable and important spaces for consumer and can also important for organization and

promotion of their brands, if marketing programs are effectively implemented. With the evolution of social media, it is obvious that it is more than the interactions and communication. Social media used for various purposes like business organization use these media for marketing their product, create brand loyalty and also for globe trade. As on other hand these media are used by research scholars and professors for their research and education purposes. This media are use as customer interaction and communication tool. Today's in a competitive economy, most difficult task of every business organization is to acquire new customer or retain the old customers. To overcome this organization interact or communicate with their customers by adopting relationship marketing. Relationship marketing is a facet of customer relationship management that focuses on customer loyalty and long term customer engagement rather than short term goal. So relationship marketing is much more than traditional transactional marketing. As traditional marketing just emphasis on convinced the customer to select brand one time or increase sales of organization but now organization want to retain that customer for future also. So organizations adopt relationship marketing to retain customer or to create customer loyalty. These relationships are either build through face to face communication or through digital devices. As with the growth of internet and mobile platforms digital device are extensively used for communication purpose these days. So social media marketing used by organization as a technique of relationship marketing. It may be concluded that social media marketing is a part of relationship marketing.

MEANING OF SOCIAL MEDIA MARKETING AND RELATIONSHIP MARKETING

Social media marketing is a form of internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company to increase brand exposure and broader customer reach. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their social networks. Social networking sites also include much information about what products and services in which prospective clients might be interested.

Relationship marketing allows individuals and businesses to interact with one another and build relationships and communities online. When companies join these social channels, consumers can interact with them directly. That interaction can be more personal to users than traditional methods of relationship marketing. Social media marketing then connects these consumers and audiences to businesses that share the same needs, wants and values. Through the use of new semantic analysis technologies, marketers can detect buying signals, such as content shared by people and questions posted online. So, social media marketing is adopt as technique of relationship marketing.

Cross media communications used in relationship marketing programs are user centric and incorporate recipient based information and preferences to drive relationship benefit

DIFFERENCE BETWEEN TRANSACTIONAL AND RELATIONSHIP AND SOCIAL MEDIA MARKETING

Criterion	Transactional Marketing	Relationship Marketing and social media marketing
Primary object	Single transaction	Relationship
General approach	Action related	Interaction related
Perspective	static	Evolutionary dynamic
Basic oriented	Decision oriented	Implementation oriented
Long term vs. short term	Generally takes a short term perspective	Generally takes as a long term perspective
Focus in decision process	Pre sale activities	Post sales decisions and actions
Fundamental strategy	Acquisition of new customers	Maintenance of existing relationship
Intensity of contact	low	High
Measurement of customer satisfaction	Monitoring market share(direct approach)	Managing customer base(direct approach)
Degree of mutual dependence	Generally low	Generally high
Dominant quality dimension	Quality of output	Quality of interaction

SOCIAL MEDIA MARKETING –AN EVOLUTION OR REVOLUTION

Before discussing whether social media marketing and relationship marketing is an evolution or revolution, firstly clear the meaning of both. An evolution refers to as the gradual changes that come over through any previous thing. On other hand revolution is that major change which comes due to any new technology come in existence or something new in the environment. These are more considered as an evolution rather than as a revolution because communication

and interaction are also done in ancient time but the ways and methods are different from present or revolution considered as anything new came in existence that are not exist in past.

AS A REVOLUTION

SMM and RM are not much considered as revolution because there have been only two revolutions in the history of market research:
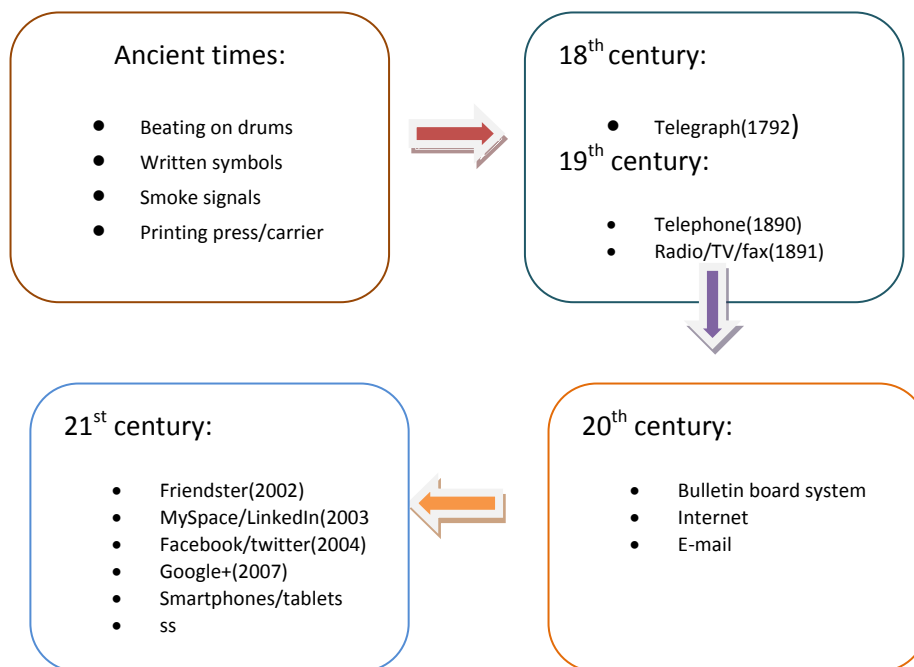
- The introduction of probability sampling to commercial surveys about 80 years ago.

- The popularization of qualitative methods borrowed from the social sciences about 50 years ago.

Both of these fundamentally changed the nature of what we do, not just our business processes. Many in the industry characterize the combination of web- based surveys and online access panels as a revolution. Even these profound innovations happened within the guardrails of market research. Social media listening is part of a broader package of changes that do, however, constitute a social and technological revolution.

AS AN EVOLUTION

SMM and RM is more likely an evolution of the previous communication technologies that came before it.

All communications technological developments have basically been outgrowths of what came before them. Each was built to some degree upon the previous. Social media is no different. The framework of each new technology was laid by the previous generation's improvements over what came before them. This brief history shows how communications technologies have developed over the course of human history:

Ancient times:
- Beating on drums
- Written symbols
- Smoke signals
- Printing press/carrier

18th century:
- Telegraph(1792)

19th century:
- Telephone(1890)
- Radio/TV/fax(1891)

21st century:
- Friendster(2002)
- MySpace/LinkedIn(2003
- Facebook/twitter(2004)
- Google+(2007)
- Smartphones/tablets
- ss

20th century:
- Bulletin board system
- Internet
- E-mail

SPOKEN WORDS: In the beginning of the word, and the word was spoken (well, maybe grunted at first) and thus communication began. That little development was the genesis of all future communication, which in turn led to the development of civilization, which in turn led to the development of marketing as we know it today.

YELLING/BEATING ON HOLLOW LOGS OR DRUMS: At the early stage of communication, messages are delivered by yelling or beating on hollow logs or drums. Drums are beating to get attention of listeners, and then messages are conveyed.

WRITTEN SYMBOLS/LOGO/PICTURES: As from the advancement of previous communication method, during the roman times written symbols, logos and pictures are used for conveying the messages. To attract listeners attractive pictures are used.

SIGNAL FLAGS/SMOKE SIGNALS: People used to communicate smoke signals by day and beacon fires by night in ancient China, Egypt, and Greece.

PRINTING PRESS/CARRIER PIGEONS: . The seeds of social media were sown during 550 BC when the regular postal system was established in Iran where horse riders and horse-drawn wagons carried mail. Usually, mail consisted of governmental dispatches and was delivered from one place to another.

18TH CENTURY: The 18th century was breakthrough period where devices like the telegraph (1792) are developed as from the advancement of previous printed message technology. More time and distant places were the main drawback of carrier pigeons. To overcome this telegraph is developed that help to send messages at distant places in less time.

19TH CENTURY: During 19th century various new technology are developed through which communication get easier and cost effective. Telephone (1890) and radio (1891) are devices that invented in a new era of the sending and receiving messages over long distances. The increasing number of express messages between businesses, financial and legal offices and banks in growing cities, as well as busy street traffic, gave rise to new methods of telegram and letter transportation. The pneumatic post was introduced to combat the shortcomings of the telegraphic network in Paris. The invention of telephone and radio took the meaning of communication to another level.

20TH CENTURY: The 20th century was marked by the growth and development of internet. With the growth and development of internet, there came era of exchange of messages from one person to another digitally or via web.

It started with the BBS (Bulletin Board System), these online meeting places were effectively independently-produced hunks of code that allowed users to communicate with a central system where they could download files or games (many times including pirated software) and post messages to other users.

BBSes continued to gain popularity throughout the '80s and well into the '90s, when the Internet truly kicked into gear. Indeed, some services – such as Tom Jennings' FidoNet – linked numerous BBSes together into worldwide computer networks that managed to survive the Internet revolution.

CompuServe, a service that began life in the 1970s as a business-oriented mainframe computer communication solution, but expanded into the public domain in the late 1980s.CompuServe allowed members to share files and access news and events.

E-MAIL: As the development of CompuServe, E-mail comes in to existence. Through E-mail one can communicate with any person at anywhere in the world. Personal matters, files, documents, images are shared with anyone through E-mail. Those forums proved tremendously popular and paved the way for the modern iterations we know today.

Yet there was no stopping the real Internet, and by the mid-1990s it was moving full bore. Yahoo had just set up shop, Amazon had just begun selling books, and the race to get a PC in every household was on. And, by 1995, the site that may have been the first to fulfill the modern definition of social networking was born. Other sites of the era opted solely for niche, demographic-driven markets.

21ST CENTURY: The 21st century saw a spurt in the growth of social networking sites by the launching of Friendster, Fotolog, Photobucket, Flickr, Orkut, Facebook, Ning, Digg, Twitter, Netlog, YouTube etc

In 2002, social networking hit really its stride with the launch of Friendster. Friendster used a degree of separation concept similar to that of the now-defunct SixDegrees.com, refined it into a routine dubbed the "Circle of Friends," and promoted the idea that a rich online community can exist only between people who truly have common bonds. Within a year after its launch, Friendster boasted more than three million registered users and a ton of investment interest Friendster has since abandoned social networking and now exists solely as an online gaming site. Introduced just a year later in 2003, LinkedIn a professional business-related networking site, allows companies to create professional profiles for themselves as well as their business to network and meet others. Through the use of widgets, members can promote their various social networking activities, such as Twitter stream or blog entries of their product pages, onto their LinkedIn profile page. Today, LinkedIn boasts more than 297 million members.

MySpace also launched in 2003. MySpace was once the perennial favorite. It did so by tempting the key young adult demographic with music, music videos, and a funky, feature-filled environment. Over the years however, the number of casual MySpace users declined, and today the site exists now as a social networking site targeted to bands and musicians.

Facebook now leads the global social networking pack. Facebook launched in 2004 as a Harvard-only exercise and remained a campus-oriented site for two full years before finally opening to the general public in 2006. Yet, even by that time, Facebook was considered big business. Facebook allow a product to provide videos, photos, and longer descriptions, and testimonials as other followers can comment on the product pages for others to see. As from May 2015, 93% of businesses marketers use Facebook to promote their brand.

The secret of Facebook's success -Some point to its ease of use, multitude of easily-accessed features, its memorable name and its' like' button. Facebook promotes both honesty and openness. At one point in time, Facebook had hundreds or thousands of apps built on the platform, so many that Facebook launched the Facebook App Store to organize and display them all.

Twitter, meanwhile, created its own API (Application program interface) and enjoyed similar success as a result. Twitter allows companies to promote their products in short messages limited to 140 characters which appear on followers' home pages. Messages can link to the product's website, Facebook profile, photos, videos, etc .Twitter is also used by companies to provide

customer service. Some companies make support available 24x7 and answer promptly, thus improving brand loyalty and appreciation.

Realizing the power of social networking, Google decided to launch their own social network (Google+) in 2007. It differed from Facebook and Twitter in that it wasn't necessarily a full-featured networking site, but rather a social "layer" of the overall Google experience. Google+, in addition to providing pages and some features of Facebook, is also able to integrate with the Google search engine. Other Google products are also integrated, such as Google Ad words and Google Maps. With the development of Google Personalized Search and other location-based search services, Google+ allows for targeted advertising methods, navigation services, and other forms of location-based marketing and promotion. Google+ can also be beneficial for other digital marketing campaigns, as well as social media marketing. Within just four weeks, Google+ had gathered 25 million unique visitors, with as much as 540 million active monthly users as of June 2014. It still arguably showed the world that there was still room for innovation and competition in the realm of social networking.

YouTube is another popular avenue; advertisements are done in a way to suit the target audience. The type of language used in the commercials and the ideas used to promote the product reflect the audience's style and taste. Ads are provided with the content of the video requested, this is another advantage. Promotional opportunities such as sponsoring a video are also possible on YouTube. Social Bookmarking Sites Websites such as Delicious, Digg, Slashdot, diigo, stumbleupon and Reddit are popular social bookmarking sites used in social media promotion.

Over the course of the past two years, "Fourth screen" technology — Smartphone's, tablets, etc. has changed social networking and the way we communicate with one another entirely. What used to sit on our desks now conveniently fits in the palm of our hands, allowing us to effortlessly utilize functionality once reserved for multiple devices wherever we go.
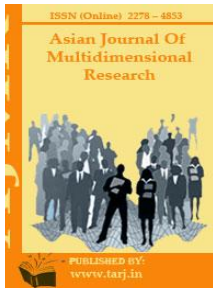
Given the abrupt rise in mobile computing, it's not surprising the most popular social media platforms of the past several years hinge on the capabilities of Smartphone's. Photo and video-sharing applications such as Snapchat and Instagram, the latter of which has now garnered a staggering 20 billion images since the app's initial inception in October 2010, exist almost entirely on mobile. The same goes with platforms such as Foursquare, an application in which users use their Smartphone's to check in to various locations around the globe, and various matchmaking services.

CONCLUSION

 It may be concluded that as a result of evolution of social media, over the last decade, social media marketing and relationship marketing has taken the business world by storm. Most businesses today use social media in some form or manner, even if it is only something as simple as having a Facebook or LinkedIn page. It allows them to communicate, connect and interact on a real-time basis. So, social media marketing and relationship marketing is an incredibly useful tool and should absolutely be part of a marketer's tool chest. However, it is not something so revolutionary that it eclipses all else that has gone before it. Each new technology was considered revolutionary during its time, but each was ultimately an outgrowth of the previous technology. So, social media marketing and relationship marketing truly is evolutionary, not revolutionary.

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SOCIAL MEDIA AS A TOOL OF MARKETING

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ABSTRACT

Today we are in 21st century and online social networking sites are becoming all the rage and have, finally, become an important part of our life. Today people do not find time to interact with each other but with the help of the social medium through networking sites, people which can stay apart can remain connected with each other. These sites not only help them in coming closer to each other but also have significant impact on their lives. Traditionally, the networking is more or less related with the business circles only but now, in present era, thee sites are more likely to influence the individual's private life. Social Networking uses the "wisdom of crowds" to connect information in collaborative manner. Many changes take place in people life. The changes may be in the field of education, entertainment, shopping, business, investment etc. one of the novel innovation in this field is online social networking services. The present study is conducted with the motive: 1. To study the opportunities and risks in companies using social networking in their marketing. 2. Overview of social media marketing in India 3. Success stories of face-book and twitter

KEYWORDS: *Networking Sites, Social Medium, Marketing, Facebook, Twitter.*

INTRODUCTION

Innovation Sells! That is especially true in the internet world. From the inception of internet , a lots of innovations took place in the present era leads to major changes in the everyday lives of people. The changes may be in the field of education, entertainment, shopping, business, investment etc. One of the novel innovation in this field is online social networking services.

SOCIAL MEDIA

Social media is an internet based tool which engages the consumers online. It is all about networking and helps in creating and generating the trust among the parties involved in it. some popular social media sites are: Facebook, Youtube, Scribd, Twitter etc.

Social media can be derived from two words namely Social and Media. Where Media fundamentally refers to publicity and the communication of facts or information through some consistent ways or publications. And social means just merely the interface of individuals within a crowd or community. Jointly social media refers to communication platforms which are produced and sustained by the interpersonal communication of individuals through specific medium or tool.

It basically uses the "wisdom of crowds" to bond information in joint manner. Using social media in the daily life has various advantages;

1. it will lead to reduction of cost by decreasing staff time

2. it will lead to increase in profitability.

SOCIAL MEDIA MARKETING

Social media marketing uses social media to persuade consumers to buy product online. Social Media Marketing is the process of gaining website traffic or attention through social media sites. It usually concentrate the efforts to create content that attracts attention and encourages readers to share it across their social networks.

Social media marketing, or SMM, is a form of internet marketing that implements various social media networks in order to achieve marketing communication and branding goals. Social media marketing primarily covers activities involving social sharing of content, videos, and images for marketing purposes, as well as paid social media advertising.

According to Lazer and Kelly's, Social Marketing is defined as, " concerned with the applicatio of marketing knowledge, concepts and techniques to enhance social as well as economic ends. it is also concerned ith the analysis of the social consequences of marketing policies, decisions and activities."

In recent years, a change in the relationship between the companies and customers has revealed. Due to the expansion of social network there is tremendous change in the way the companies conduct marketing.

Social media marketing is marketing using online communities, social networks, blog marketing and more. It is the latest buzz in the marketing. It is probably the only platform in the marketing stream that encourages fool proof communication and accountability among sellers as well as consumers. The trade is becoming global and due to social media marketing the traders utilized them with innovations to power their advertising campaign with social media marketing.

GROWTH OF SOCIAL MEDIA MARKETING:

A recent study, "The State of Small Business Report," sponsored by Network Solutions, LLCand the University of Maryland's Robert H. Smith School of Business, points to economic struggles as the catalyst for social media's rapid popularity. The results of the study reveals that in just the last year, the social media usage by small business owners augmented from 12% to 24, and almost 1 out of every 5 owners, keenly utilizes social media as part of his or her marketing strategy. Statistics shows that in 2009, only 23% of marketers were using social media for years. Now that number has grown to 31%. The highlights of the study which shows that small business use the social media marketing are:
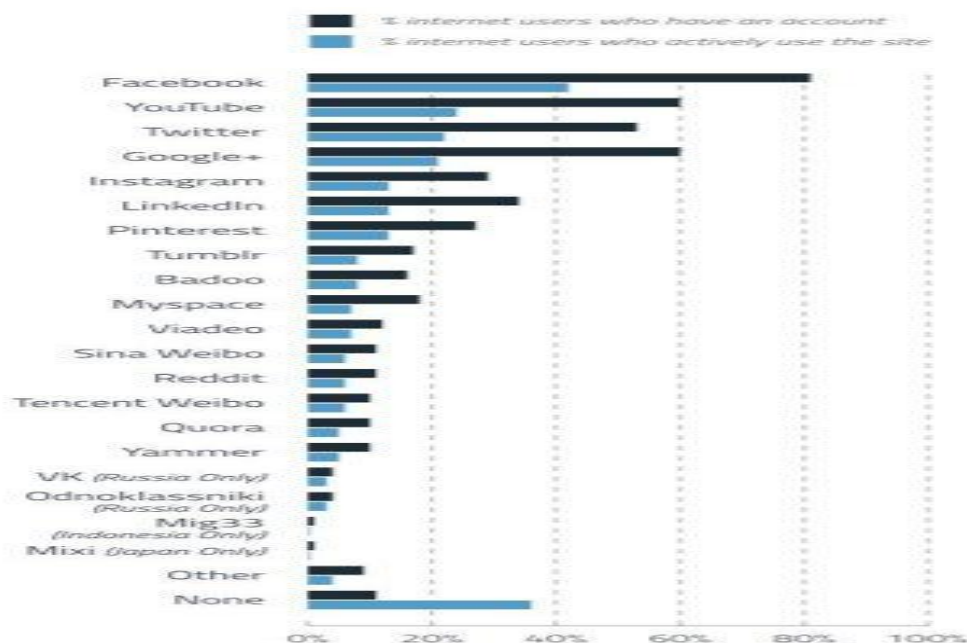
❖ 75% have a company page on a social networking site.

❖ 69% post status updates or articles of interest on social media sites.

❖ 57% build a network through a site such as LinkedIn.

❖ 54% monitor feedback about the business.

❖ 39% maintain a blog.

❖ 26% tweet about areas of expertise.

❖ 16% use Twitter as a service channel.

MOST POPULAR SOCIAL NETWORKS SITES - WORLDWIDE

The under mentioned chart shows the popular social network sites used worldwide in year 2015. this chart shows the social network account on the basis of ownership and active usage.

Although Facebook is no longer growing at the rate it was based on the previous chart, its clearly the number one.

Source: http://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/

OPPORTUNITIES AND RISKS

A. SOCIAL NETWORK MARKETING OPPORTUNITIES

Social network marketing can be very beneficial for businesses. It can find new customers, and helps in conducting brand intelligence and market research. With the help of the communication in social networking sites the shoppers will get opportunity to listen to one another, review ratings for various products and services of their choice, and also provide product knowledge and personal information to the desired ones. Social networks has its advantages in protecting the users from interaction with the outside world, and carry on the information and dealings afar from strangers.

Social media marketing is a channel that is an inexpensive way used as a promotion aid by the company instead of spending huge expenditure on marketing team or a prohibitive budget.

For example, MySpace (2009) charges $25 minimum to start advertising on MySpace, plus $0.25 per advertisement. Facebook (2009) charges $5 minimum daily budget, plus either $0.01 or $0.15 cents depending on the advertising campaign purchased. LinkedIn (2009) charges a $25 rate per thousand clicks."

There are few examples according to Gotta and O'Kelly related to the field which includes:

❖ **SALES:** Social-networking helps in providing a better system for accounts with higher conversation rates than cold Calles can.

❖ **CUSTOMER SERVICE:** By providing better customers service one will able to attract the consumer and this could be possible with email interactions and telephone calls by call centre representatives at a collective level to get the information about "possible recall," "product defect," "confusing instructions" etc.

❖ **COMPETITIVE INTELLIGENCE GATHERING**: Here the motive is to target target a specificinformation space (e.g. competitor activities or ways people use a particular product).

❖ **ORGANIZATIONAL DEVELOPMENT:** Social marketing helps in the organizational development by providing learning strategies and HR decision makers with insights into the types of training, seminar, or other topics that might be of interest or skills/competencies to focus on.

B. SOCIAL NETWORK MARKETING RISKS

Number of opportunities were provided by the social networking system. But as we know that there are two sides of the coin. Along with the opportunity some of the risks were also associated with these sites. The news of the company spread very fast with this but along with that it can also spread bad news just as quickly. also the feedback given by the customers who want to vent their anger they gave negative reviews using social network account. Managers need to understand how to handle those situations quickly and effectively. But in recent phenomenon, era, a potential problem that is faced by the companies for using social media is that of privacy and personal security issues. So there are some restrictions which will not permit the companies to discuss their vocation and similar plans on social web.

Sometimes an employee or other member indirectly linked with the organization, without proper authorization, uses social media in a way that negatively impacts the organization. In that case an employee if released sensitive information either deliberately or inadvertently, may affect someone using social media for obtaining useful information.

Sometimes the organization itself has used social media to contribute negatively to its own image. This would sometimes include an ill-conceived marketing campaign, or a quick online comment from a well-intentioned staff member that was posted without considering its full ramifications.

Apart from this there are various media laws, there are certain legal settings also as there are also legal settings for publishing and transferring the online content of the advertisements. proper

checking and assessing of the advertising laws and careful analysing of market research should be there so that no legal boundaries will be violated.

CASE STUDIES OF SUCCESSFUL USE OF SOCIAL MEDIA - IN CONTEXT WITH FACEBOOK AND TWITTER

Social networking sites are not new to this era. Considering the relatively short history of social networking sites, it is notable to find that a huge number of organizations have already productively implemented and used them as a base to popularize their brands, support customers and increase business. Some of the most successful marketing campaigns have involved creative use of Facebook and Twitter. Facebook which was specifically developed into a very generous platform for an extensive range of marketing initiatives by varied business houses.

EXAMPLE I

One of the most primitive and flourishing social media campaign, called the Fiesta Movement, was launched by Ford in April 2009 to promote its Fiesta model. they formulate a very innovative strategy in which they selected 100 top bloggers and provide each of them with a Fiesta to use that for the next six months. In return the company expects from them that these bloggers were required to upload a video on YouTube as a feedback and provide information about the car along with an independent account of their experience with the Fiesta, on their blogs. The Fiesta Movement campaign gained an incredible accomplishment. The result of the same was that nearly 750 videos were created by the "agents or bloggers" which not only helps in generation of 6.5 million views on YouTube but also more than 3.4 million impressions were created on Twitter. Images of the car was also uploaded onto Flickr which also gave a positive image in the mind of audience and was viewed by more than 670,000 times.

The outcome of the same was that the Ford sold 10,000 units in the first six days of sales. Getting the positive response for the Fiesta and after its tremendous success of social media programme. Encouraged by the tremendous success of its Fiesta social media initiative, Ford drilled deeper into the social media space to know about the consumer taste and preference. The company also uploaded the feedback form and the data was obtained from sites like www.syncmyride.com - an owner-to-owner forum which helps the company in gathering the complaints duly lodged by the consumers about the quality of the automated voice on Ford's SYNC system. this will be beneficial for Ford to twist the software to make the voice less loud.

Due to this excellence growth of interest in the social networking the reasonable business channels has corresponds with the attractiveness of Facebook. One can see its growth in few years as Facebook's has become one of the renowned social networking site and its active user base has grown from about 100 million in 2008 to about 600 million users in January, 2011.

EXAMPLE II

Another brand named Clorox that tweak the social media advertising to create best possible awareness and revenue. In 2010 the company hosted a Green Works Webpage and its goal was to increase awareness of the Green Works brand of environmentally friendly products among female audience aged 25 - 34. Its focus of target was the facebook users who had listed 'clean' and 'green' on their Facebook profiles. The result of this initiative was shown by the study of Nielson which states that the 'intent to purchase' the Green Works detergent among Facebook users increased by 7%. There was a tremendous increase of nearly 12 % awareness regarding the brand among the consumers.

EXAMPLE III

Similarly Starbucks, also marketed and advertised its products through social media sites. The company has an nearly 20+ million followers on Facebook and approximately 1.5 million on Twitter and they started advertising their schemes online by regularly providing discounts as well as promotional offers through these networks. they also created a blog to get the feedback and reviews from the consumers. Interestingly the company has ceased from using any other channel of marketing for any hard marketing sell. Apart from facebook and twitter Starbucks has also made excellent use of YouTube. It motivates the consumers to upload videos not only of Starbucks TV commercials but also educational videos about the origins of coffee and the charitable work undertaken by Starbucks.

EXAMPLE IV

In year 2009, Dell computers, the first company to disclosed that they earned a huge amount of nearly $3 million from the social networking site i.e. Twitter. Company has nearly 0.5 million followers on facebook and nearly 1.5 million followers on Twitter. These followers clicked through the post of company to its websites to make purchases and this way they earn revenue. Dell distributes discount coupons to the followers through these networking sites and uses proprietary software to track sales. A blog was also created which encourages the consumers to read and write reviews about the Dell products which indirectly encourage the audience to buy products and to promote the brand by recommending it to others on Twitter and Facebook.
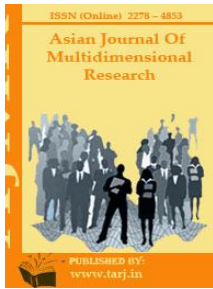
EXAMPLE V

Nokia, another name in this networking era, who launched a Facebook campaign that allowed users to click on the video to explore the features of its Ovi Maps, a navigational application on Nokia phones. This feature helps the company to reach to the maximum possible audience and the result was that it reaches 12 countries in very short span of time and more than 408 million impressions were there.

CONCLUSION

From this brief general idea of social media marketing, it is perceptible that in the last few years there has been a dramatic shift towards user driven social media sites. The traditional modes of marketing, which includes professional guidance etc., are being replaced by the novel means of marketing which comprises of online user content and users' opinion. These change in the perception of companies and empowerment of consumers will be beneficial for both of them as the company will not only listen to the complaints or other information provided by the users but also they will be proactive. The shift to listening and conversing through social media provides opportunity for marketers to craft their persuasive message creatively. The companies if ignore all these possibilities offered by social media networks then they will creating perils for themselves. This new method of marketing will not related to merely increasing expenditures on advertisement rather proper medium was tailored that will fit to the requirements and expectations of company and consumers. A sincere and caring relationship with the customer base has to be developed. For organizations, social media marketing acts as a highway to the future and organizations need to devise appropriate strategies to successfully navigate it.

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STARTUP THROUGH SOCIAL MEDIA: AN OPPURTUNITIES AND THREATS ANALYSIS

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ABSTRACT

The emergence of social media such as Facebook, Twitter have changed the way human beings communicate and keep in touch with each other. Certain businesses are beginning to notice the potential for reaching out to their target audiences through this new medium and have already begun a series of advertising efforts in order to do so; however, the spend on this form of advertising is relatively minor compared to other efforts. The use of social media increased the opportunities for entrepreneurs search for information and resources but at the same time there are number of threats involved in using which could damage a new startup and existing business. As one is starting a new business, the major concern is with creating a product or service offering, finding first customers, building partnerships to help grow more quickly and ensuring one has enough money to sustain the company. The purpose of this study is to investigate the opportunities and threats from the social media marketing for start-up companies. The conclusion of the study is that the low/minor cost social media marketing can be harmful for the new startup's if proper attention is not taken in social media marketing. It means instead of number of opportunities of social media marketing there are many threats that can damage a company's image in the initial stage of business or in continuous stage of business.

KEYWORDS: *Social Media, Opportunities, Threats, Marketing, Startup.*

INTRODUCTION

"Start small, but stay smart. Stick to the human truths and build towards long-term goals while celebrating the short-term wins." - Eric Fulwiler

A technological transformation has occurred in the business world, over the past few years. Social media has become a priority approach of marketing rather than an optional marketing approach. In fact, social sites like Facebook and Twitter have become integral parts of brand awareness, content distribution, lead generation, and customer acquisition strategies for businesses. The main aim to use Social Media in marketing as a communications tool is to makes

the companies accessible to those interested in their product and make them known to those who have no knowledge of their products. This is especially true for companies striving to gain a competitive advantage. Marketers and retailers are utilizing these sites as another way to reach consumers and provide a new **WAY** to shop. This is especially true for startups working with smaller budgets and grassroots campaigns. However, besides its importance, a very few startups and new ventures understand how to maximize the potential of social media.In today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Chi 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." It is possible for start-up companies to cut the marketing budget but still continue to market themselves. This is possible thanks to the development of the World Wide Web. The internet started out as a tool for users to share information with each other (Kaplan and Haenlein). The companies use social media to create buzz, to reach target customers. It's the only form of marketing that can help consumers at each and every stage of the consumer decision process. While platforms such as Twitter, Facebook and Google+ have a larger amount of monthly users. The visual media sharing based mobile platforms however, garner a higher interaction rate in comparison and have registered the fastest growth. Instagram has an interaction rate of 1.46% with an average of 130 million users monthly as opposed to Twitter which has a 0.03% interaction rate with an average of 210 million monthly users.This has changed the ways that companies approach interact with customers, as a substantial percentage of consumer interactions are now being carried out over online platforms with much higher visibility. However, there are some basic features necessary for a website to meet the requirements as a social network website: the site must contain user profiles, content, a method that permits users to connect with each other and post comments on each other's pages, and join virtual groups based on common interests such as fashion or politics. Customers can now post reviews of products and services, rate customer service and ask questions or voice concerns directly to companies through social media platforms. Thus social media marketing is also used by businesses in order to build relationships of trust with consumers. To this aim, companies may also hire personnel to specifically handle these social media interactions, who usually report under the title of online community managers. Handling these interactions in a satisfactory manner can result in an increase of consumer trust. Now the Social media has advanced from, simply providing a platform for individuals to stay in touch with their family and friends, to a place where consumers can learn more about their favorite companies and the products they sell.

REVIEW OF LITERATURE

Gabrielsson and Kirpalani, (2004), cited, the literature suggests that extensive use of the Internet and the establishment of trust relationships with large, well-known companies lead to a startup's rapid internationalization.

Bampo et al., (2008), A viral approach to online advertising has a major advantage because communication is more targeted to a brand's intended consumer.

Walsh & Lipinski, (2009), cited that traditionally, 2 economic structures favor larger firms; however, today's economy is distinguished by relationships, network, and information, favoring some of the characteristics of SMEs. Rather than relying solely on their personal contact network, startups rely on the networks of customers as well.

Walsh & Lipinski, (2009) has cited that numerous marketing opportunities exist for startups, namely networking and word of mouth marketing. Startup often rely on word of mouth recommendations for new customers. Word of mouth marketing provides businesses with an opportunity to give customers a reason to talk about products, making it easier for word of mouth to take place. Networking is a widely cited marketing activity for SMEs and is important during their establishment, development, and growth.

Mangold and Faulds, (2009) recommend that social media should be regarded as an integral part of an organization's integrated marketing strategy and should not be taken lightly.

Halligan, Shah, & Scott, (2009)said Social media provides multiple opportunities for small businesses to market to consumers and build closer and more profitable relationships. However, small businesses still struggle to reach customers.

Shankar et al. (2011) quotes, "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."

Sinclair and 21 Vogus (2011) determined that large companies are regarding social media sites as strategic tools and some businesses are even hiring employees to oversee their social media pages.

Sinclair and Vogus, (2011) said "Consumers are no longer passive receivers of marketing messages; instead, they are using Facebook, YouTube, and Twitter to voice their opinions-both positive and negative" The ability of individuals to share information with an audience of millions is at the heart of the particular challenge that social media presents to businesses. In addition to giving anyone the power to disseminate commercially sensitive information, social media also gives the same power to spread false information, which can be just as damaging. The rapid spread of false information through social media is among the emerging risks identified by the World Economic Forum in its Global Risks 2013 report.

Stephen Wilson, (2013) concluded thatSocial media marketing is a "promotional activity" in social networks to gain target customers in an effort to increase sales or strengthen brand loyalty. Social media marketing may take many forms in networks, from creating a page on Facebook or account on Twitter to putting location in Google maps and organizing event at that point with virtual badges.

According to the Cisco 2013 Annual Security Report, the highest concentration of online security threats are on mass audience sites, including social media. The report revealed that online advertisements are 182 times more likely to deliver malicious content than pornography sites.

Curran et al. points out, almost 1 in every 13 person in the world is an active Facebook user, which points to the potential of finding a ready market for any product or service.

"There is no way organisations can hold back the flow of social media, so it is better to put policies and technologies in place to manage it," says David Cripps, information security officer at Investec. "Organisations need to understand social media, they need to accept that it is not going away, and if they allow it, they need to monitor for any immoral, illegal, offensive content,

and be able to stop it immediately if it occurs," he told attendees of the Gartner Security & Risk Management Summit 2012 in London.

As the above written literature tells about the opportunities and threats that are offered by social media in marketing campaign of the firm.Although social media marketing is a well-researched topic, it has only been studied through experimental and theoretical research; this study focus more on the threats rather than opportunities.

OBJECTIVES OF THE STUDY:The present globalized world has thrown challenges before the economy, polity, international relations, which are diverse and far reaching in dimensions. In order to meet the globalization's challenges the study of role of social media in startup's is of great importance. As we know every aspect have some pros and cons, in this sense the objective of my study is to study the opportunities and threats of social media marketing in Startup Brand.The study focus more on the threats rather than opportunities.

RESEARCH METHIODOLOGY:The study is based on secondary sources of information books, journals, and other publicly available information. The methodology is content analysis. According to C.R. Kothari, "Content Analysis consists of analyzing the contents of documentary materials such as books, magazines, newspapers and the contents of all other verbal materials which can be either spoken or printed".

SOCIAL MEDIA MARKETING

Kietzmann et al., (2011) defines, Social media refers to mobile and web technologies through which individuals and communities share, co-create, discuss, and modify user-generated content.
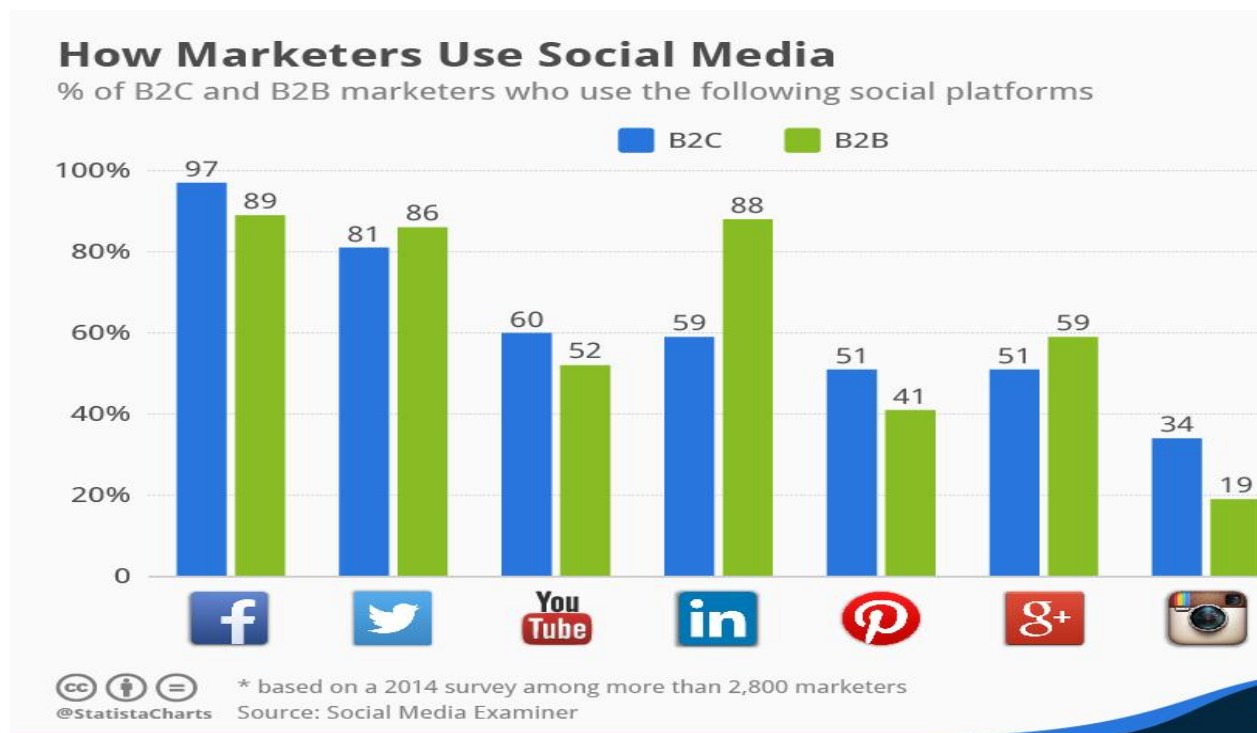
SOCIAL MEDIA MARKETING: According to Kaplan and Haenlein,Social media consists of different internet sites and formats where users share information through two-way communication and it allows the creation and exchange of user generated content. Social media is a strategic and methodical process to establish the company's influence, reputation and brand within communities of potential customers, readers or supporters. Social isn't just for big brands. In fact, at it's core it's about small, hand-to-hand marketing done at scale. If one can understand the human dynamics that drive social interaction, he/she is in a great spot to start building your start-up brand and business in social. Many social media networks exist, some of which are as follows, which are widely used as a tool of marketing:

TYPES OF SOCIAL MEDIA NETWORKS

- **FACEBOOK:** Facebook is a place to bring your brand to life and show the personality behind your business name. It's well worth posting a variety of content, including videos and images. Facebook users love to talk to real people so always reply to customer comments. Get it right and you'll be rewarded with customer "likes".

- **TWITTER:** Twitter allows you publish (tweet) short messages (140 characters maximum) and also share (retweet) other people's posts with your network of followers. Small businesses typically use Twitter to post news, provide links to key website pages and to share useful content such as blogs and guides. You can also use hashtags to join popular conversations on Twitter.

- **GOOGLE+:** Google+ launched relatively recently, in 2011, but it already has more active users than Twitter and Instagram. It has many unique features such as Circles – which allows you to target your messages at specific groups of people. That makes it ideal for anyone that

wants to keep business and personal posts separate. Other features include Hangouts – places where you can arrange video and text chats with groups of people.

- **YOUTUBE:** YouTube can be the best friend, if brand awareness is the primary goal,. This platform gives you the opportunity to distribute engaging videos to millions of eager users. By investing in high-quality videos you can begin to facilitate conversation and effectively cross-market your brand by sharing content on other platforms.

- **INSTAGRAM:** Instagram has proven itself a powerful platform for marketers to reach their customers and prospects through sharing pictures and brief messages. According to a study by Simply Measured, 71% of the world's largest brands are now using Instagram as a marketing channel. For companies, Instagram can be used as a tool to connect and communicate with current and potential customers. The company can present a more personal picture of their brand, and by doing so the company conveys a true picture of itself. In May 2014, Instagram had over 200 million users.

- **LINKEDIN:** LinkedIn has become the de facto business networking tool, connecting millions of professionals around the world. It can help you to promote your own products and services; find new customers and partners; keep tabs on your rivals; recruit staff; and gather market research. LinkedIn groups allow you to connect with specific audiences, including those in your business sector or local community.

- **PINTEREST:** Pinterest is an image-based social sharing site, popular with many small businesses that want to show off their products using good-quality photography. For consumers, Pinterest has become an online shop window where they can get inspiration, browse and often buy – anything from food to fashion; and interior décor to crafts.

How Marketers Use Social Media
% of B2C and B2B marketers who use the following social platforms
B2C   B2B

* based on a 2014 survey among more than 2,800 marketers
@StatistaCharts   Source: Social Media Examiner

OVERVIEW OF SOCIAL MEDIA MARKETING IN INDIA: According to the 2010 Regus Global Survey of business social networking, India tops the usage of social networking by

business – it has the highest activity index, 127, far more than the US's 97, and 52% of the Indian respondent companies said that they had acquired new customers using social networks while 35% American companies managed that. With the second largest Facbook user base outside the US, India is expected to have the largest Facebook population in the world by 2016, according to a data released at an international conference here on "Social Media Marketing in Emerging Markets".Social Media is really picking up new heights in India. During Election 2009 Social Media was used for Influence Indian Voters. Social Media Marketing in India is being undertaken by brands like Tata Docomo, fashion bazaar, MTV India, Clear Trip, Tata Photon, Axe deodorants, Microsoft, Naukri, Shaadi, etc. Besides, numerous Indian celebrities are also using Social media marketing approach to promote their movies, music and events via Twitter, Facebook etc. Social Media Marketing is also boosting public relations business. The biggest gainers from Social media are the non-profit organizations. More Indians are logging into Facebook and Twitter accounts, as evident from a record growth of 37 % in social networking during 2013, according to a study by e-Marketer.

FINDINGS OF THE STUDY

STARTUP THROUGH SOCIAL MEDIA: Social media has transformed the way businesses talk to their customers online. Rachel Miller explains how social media marketing could help your business. It's no exaggeration to say that social media has revolutionized the way businesses communicate. It has enabled small firms and new startup's to widen their exposure and strengthen ties with customers. It has levelled the playing field for small businesses in the online sphere.Companies using traditional marketing methods (e.g. surveys, focus groups, test marketing) often spend millions to locate their target markets. Establishing a social media strategy will help them see where potential customers are hanging out. Some advantages of startup through social media are:-

- Promote your brand to a wider audience that gives higher sales potential.

- Increase loyalty in customers by addressing their needs and answering their concerns and making with them deep relationship.

- Customers can help to spread the word about company's brand and their endorsement will also improve company's results;

Internet users in India spend almost 5 hours on the net every day, with 40% of that time spent on social media. Additionally, mobile drives social media usage, with almost 9 in 10 Facebook users accessing the platform via mobile. 30 million people in India access Facebook through a feature phone and 66 million via smartphone out of which 91% access via Android handsets.

(1) OPPORTUNITIES OF SOCIAL MEDIA MARKETING TO STARTUP: Social media is now increasingly becoming an important aspect of any type of startup, political campaigns, public policy, public relations, brand management etc. Since the major task of marketing as tool used to inform consumers about the company's products, who they are and what they offer, social media marketing offers a number of opportunities for STARTUP'S:

- **SIZE:** Social sites such as Facebook has over 250 million users globally. On an average, 70-100 tweets happen by the second. An average user on Facebook has 120 friends. So for the Startup its easy to popularize their brand in less time with wide coverage.

- **TIME SPENT ONLINE:** People are spending increasing amounts of time online, especially on social networking websites, at the expense of traditional advertising media such as television and newspapers. This can be viewed as a result of many of the traditional functions – news, television shows – of the old advertising media being shifted online to social networks such as YouTube. As a result, advertisers are increasingly looking for ways to reach out to consumers who are spending more and more time online.

- **REACH:** It is possible to make mark globally and do it quickly using social networking sites.

- **BRANDING:** Social media platforms are known to be one of the fastest means of branding. Some of the big brands like Coke, Ford, Dell, IBM, Burger King are some of the well-known brands have powerfully used social media platforms to endorse themselves.

- **BUILD GOOD IMAGE IN SHORT TIME DUE TO TRANSPARENCY:** No cheat code involved. Everything that happens in the social networking landscape is of proof. Companies cannot fake authenticity in an attempt to get more people involved. Members can choose to associate with the company or opt out. Opinions made on social networking platforms are taken seriously and the more authoritative the companies get, more seriously they are taken.

- **BOOSTING WEBSITE TRAFFIC:** Social media is probably the fastest and easiest means of redirecting traffic to company's website. By simply placing their website URL in their profile, the company can have all their profile visitors check out their website and a percentage of traffic is sure to get converted in course of time. This is the virtual way version of "word-of mouth".

- **TARGETED ADVERTISING:** Advertisers have access to a great deal of information about users and their interests, allowing them to customize and target their ads to a degree not yet seen in any other advertising medium.

- Social media can be used to provide an identity about the companies and the products or services that they offer.

- Social media helps in creating relationships with people who might not otherwise know about the products or service or what the companies represent.

- Social media makes companies "real" to consumers. If they want people to follow them they need not just talk about the latest product news, but share their personality with them.

- Social media can be used to associate themselves with their peers that may be serving the same target market.

- Social media can be used to communicate and provide the interaction that consumers look for.

- **SOCIAL MEDIA IS A FREE/LOW COSTMARKETING FOR STARTUP:** Most of the sites are free and you can freely promote your startup brand. This "free" marketing carries risks as well as opportunities; there is a cost in terms of your time and you'll need to manage your online reputation carefully.Your messaging must hit the right note. Social media gives businesses on small budgets the ability to find out what people are saying about them (and others) in their industry, without paying large sums on market research.

(2) THREATS: Threats are destruction for startup brand. Security experts highlight risks enterprises face on social networks and explain why such sites make ideal targets for online criminal activities. Social networking sites are ideal havens for online criminal activities as they provide a combination of two key factors: a huge number of users and a high-level of trust among these users, cautioned a security specialist. Social Media Threats to business are rising, according to the first in-depth analysis covering fortune 100 companies Report by Proofpoint's Nexgate social media division:

- The report is based on in-depth threat analysis on the social media presence of all Fortune 100 firms for the 12-month period from July 2013 to June 2014.

- The State of Social Media Infrastructure 2014, Part 2: Security Threats to the Social Infrastructure of the Fortune 100 report examines the taxonomy and types of social media security threats and their scope.

- Account hijacking, unauthorised accounts and content-based threats, such as malicious links and phishing lures, are the main types of social media threats, analysts revealed.

- Proofpoint's Nexgate division vice-president and general manager, Devin Redmond, said Fortune 100 companies are increasingly losing money, having their audiences attacked and experiencing damage to their brand on their own social media channels.

- "Company-affiliated social pages, profiles and accounts are the next big attack surfaces for fraud, phishing, hacking and data theft," he said.

- According to Redmond, threats tocorporate social media accountsand programmes have not received the appropriate level of attention.

- "Much of that is due to the lack of understanding regarding the scope and types of security threats," he said.

- **SOCIAL MEDIA THREATS ARE COSTLY:** Social media threats can be as damaging and costly to a brand as other corporate network compromises, digital fraud, malicious email scams and phishing attacks, the report said.

- **SOCIAL MEDIA SPAM ON THE RISE:** Social media spam grew sevenfold since mid-2013 when the previous State of Social Media Spam report was released. Analysts said 99% of malicious URLs lead to websites with malware or phishing attacks and 2.29 accounts per firm exhibited hijack indicators, such as malware links posted by brand managers. Social media account hijacks have become so common. The report said the primary purpose of social media threats are to steal customer data, damage the brand, manipulate markets and perpetrate various internet scams.

According to the Cisco 2013 Annual Security Report, the highest concentration of online security threats are on mass audience sites, including social media. The report revealed that online advertisements are 182 times more likely to deliver malicious content than pornography sites, for example. The rapid spread of false information through social media is among the emerging risks identified by the World Economic Forum in its Global Risks 2013 report.

SOME COMMON &SERIOUSTHREATS/MISTAKES OF SOCIAL MEDIA MARKETING FOR STARTUP BRAND

Some of the common mistakes that companies, especially startups, make while defining and executing their social media strategy are found:

1. SELECTION OF INCORRECT MEDIA: Social site like Facebook has 1.44 billion monthly active users (as of 31 march, 2015). But you can't have the whole universe as your target audience. The most important marketing decision in modern time is to define the target audience. Once that is done, you need to identify the platforms on which your target audience is active. Keep in mind that no one searches for a job on Facebook or looks for a hotel review on LinkedIn.

2. INACTIVE PRESENCE ON SOCIAL SITES: If you havean inactive presence on social media, it creates a bad impression.After choosing a social media platform, you have to commit to it. You have to show activity and its consistency on the social platforms. Inactive presence also include doing too much and too little.At the same time you just can't do too much with your social media efforts.

3. NO USE OF PERSONAL BRANDING: Personal branding should be used to promote the startup through social media. Sometimes people buyservices from founders more than from the company at that time the people relate to other people. So it is important that startups include the personal branding of their founders in their social media planning and strategy. This can help in build the image for your startup.

4. IGNORING CONTENT MARKETING: Content marketing is very much helpful in your social media efforts. You should have content for marketing and don't ignore it from your social media strategy.You need to have good blog articles and interesting graphics to showyour image. If you don't pay attention to content marketing then your social media efforts can't get required attention from the public.

5. INAPPROPRIATE CONTENT: Each platform has different content needs. Each platform requires different tone of messaging and different type of content. Don't make the mistake of pushing the same content on all the platforms just because there are tools available that allow you to do so. More importantly, you also need to mind the timing of your updates. Your audience is not going to be present on all the platforms at the same time. Social media does require some serious time and attention commitment. Have a good balance of education, industry insights, engagement and self-promotion in your content sharing.

6. IGNORING NEGATIVE COMMENTS: Some of the companies go away from social media because of the fear of negative comments. But keep in mind that negative comments are good opportunities for you to build trust in the minds of your readers. One of the important thing you have to remember while handling negative comments on the social media is never give a canned response to any negative comment. Be personal and show genuine interest in solving the problem. Acknowledge the issue, and take genuine actions to resolve it. If the there is a mistake, accept it and take all efforts to resolve it.

7. Not aligning with the target audience in terms of tone and messaging:- If you don't align the target audience with tone and message as required you can't get their attraction. So, try and align as much as you can with your target audience – if you are targeting the youth, introduce some new and different thing in your overall messaging. For a company, just make sure that your marketing tone matches your company culture. Today's, marketing is the job of

each and every person representing the company and it is not only the job of marketing department only.

And some other general mistakes which can put negative effect on your marketing efforts on social media, careful attention to these mistakes is very much required.

RECOMMENDATIONS

"Negative Comments are, in fact, good opportunities for you to build trust in the minds of your readers."

According to Gartner analyst Andrew Walls, Companies that recognize the value and threat of social media have demonstrated that success is achieved through empowering staff to undertake social media on behalf of the organization in line with a comprehensive policy backed up with continual training.

- ➢ **PREVENTION IS ALWAYS BETTERTHANCURE FOR YOUR STARTUP:** Before startup through social media some precautions to be taken to build a good image of your startup brand. Despite the security risks social networks can bring into a corporate environment, RSA's Goh noted that disabling access to such sites is not the best option as more and more businesses rely on these tools to support their daily operations. Enterprises then need to make sure its employees are educated about security threats related to social networking sites, and implement a comprehensive access and data control strategy to prevent data loss, he said. If the enterprise can govern the access of information to only the right employees, loss of data by the attackers getting into the network could be minimized.

- ➢ **SELECTION OF RIGHT MEDIA:** The success of a startup brand depends upon the selection of right media that suits well to your products. In regard to this some of guidelines are given here:

1. **FACEBOOK – It should be used when,**You have highly visual content, You want to leverage the community effect, You want to build trust in the minds of the users by leveraging their friends' network's.

2. **TWITTER – It should be used to,**Broadcast your message, Join the on-going conversations, Connect with thought leaders and people that matter to you, Build a position for yourself.

3. **GOOGLE+ – It should be used to,**Help you with your SEO efforts, Participate in Google communities to connect with like-minded people

4. **YOUTUBE- It can be used when,a video related contents are to be displayed and it can be linked to facebook to promote company's brand.**

5. **INSTAGRAM- It should be used where it is highly used and where to show brief message about your product or brand.**

6. **LINKEDIN – It should be used when,**You are a Business to Business company, You want to connect with a professional audience and establish your thought leadership within a group of homogeneously targeted audience

7. **PINTEREST – It should be used when,**Your primary target audience include women, You have highly visual content to share.Above all are just guidelines.

➢ **SOME GOOD BUSINESS TIPS FOR STARTUP SOCIAL MEDIA:** While each business is unique and your specific strategy will determine how to best proceed for optimal results, here are a few general tips that apply to just about any startup using social media:

1. **BUILD A COMMUNITY:** For long-term growth and success, the best thing you can do is build an online community of ambassadors that give your startup additional exposure and promote brand awareness.

2. **LISTEN INSTEAD OF TALKING:** The biggest mistake you can make on social media is spending all of your time talking. Your focus should be on listening to your followers and garnering valuable feedback. When used correctly, social media platforms like Facebook and Twitter essentially serve as ongoing focus groups for your startup.

3. **TRY NEW THINGS:** Don't do what everyone else is doing. Experiment and try new things.

4. Eric Fulwiler has advice for the startup community to keep in mind when developing a social media strategy:

- The biggest threat to brands and business isn't rejection, it's indifference.

- Keep a belief that people will care.

- Social is a behavior, not a medium.

- Small wins and big ideas need to work together.

- Crazy ideas can be good ideas that get exposure.

- Add value to take value.

- Be relevant and be human

- There are a lot of places to hang out on social media.

- Prioritize visual content.

- Understand the value of a like

- You want people to know you for the value you drive with your content; not to the frequency of it.

CONCLUSION

"Your most unhappy customers are your greatest source of learning" — Bill Gates.

The study has concluded that the various STARTUP'S can increase awareness of their brand by being creative and ensuring active presence on social media platforms. Social media marketing is free but if it is not properly used then it could damage reputation ofa startup brand as well. So it is important for retailers and marketers to be aware of the factors that affect consumer attitudes and motives.Social media sites such as Facebook are better than other advertising avenues because it stores information on all its users. Social media sites are a great stage to create an experience and retailers can use information stored on social media sites to improve user experience with their brand. A viral approach to online advertising has a major advantage because communication is more targeted to a brand's intended consumer. Feedback from consumers is mustwhen it comes to product, brand. As we know there are number of threats to social media as a tool of marketing but it is regarded as a free cost marketing, so with regard to

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this a careful approach should be used because for startup the first impression through social media marketing can be pros or con. Companies make use of platforms such as Facebook, Twitter, YouTube and Instagram in order to reach audiences much wider than through the use of traditional print/TV/radio advertisements alone at a fraction of the cost, as most social networking sites can be used at no cost. So in last I would say to build strong startup brand one should be consistent in their brand message, talk with their customers, quality conscious, be punctual, strictly follow customer's suggestions and continuously engage in social media and that could be a great startup brand.

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ROLE OF SOCIAL MEDIA IN TOURISM

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ABSTRACT

Tourism industry is keen player in any countries economic development. It is not only the largest but one of the fastest growing industries in the world. Social media which is based on the web, mobile & cloud based technologies has a great impact on the tourism industry. It serves a huge platform as information sources for travellers. Consumers using networking sites search for the trips and share their personal experiences of a particular hotel, restaurant or airline. Social media gives various benefits such as communication, easy accessibility, greater reach, 24*7 operations, proper and timely interactions. Due to these numerous benefits, social media is very helpful in marketing particularly for hospitality and tourism. It includes organized efforts at national as well as local area to achieve maximum satisfaction of consumer. Hospitality operator can have benefits from cohesive strategic plan that will integrate social media with overall marketing efforts. This paper presents a comprehensive view of role and impact of social media on travel and tourism. It also examines the importance of social media with the help of a Case study.

KEYWORDS: *social media, tourism, strategic plan and marketing.*

INTRODUCTION

SOCIAL MEDIA

Social media engenders a number of different terms, many of which are used interchangeably. It is defined as "a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and Exchange of User Generated Content" (Kaplan and Haenlein, 2010; p. 61). Social media are computer-mediated tools that allow people or companies to create, share or exchange information, career interests, ideas and pictures/videos in virtual communities and networks. It also depends upon mobile and web-based technologies to create highly interactive platforms. They introduce substantial and pervasive changes to communication between businesses, organizations, communities and individuals. Social media, unlike traditional media, is aggregated and produced by general

public. Content is distributed to the masses on internet free of charge. There are various types of social media outlets, including blogs, content sharing portals, social networks, professional networks, micro blogging, social bookmarking and preference sharing.

MOST POPULAR SITES

FACEBOOK: 1,100,000,000 users. Facebook is a networking site used to connect with friends, family or promoting businesses.

TWITTER: 310,000,000 users. Twitter is mostly a blogging networking site.

LINKEDIN: 255,000,000 users. LinkedIn is a networking site mostly used by professional with focuses in business.

PINTEREST: 250,000,000 users. Pinterest is a site where networkers post new ideas, "do-it-yourselves", and theme-based posts.

GOOGLE PLUS+: 120,000,000 users. Google Plus is a social networking site owned by Google that is similar to Twitter and Facebook.

TOURISM

Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases being of vital importance. Tourism may be international, or within the traveller's country. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only ", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes"

ROLE OF SOCIAL MEDIA IN TOURISM

Before discussing the role of the media as an instrument in tourism policy, it should be noted that the relationship between tourism & media is one of inclusion. Tourism policy focuses on specific areas of tourism, the media become a mediator between tourism & society. During the last years social media have been enjoying phenomenal success. Like other industries, tourism is also affected by the increasing use of social media as they "are taking an important role in traveller's information search and decision making behaviour."(Yoo, Gretzel &Zach 2011, p526). The powerful effects of media can bring sweeping changes of attitudes & behaviour among the key factors in local, national and global tourism for peace, security & sustainable development. Consumer behaviour in tourism is always influenced by advancements in information communication technologies (Buhalis 1998, Poon, 1993). Social media such as Facebook, MySpace, provide instant ways to reach thousands or millions of people. Twitter is a fast way to get a few words out and LinkedIn connect people in business relationships. Social media allows public to share their experiences by instant critiques. Considering all the benefits that social, media can provide it has all the attributes that will be helpful in marketing and management. It provides opportunities to manage and present business content to identify its core values that brings consumer to them. There are several social networks growing day by day. With the rapidly changing technology it is impossible for any hospitality operator to ignore the social media. Tourism entities be they attractions, hotels, transportation system, restaurants or communities may use social media as personalised form of advertising. The use of social media

can help tourism entity to enhance buzz and create credibility at low or no cost to the provider. Social media presents whole new world of instant communication.

Hospitality operator must have a strategic plan & know which form of social media works best for them. It covers a wide range of possibilities to reach its target audience. Video sharing is one of the techniques they can use. It is a great mean to show off any attraction. There is always the chance that the video may end up becoming viral and being seen by millions. Public communications strategy based on access to quality information & knowledge will drive new partnerships such as peace & security for eco-tourism, quality tourism, and technology transfer etc. the relationship between tourism and the media is vital & complex. Advertisers and their audience can easily interact via internet broadcasts.

By maintaining multiple profiles on social media platforms travellers will be able to find accommodations, attractions and eateries without leaving the website. Consumers have the ability to ask questions, post feedback and promote a brand. Social media is free and does not require upfront costs besides labour. It can easily convert one time conversation into long term reputation and trust.

CASE STUDY: PURE MICHIGAN FACEBOOK CAMPAIGN

Arguably the most recognizable name in social media, Facebook, "a social utility that helps people communicate more efficiently with their friends, family, and co-workers (Facebook, 2011)." Facebook has more than 800 million active users, more than 50% of whom log on to Facebook once or more per day (Facebook, 2011). Facebook offers businesses and organizations several tools to reach their target audience and foster positive relationships between brand and consumer. Businesses can create a Facebook "Page" for free; Facebook defines a Page as "a space to interact with your fans, get to know potential customers and build a community." Consumers and brands take part in a virtual conversation via posts to the "wall" of the business/organizations Facebook Page. Pages can also be customized with photos, videos, and textual information about the business or organization; additionally, apps can be added to Pages for added features and capabilities to engage Page visitors (Facebook, 2011).

Facebook offers free analytics tools for owners of Pages; information includes demographic information about fans, traffic rates for Page visits, user engagement and activity, and tips for improvement (Facebook, 2011).

Because of the prevalence of Facebook among internet users of all ages, Facebook is becoming almost a necessity for building brands and operating a business. Consumers use Facebook as a means of gaining information about a product or service, and rely on Facebook for interaction with the brand. Benefits of customer-brand interaction via Facebook go beyond the sharing of information; when someone is a Facebook fan of a product/service, he/she is 41% more likely to recommend that product/service to friends (Karr, 2011).

Michigan was awarded the number one spot in Gammet Interactive's Q2 2011 "How Social is Your DMO" report. Even though Michigan was bested by Florida for the top spot in the July 2011 rankings, Michigan once again received high social media ratings, placing second overall, and receiving the highest Facebook marketing score (Gammet Interactive, 2011).

As of December 2011, the Michigan Facebook Page includes frequent wall posts by Pure Michigan; the purpose of these posts are generally to update fans on Michigan news, share fun facts, and/or promote current deals and/or contests. The Page also sees daily fan interaction, as

fans post photos, comments, questions, and other Michigan-related content. During the 2011 holiday season, fans are encouraged to post pictures of their Michigan Christmas trees. Fans can submit photos year-round for inclusion in special "fan photo" albums. Examples of album titles include "Pure Michigan Facebook Photos from Our Fans – November 2011, Michigan Sunrises and Sunsets – From Our Facebook Fans, and Pure Michigan Facebook Photos – October 2011 ("Pure Michigan," 2011).

In the "Videos" section, Page visitors can view promotional videos created for the Pure Michigan campaign. The Pure Michigan Facebook Page also includes a section that allows users to read the @PureMichigan Twitter stream, with a "Follow" button incorporated into the page ("Pure Michigan," 2011).

In addition to adding the Twitter app to their Facebook Page, Pure Michigan developed two special apps to enhance their Facebook presence: "Welcome," and "Merchandising." Pure Michigan's Welcome app encourages Page visitors to "Like" the Pure Michigan, post content such as travel trips, sign up for the Michigan.org eNewsletter, watch current Pure Michigan commercials, take part in featured deals, and visit other social media sites run by the Pure Michigan team. Additionally, the "Welcome" section highlights upcoming events taking place around the state of Michigan ("Pure Michigan," 2011).

The Merchandising app features Pure-Michigan-themed products for sale, including glasses, apparel, and other items ("Pure Michigan," 2011).   Michigan was recognized in June 2011 for having doubled their Facebook fans—bringing the number of fans from 50,000 to 100,000—in less than two months ("Pure Michigan Facebook fans," 2010). Michigan's DMO brands the Facebook page for the state "Pure Michigan," and positions Michigan as "a year-round travel destination for those who live, work, or play in this great state. Michigan's Facebook presence has continued to grow in the past several months, becoming the first state tourism Facebook page with over 200,000 fans in March 2011 (Marketwire, 2011). As of December 2011, the number Pure Michigan fans have surpassed 333,000 ("Pure Michigan," 2011)."

According to data compiled by market research and consulting firm, Foresee Results, the Pure Michigan Facebook Page has been extremely successful as a source of information and a motivating factor that increased the number of travel plans to visit the state. According to the Foresee findings, "nearly three quarters of the Pure Michigan Facebook fans learned about places and activities in Michigan they did not know about [previously]...a third of those fans were inspired to travel to or within Michigan after reading the posts ("Pure Michigan Facebook fans," 2010)." This high rate of audience response is indicative of the power of social media as a promotional tool within the tourism industry, and Michigan's ability to effectively use social media in a tourism marketing campaign.

CONCLUSION

The longer you wait, the more you have to lose. As social media continues to grow, so will the importance of harnessing it as a marketing tool for all industries. The tourism industry is primed to take advantage of social media outlets, as the industry has long relied largely on destination reputation, consumer opinion, spread of information, and positive word-of-mouth advertising. In many instances, such as the case of the Pure Michigan campaign integration of social media into the marketing strategy of a DMO has shown remarkable, measurable results in increased rates of visits as well as visitor satisfaction. As a result, DMOs around the country are becoming more reliant on social media as a cost-efficient and effective tool for tourism marketing.   Social media

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marketing, when done right, can lead to more customers, more traffic and more conversions and it's here to stay.

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ATTAINING COMPETITIVE EDGE THROUGH RELATIONSHIP MANAGEMENT

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ABSTRACT

Business organizations operate in highly competitive markets. Surviving in the competitive and unpredictable business environment is not an easy job for the modern organizations. The most expensive and difficult challenge for these organizations is to attract, acquire and retain the customers. A business without loyal customer would not be a business in long run. Retaining the present customers requires a business to focus on maintaining positive and long term image. Thus binding the existing customers is equally important for businesses as constantly attracting new ones. Presently, one of the widely used tools to attain competitive edge is to create strong bond with the loyal customers. Modern organizations need to give more emphasis on listening and learning than on talking. The paper discusses the concept of relationship building as a means to achieve competitive edge and why it is important for modern organizations. The paper further discusses the 4Ps and roadblocks to building relations with the customers.

KEYWORDS: *Competitive Edge, Customer, Relationships, Management, business.*

INTRODUCTION

"That's been one of my mantras: focus and simplicity. Simple can be harder than complex. You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains."

Steve Jobs

Business organizations operate in highly competitive markets. Surviving in the competitive and unpredictable business environment is not an easy job for the modern organizations. The most expensive and difficult challenge for these organizations is to attract, acquire and retain the customers. A business without loyal customer would not be a business in long run. Retaining the present customers requires a business to focus on maintaining positive and long term image. Thus binding the existing **customers is equally important for businesses as constantly attracting new ones.** A surprising fact emerged in a research that almost a quarter of Indian

businesses don't carry out any relationship management. But in reality binding the existing l**oyal customers is equally important for businesses as constantly attracting new shoppers. Converting potential customers into long term loyal customers may prove to be a costly process.**

WHAT IS RELATIONSHIP MANAGEMENT???????

To hold the existing customers base, the businesses must engage in relationship management strategies. Both potential as well as existinggroup of customers and other stakeholders must be acknowledged and valued. The goal must be to turn every new customer into a returning customer. The activities aimed at developing and managing long term relationships with large number of stakeholders (especially consumers) come under the preview of relationship management. Relationship Management denotes the combination of strategies and tools that drive relationship programs, re-orientating the entire organization to a concentrated focus on satisfying customers. It is all about forming long-term relationships with customers, suppliers and other stakeholders. Relationship management aims to shift the focus from single deal to long term customer loyalty by providing classic experiences through products and services. Relationship marketing is usually not restricted to one time sale of product or offer, rather focuses on refining the way an organization do its business, so that returns are maximize the for both sides.

Relationship Marketing has been defined by various authors as a strategy aimed to lay an emphasis on customer retention and pleasure, rather than a dominant focus on sales transactions. The concept of relationship marketing is quite wide in comparison to traditional marketing, where the emphasis was on increasing individual sales. Traditionally a customer was persuaded to select a brand once and no focus was laid on creating strong relationships. So the customers may or may not come back to that brand in the future. But in modern arena organizations combine elements of both relationship and transactional marketing, thus relationship marketing is coming on the agenda of many organizations. Effective relationship management involves a variety of overlapping strategies and technologies that help foster a deeper, long-term relationship with current and prospective customers. Relationship management has resulted in a significant paradigm shift in the fields of management and marketing: a movement from thinking solely in terms of competition and conflict towards thinking in terms of mutual interdependence and cooperation.

RELATIONSHIP MANAGEMENT: NEED OF THE HOUR

The traditional ways of attracting and retaining the customers are no longer applicable in global arena. Today customer retention and growth is much more important than customer acquisition. Modern organizations need to give more emphasis on listening and learning than on talking. Thus relationship management is required due to some under mentioned reasons:

1. **FINITE RESOURCES:** No organization has infinite resources. Attracting new customers require the commitment of gigantic resources. With finite resources, itis better for an organization to emphasize on holdingthe customers it already has rather than attracting new ones. According to a study a 2% increase in customer retention can decrease costs by as much as 10%. Thus long term strong building relations can facilitate success even with restricted resources.

2. **LONG-TERM PERSPECTIVE:** Modern organizations are expected to have a long term vision. All the organizational strategies must be aimed for long term success. The short term gains must be sacrificed to have long term growth and survival. Relationship marketing not only centers on customer retention, but also takes a long term outlook.It focuses on customer loyalty and long-term customer engagement rather than short term goals of quick sales and customer acquisition.

3. **RELATIONSHIPS ARE ASSETS:** Business works on the foundation laid by assets.Customer relationships are assets that should be valued and managed as meticulously as any other monetary, fixed or current assets.Loyal customers are less expensive to reach and less expensive to serve. The costs involved in attracting new customers are far higher than retaining the existing ones. The relations established with customers are perishable and delicate in nature, so need to be preserved carefully.

4. **PEOPLE ORIENTATION:** Success in modern arena requires people oriented approach rather than task orientation. Relationship management focuses on partners, stakeholders and customers rather than on the organization'sproducts. Various organizations organize comprehensive programsto reward loyal customersin variety of ways like promise of free products, upgrades and discounts etc.

5. **BRAND POSITIONING:** Customers will accept the organization's products only if it offers something different from the competitors. The aim should be to position the product in the minds of customers for a long period. Well known management author Michael Porter gave the view that an organization can attain competitive edge byadopting any of the generic competitive strategies, which are differentiation strategy, cost reduction strategy oo through focus differentiation strategy. Relationship management aims to create unforgettable experiences for the customers. It helps inbuilding strong andresponsive customer networks to a brand that can lead to long term business, free word-of-mouth promotion and information generation for long term success.

STEPS TO MANAGE THE RELATIONS EFFECTIVELY

Creating and maintain strong relationships with customers requires rigorous efforts from the organization side. The following basic steps can facilitate the organization in this regard:

A. **CUSTOMER IDENTIFICATION:** Every customer need to be identified solely. Creating relations with the entire audiences may be difficult, but people who seem to be interested must be tapped. Thus before establishing a relationship the organization must be capable of identifying customers, may be one customer at a time. Personal details of each customer are not required, but the particulars given by the customers must be matched at regular intervals.

B. **CUSTOMER SEGMENTATION:** Every customer has distinct attributes. Thus segmenting the customers on the basis of some criteria may be of great use for building long term relationships. Customers differ from each other, in terms of both their value to your business, and what they need from your business. The segmentation helps in creating uniform strategies for a segment, while different from other segments.

C. **TARGETING THROUGH INTERACTION:** Managing relations with the customers should be cost effective. Every relationship depends on type of interaction between two parties. The customers who seem to be loyal should be targeted, instead of the entire

customer groups. The interactions need to be cost-efficient, so drive more and more interactions into more efficient channels.

D. CUSTOMIZING FOR CUSTOMERS: Relationship management may require use of different strategies for different customers. The "pay off step" for managing a customer relationship comes when business behaves differently towards different customers, which is known as customization. The objective here is to position the product or organization in the minds of each and every customer.

COMPONENTS OF RELATIONSHIP MANAGEMENT

Keeping the shoppers loyal is crucial to business success. The components of relationship management keep on changing, as we all are surviving in a dynamic world. The traditional components were marketing, sales and support, while these components have taken new shapes in the modern times. Every component is unique in itself and plays a major undeniable role in the process.

TRADITIONAL COMPONENTS OF RELATIONSHIP MANAGEMENT

A. MARKETING: Marketing is one of the most noteworthy components of Relationship Management. The concept of marketing is far wider than that of selling. It starts long before production and continues even after the final sale through post sale feedback. Generally marketing includes promotional actions undertaken by an organization for quick sale and acceptability of products. The marketing could be targeted to a specific segment of customers or to the general mob. Marketing involves creating and implementing strategies to enhance the sale of the organisation's product. Relationship Management facilitates the marketing process by enhancing and improving the effectiveness of the strategies used for marketing and promotion. This is done by making an observation and study of the potential customers. Effective marketing leads to increased sales.

B. SUPPORT: Customer Relationship Management emphasizes on collecting customer information and data, their purchase information and patterns as well as involves providing the collected information to the necessary and concerned departments. This makes customer support an essential part of relationship management. Almost all the major departments including the sales department, marketing team and the management personnel are required to take steps to develop their awareness and understanding of the customer needs as well as complaints. This undoubtedly makes the business or the company to deliver quick and

perfect solutions and assistance to the customers as well as cater to their needs which increases the dependability and trust of the customers and people on the organization.

C. **SALES**: Sales are the most essential components of customer relationship management. It includes forecasting, recording sales processing as well as keeping a track of the potential interactions (Michahel Taylor, 2014). It helps to know the revenue generation opportunities better and that makes it very significant. The component also includes analyzing the sales forecasts and the performances by the workforce. To achieve an overall improvement in the development and growth of the industry, numerous components work hand in hand to form sales force automation as a consequent unit.

Modern Components of Relationship Management		
Sales Force Automation	**Customer Service/ Call Center Management**	**Marketing Automation**
Call Center Telephone Sales	Call Centre Managing Aspects of Customer Contact	Campaign Management
E- commerce	Web Based Self Service	Content Management
Field Sales	Field services and Dispatch	Data Analysis and business intelligence Tools
Retail		
Third Party Brokers, Distributors, Agents		

The old components of relationship managements have taken new forms in the era of technology advancement. The components are not static and keep on chaging as per the requirements of the organization.

RELATIONSHIP MANAGEMENT AND THE 4Ps

Relationship management is a way to show the world how much the company cares for the customers. It helps a business building long-lasting relationships with your ideal audience. 'Marketing mix' is a general phrase used to describe the different kinds of choices, organizations have to make in the whole process of bringing a product or service to market. It refers to the different tools a company uses to effectively promote its business in the marketplace. These are often separated into what is known as the four P's of marketing: product, price, place and promotion. The four Ps of marketing, is one way – probably the best-known way, defining the marketing mix, and was first expressed in 1960 by E J McCarthy. Every product or service has its unique set of mix of the four Ps. The right mix will achieve marketing objectives and result in customer satisfaction. Relationship management has direct implications on 4Ps of marketing mix suggested by McCarthy. Each element of marketing mix is affected by relationship management strategies.

1. **PRODUCT:** Relationship management supports the view that the customers should be offered variety and alternatives, so that they may choose the way they want to order, pay, receive, install and even repair the product. More products are customized to the customers' preferences. Instead of only listening to the customers, they should be invited to provide assistance in shaping the products. The products must be designed keeping in view the feedback given by the customers, suppliers and distributors, which can work as an input to develop and design the future offerings.Different features can be added to the products as per the segments. Every customer should feel that the product is designed specifically to meet

his/her needs. Modern companies like Amazon are offering the customers to return the goods back if the actual products don't match with the promised one.

2. **PRICE:** Relationship management sets up extranets with large customers to facilitate information exchange, joint planning, ordering, and payments. The company will set a price based on the relationships with the customer and the bundle of features and services ordered by the customer. In business-to-business marketing, there is more negotiation because products are often designed for each customer. The terms for payment should also be easy and understandable for the customers. In case of direct marketing strategies, the middlemen costs are eliminated and ultimately the price gets reduced.

3. **PLACE:** Relationship managementfavors short distribution channels. It supports more direct marketing to the customer, thus reducing the role of middlemen. When customers are dealt face to face they feel connected and bonds get stronger.

4. **PROMOTION:** Relationship Management stresses on one to one communication and dialogue with customers. Itfavors more integrated marketing communications to deliver the same promise and image to the customer.

OBSTACLES IN MANAGING RELATIONS

The only way to carry out a relationship marketing strategy in a thoughtful and effective way is to follow a comprehensive marketing plan. Relationship management can involve revising major aspects of the way a company conducts business. Various reasons prevent the companies to adopt the practices of relationship management:

1. LACK OF RESOURCES: Building long term relations requiresenormous resources. Lack of sufficient resources is the most common barrier. With a wealth of customer data in place, the company can begin to segment these customers and develop unique marketing strategies for each segment. Segmenting customers may be a costly affair.

2. LACK OF A CLEARLY DEFINED STRATEGY:The selection of a strategy is another roadblock to creating relations. If the top management doesn't convey a well-defined strategy for relationship management, the staff will not be able to implement it.

3. LACK OF DATA: Relationship management requires strong and detailed data base of customers to be tapped. Lack of availability of sufficient information can create obstacles in implementation of strategies successfully.

4. TEAM SKILLS: The in capabilities of staff can be another roadblock for successful relationship management.

5. TECHNOLOGY LIMITATIONS: Modern methods along with traditional methods must be used.

6. **WRONG INTERPRETATIONS**: Relationship management can put forth serious consequences for both customers and employees. Companies must first look at demographic and historical data about their customers to understand who they are, what they buy, and how to provide for them over the long term. The company must understand why a consumers returns for repeat business. There is the tendency to think that customers return because the company has served them well, but maybe they return to a store because it is the closest to their house, or the only one in the area that stocks the product they want to buy. Analyzing

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the nature of customer loyalty is the best method develops a working relationship marketing plan.

7. **POST IMPLEMENTATION BARRIERS:** Once the strategy has been implemented, it requires constant evaluation to determine its success. There are a number of hard metrics that companies can use to measure whether they are holding onto their customers. The most obvious is repeat sales, but they can also look at whether customers are spending more, opening up email newsletters, referring the company to friends, or following them on social networks. All of these are indicators of various types of customer loyalty.
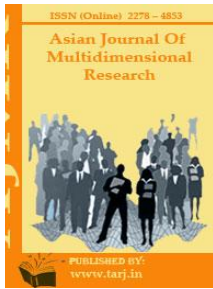
CONCLUSION

Customer service, whether online or offline, is paramount to any brand's success. According to Michael Dell, Our business is about technology, but it's also about operations and customer relationships. Thus, it is important to monitor customer satisfaction regularly as customer wants and needs continuously change. Adapting and changing to reflect customer requirements will help the organization Michael Dell develop the long term relationship it wants with customers. The goal of Relationship Management is to acquire, grow and retain the right customer relationships, those with the best long-term profit potential (Bob Thompson, founder of CRMGuru.com)Effective relationship management systems provide a "360 degree" view of the customer, including the frequency, response, and quality of customer interactions. Interactions with customers regardless of the sales channel should be constantly managed to optimize the value of those relationships. Relationship Management is about collaborating with customers and partners so they receive superior valueThe success mantra is to"Put the customer at the center of everything you do" and then strive to implement five simple R's: Deliver the Right message, to the Right person at the Right time, in the Right way and just be *Relevant*.

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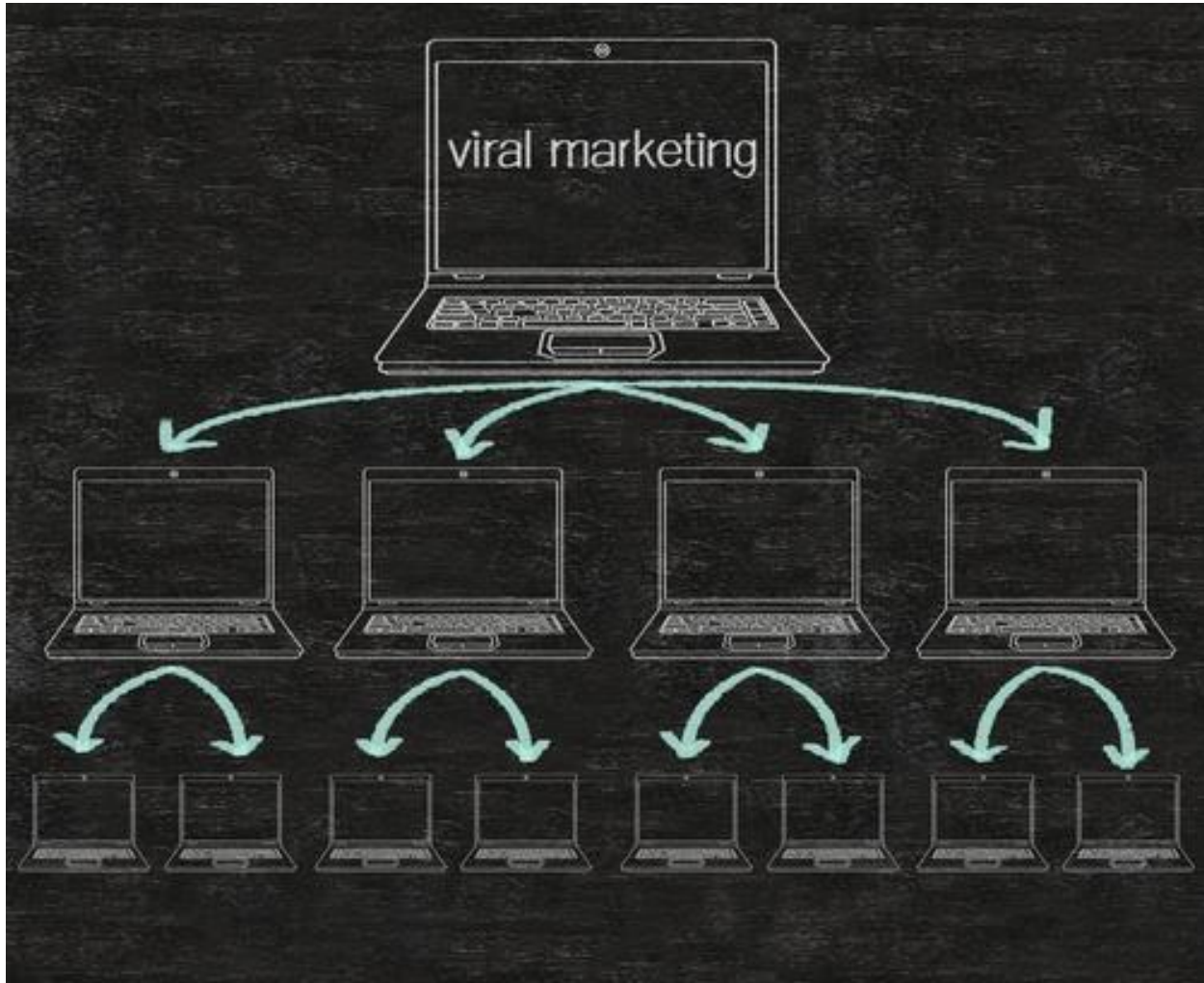# VIRAL MARKETING: A POWERFUL MARKETING TOOL

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ABSTRACT

Viral marketing is any marketing technique that induces websites or users to pass on a marketing message to other sites or users, creating a potentially exponential growth in the message's visibility and effect. It is an amazing way to generate a huge amount of buzz and brand awareness among customers online. It is a strategy that encourages or compels others to share or pass long your message. In the past, viral marketing was called "word of mouth" marketing. The speed and reach of the internet has lead to the term viral marketing, as message can get disseminated as quickly as spreading a cold virus. Initially, online viral marketing occured mostly through e-mail and the sharing of links. Through this paper, an attempt has been made to throw some light on conceptual parts of viral marketing,like, its meaning, history, principles for viral marketing, pre requisites for it, its value, methods used, its distinction from word of mouth and ways to make it effective.

KEYWORDS: *Paradigmatic, induce, exponential, buzz, disseminate, cold virus, requisites, distinction.*

INTRODUCTION

"Viral marketing is the rapid sharing of an idea, a portion of this idea contains a marketing message about buying a product or service."

Viral marketing is a strategy that encourages or compels others to share or pass long your message. It is any marketing technique that induces websites or users to pass on a marketing message to other sites or users, creating a potentially exponential growth in the message's visibility and effect.

Now-a-days, viral marketing is considered to be a key factor in online business to increase ROI in every business. Viral marketing, Viral advertising or Marketing buzz are buzzwords referring to marketing techniques that use pre-existing sociaInetworking services and other technologies to produce inducement in brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes.

OBJECTIVE OF VIRAL MARKETING

The ultimate goal of marketers interested in creating successful viral marketing programs is to create viral messages that appeal to individuals with high social networkingpotential (SNP) and

that have a high probability of being presented and spread by these individuals and their competitors in their communications with others in a short period of time.

HISTORY OF VIRAL MARKETING

The emergence of "viral marketing," as an approach to advertisement, has been tied to the popularization of the notion that ideas spread like viruses. The field that developed around this notion, memetics, peaked in popularity in the 1990s.As this then began to influence marketing gurus, it took on a life of its own in that new context.

There is debate on the origination and the popularization of the specific term viral marketing, though some of the earliest uses of the current term are attributed to the Harvard Business School graduate Tim Draper and faculty member Jeffrey Rayport. The term was later popularized by Rayport in the 1996 Fast Company article "The Virus of Marketing," and Tim Draper and Steve Jurvetson of the venture capital firm DraperFisher Jurvetson in 1997 to describe Hotmail's practice of appending advertising to outgoing mail from their users. An earlier attestation of the term is found in PC User magazine in 1989, but with a somewhat differing meaning.

Among the first to write about viral marketing on the Internet was the media critic DougRushkoff. The assumption is that if such an advertisement reaches a "susceptible" user, that user becomes "infected" (i.e., accepts the idea) and shares the idea with others "infecting them," in the viral analogy's terms. As long as each infected user shares the idea with more than one susceptible user on average (i.e., the basic reproductive rate is greater than one—the standard in epidemiology for qualifying something as an epidemic), the number of infected users grows according to an exponential curve. Of course, the marketing campaign may be successful even if the message spreads more slowly, if this user-to-user sharing is sustained by other forms of marketing communications, such as public relations or advertising.

Bob Gerstley was among the first to write about algorithms designed to identify people with high "social networking potential."Gerstley employed SNP algorithms in quantitative marketing research. In 2004, the concept of the alpha user was coined to indicate that it had now become possible to identify the focal members of any viral campaign, the "hubs" who were most influential. Alpha users could be targeted for advertising purposes most accurately in mobile phone networks, due to their personal nature.

In early 2013 the first ever Viral Summit was held in Las Vegas. It attempted to identify similar trends in viral marketing methods for various media.

PRINCIPLES TO BE FOLLOWED FOR VIRAL MARKETING

"Wilson's Six Simple Principles of Viral Marketing" guides as to how to implement viral marketing so that it can be effective.

According to Dr. Ralph F. Wilson, Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others, creating the potential for exponential growth in the message's exposure and influence. Like viruses, such strategies take advantage of rapid multiplication to explode the message to thousands, to millions.

The 6 principles given by WILSON are:

(1) "Gives away products or services";

(2) "Provides for effortless transfer to others";

(3) "Scales easily from small to very large";

(4) "Exploits common motivations and behaviors";

(5) "Utilizes existing communication networks"; and

(6) "Takes advantage of others' resources."

TYPES OF VIRAL MARKETING

Viral marketing is any bit of content that others are willing to share. Some of the most popular forms of viral marketing include:

1. PASS ALONG

In this type, information/ message is passed from person to person in due course of conversation.

2. INCENTIVITIZED

This is a technique in virals in which a person who refers his friends is rewarded by the company for such purposes.

3. UNDERCOVER

A viral message presented as a cool or ususual page, activity, or piece of news, without obvious incitements to link or pass along. In undercover marketing, it is not immediately apparent that anything is being marketed.

4. EDGY GOSSIP

Create controversy by challenging the borders of taste or appropriateness. Discussion of the resulting controversy can be considered to generate buzz and word of mouth advertising.

5. USER MANAGED DATABASE

By inviting members from their database lists to participate in their community, users create a viral, self-propagating chain of contacts that naturally grows and encourages others to sign up as well.

PRE-REQUISITES FOR VIRAL MARKETING

According to marketing professors, "Andreas Kaplan and Michael Haenlein", to make viral marketing work, there are 3 pre-requisites or we can say, 3 basic criteria must be met, i.e., giving the right message to the right messengers in the right environment.

1.MESSENGER

Three specific types of messengers are required to ensure the transformation of an ordinary message into a viral one: market mavens, social hubs, and salespeople.

✓ Market mavens are individuals who are continuously 'on the pulse' of things (information specialists); they are usually among the first to get exposed to the message and who transmit it to their immediate social network.

✓ Social hubs are people with an exceptionally large number of social connections; they often know hundreds of different people and have the ability to serve as connectors or bridges between different subcultures.

✓ Salespeople are the ones who receive the message from the market maven, amplify it by making it more relevant and persuasive, and then transmit it to the social hub for further distribution. Market mavens may not be particularly convincing in transmitting the information.

2.MESSAGE

Only messages that are both memorable and sufficiently interesting to be passed on to others have the potential to spur a viral marketing phenomenon. Making a message more memorable and interesting or simply more infectious, is often not a matter of major changes but minor adjustments. It should be unique and engaging with a main idea that motivates the recipient to share it widely with friends - a "must-see" element.

3.ENVIRONMENT

The environment is crucial in the rise of successful viral marketing. Small changes in the environment lead to huge results, and people are much more sensitive to environment. The timing and context of the campaign launch must be right.

Thus, the knowledge of the above three, serves as a phenominal pre-requiste for viral marketing.

THE VALUE OF VIRAL MARKETING

Now-a-days, viral marketing has turned the tables as it is proving to be a low cost effective technique. Its value can be understood with the help of benefits that are derived from it. There are 3 big benefits to viral marketing. They are-

The FIRST is that it costs little to nothing to implement. The only cost would be in creating the content that gets shared.

SECOND, it exponentially spreads your marketing message. For instance, Consider six degrees of separation. If every person told six people about your business, and they told six people and so on, eventually everyone in the world would know about your business.

THIRD, the recipients of the message are more likely to respond to it than if it came to them directly from you. Consider how'd you'd weigh a small business' attempt to sell to you versus a friend or the masses recommending that business.In most cases, the support of someone you trust will carry more weight than a sales pitch. Like, Google's YouTube offers a great example of Internet viral marketing. If a video is funny, unusual or provokes certain emotions, it gets shared with others. Many may even decide to embed the video (if permitted) in various places on the Internet, such as their blogs or social media profiles, expanding the reach of the video.

METHODS USED FOR VIRAL MARKETING

Viral marketing often involves and utilizes the following methods:

✧ Customer participation and polling services.

✧ Industry-specific organization contributions.

✧ Internet search engines and blogs.

✧ Mobile smartphone integration.

✧ Multiple forms of print and direct marketing.

⬥ Target marketing web services.

⬥ Search engine optimization (SEO).

⬥ Social media optimization (SMO).

⬥ Television and radio

HOW EFFECTIVE IS INTERNET VIRAL MARKETING?

Viral marketing works. It not only gets your business in front of people who may have never heard of you, but because it's being shared, it give you credibility.

Its rightly said as the effectiveness of viral marketing helps in-

1. Increasing credibility of business.

2. Increasing sales.

3. Helps enjoy merit of cost advantage alongwith wider coverage.

4. Helps increase business.

PITFALLS OF VIRAL MARKETING

Just like a coin has two sides, If viral marketing can be effective, then, there are its pitfalls too.

The biggest challenge to viral marketing is to know what will cause people to spread the word. Many viral marketing attempts go no where. Sometimes viral marketing happens by accident. While there are things you can do to increase the appeal of your marketing messages, you really won't know how they do until you test them.

A second problem with viral marketing is that it can work against you. One false move and your woes are spread all over the Internet.

Other problems encounted are-

• Its effective only if it compels people to share it, and that's where it's a challenge.

• It can be difficult to know what will appeal to people enough to spread it.

• While viral marketing might increase awareness of your business, there have been many viral marketing campaigns that "went viral," but generated very little in the way of sales.

WORD OF MOUTH V/S. VIRAL MARKETING

Word of mouth and viral marketing are often used as synonyms, but, there is difference between these two. The distinction of mouth is given below:

BASIS	WORD OF MOUTH MARKETING	VIRAL MARKETING
1.Meaning	WOM is when a business does something and their consumer tells 5 to 10 friends.	A consumer tells five to ten people and then those five to ten people tell another five to ten people.
2.Effect	It has an echo effect.	It has a compounding effect.
3.Driving force	The initial sound which fades on later is the driving force.	The driving force behind most viral marketing is the passion a consumer carries.
4.Objective	Its object is to increase customer base and sales.	Viral marketing is focused on reaching out and touching the passion point of consumer, so that the passion drives the message and the message continues to reach the masses without assistance from business.
5.Depedency	It depends on passion of marketer.	It depends upon passion of consumer.
6.Example	Reckitt Benckiser distributed 48,000 samples of Dettol to 4,000 influencer moms, with encouragement to try one sample and share 10. They incorporated a gamification element to the campaign to encourage continued word-of-mouth discussion among the super-influencers. The campaign reached 46 percent of its target audience.	The song 'kolaveri di' is an example of viral marketing. Another example of viral marketing is Hotmail, which offers free web-based email. Each time a user emails someone, there is an embedded advertisement to the recipient to sign up for a Hotmail account.

WAYS TO MAKE VIRAL MARKETING EFFECTIVE

When social media sites are used to enhance marketing outreach, a level of viral marketing is reached that can only benefit the business. Once the word is put out, if done properly, brand awareness can be expected to spread like wildfire throughout the social circle and further. With just a little creativity and social media savvy, a boost in the sales can be made like never before.

Now, to delve into the world of viral marketing, there are six ways that can be used to make it effective:

1. INCENTIVES

To get social circle involved in viral marketing strategy, the best way to jump start their participation is to offer some sort of incentive. While best friends may be willing to spread the word with nothing in return, if free products or services are offered in exchange for sharing the company's information with their friends they will be more likely to pass it along. The incentives which are offered don't have to be extravagant, and it can turn into a win-win situation. Not only

will they be giving free advertisement, if they are impressed with the products and services which are offered, the company may end up with a lifelong customer.

2. EASE OF USE

Create advertising content that can be shared easily through e-mail or posted on a website. A good graphic could not only be sent through e-mail but also shared on various social media sites as well.

3. USE WHAT'S OUT THERE

Take advantage of the existing communication networks that are already out there; Facebook and Twitter are still incredibly popular and a simple way to have the company's brand shared with millions of people with just the click of a button.

4. UTILIZE FRIENDS

Don't be afraid to ask friends and immediate social circle for their help. Sometimes, knowing someone who has a well-known blog and asking for help from him/her to do a piece on the product and the company. Just be sure to sweeten the deal by paying for the favor with free services or products.

5. EXPLOIT MOTIVATIONS

Everyone is a little greedy sometimes. Take advantage of that; don't be afraid to exploit human nature for further gains on your marketing investment. Social media in itself is an extension of its user's vanity so feel free to use it to its fullest. If someone see a chance to gain something by helping do further advertising, they will be more likely to jump on the bandwagon and help out.

6. SCALABILITY

The media chosen for viral marketing should also be able to be used in both small and large campaigns. This allows for more variety and gives more options for spreading the company's message.

These are the six main ways that can be used for successful viral marketing. If these are put to use, absolutely surprising results can be seen especially as to how much free advertising can gained.
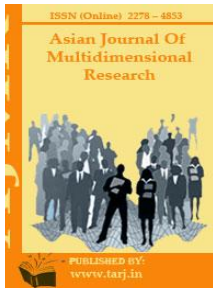
CONCLUSION

As discussed, on the whole, it can be concluded that VIRAL MARKETING USES ONLINE BLOGS AND SOCIAL NETWORKS TO PRODUCE POSITIVE WORD OF MOUTH BRAND AWARENESS. This is the only thing that makes it a low cost effective marketing technique proving it to be a powerful marketing tool. As the whole viral marketing concept depends upon the passion of the consumer, therefore, business just has to sit idle and fetch results without investing anything in terms of marketing the goods or services. The basic thing needed is the understanding of VIRAL concept and the way to make it work efficiently and effectively.

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SOCIAL MEDIA MARKETING – AN ENDEAVOUR FOR SMALL BUSINESS

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ABSTRACT

In today's scenario role of social media marketing is increasing day by day. Social media marketing is a form of internet marketing that implements various social media networks in order to achieve marketing communication and branding goals. Social media marketing primarily covers activities involving social sharing of content, videos, and images for marketing purposes, as well as advertising. Social media allows customers and prospects to communicate directly to your brand representative or about your brand with their friends. Social Media Marketing is a tool for small businessmen to promote their business online at low marketing cost and fetch large customer base. This paper mainly highlights Social Media Marketing, Challenges, Social Media Marketing in India, key practices for promoting small business through Social Media Marketing.

KEYWORDS: *Social Media Marketing, Facebook, Twitter, Blog, Social Media Campaigns.*

INTRODUCTION

Social media marketing is a form of internet marketing that implements various social media networks in order to achieve marketing communication and branding goals. Social media marketing primarily covers activities involving social sharing of content, videos, and images for marketing purposes as well as advertising. Social media marketing is 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 across their social networks over the past few years, an interesting transformation has occurred in the business world. Social media has become less of an optional marketing opportunity and more of a priority. Social media marketing is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of Social media marketing is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach. Social Media Marketing became more common with the increased popularity of websites such as Twitter, Facebook, Myspace, LinkedIn, and YouTube. The Federal Trade Commission has updated its rules to include Social Media Marketing .If a company or its advertising agency provides a blogger or other online commenter with free

products or other incentives to generate positive buzz for a product, the online comments will be treated legally as endorsements. Both the blogger and the company will be held responsible for ensuring that the incentives are clearly and conspicuously disclosed and that the blogger's posts contain no misleading or unsubstantiated statements and otherwise complies with the FTC's rules concerning unfair or deceptive advertising.

WHY SOCIAL MEDIA

- Increased Brand Recognition.
- Increasing website traffic
- Building conversions
- Raising brand awareness
- Creating a brand identity and positive brand association
- Improving communication and interaction with key audiences
- Improved Brand Loyalty
- Provides more opportunity to convert
- Improved search ranking
- Growth Business Partnership
- Reduced marketing expenses
- Provided market place insight
- Improved sales

KEY CHALLENGES IN SOCIAL MEDIA MARKETING

- Measuring effectiveness
- Content creation
- Identifying and reaching the right Target Audience
- on Social Media
- Social Media strategy alignment with business objectives and brand goals
- Calculating ROI and success metrics
- Budget availability for Social Media initiatives
- Skill sets and capability
- Buy in from the Organization/ Senior Management
- Skill sets and capability
- Organizational set up
- Managing the Brand Reputation
- Creating Concepts/Campaign

STATUS OF SOCIAL MEDIA PLATFORMS

TABLE:-1
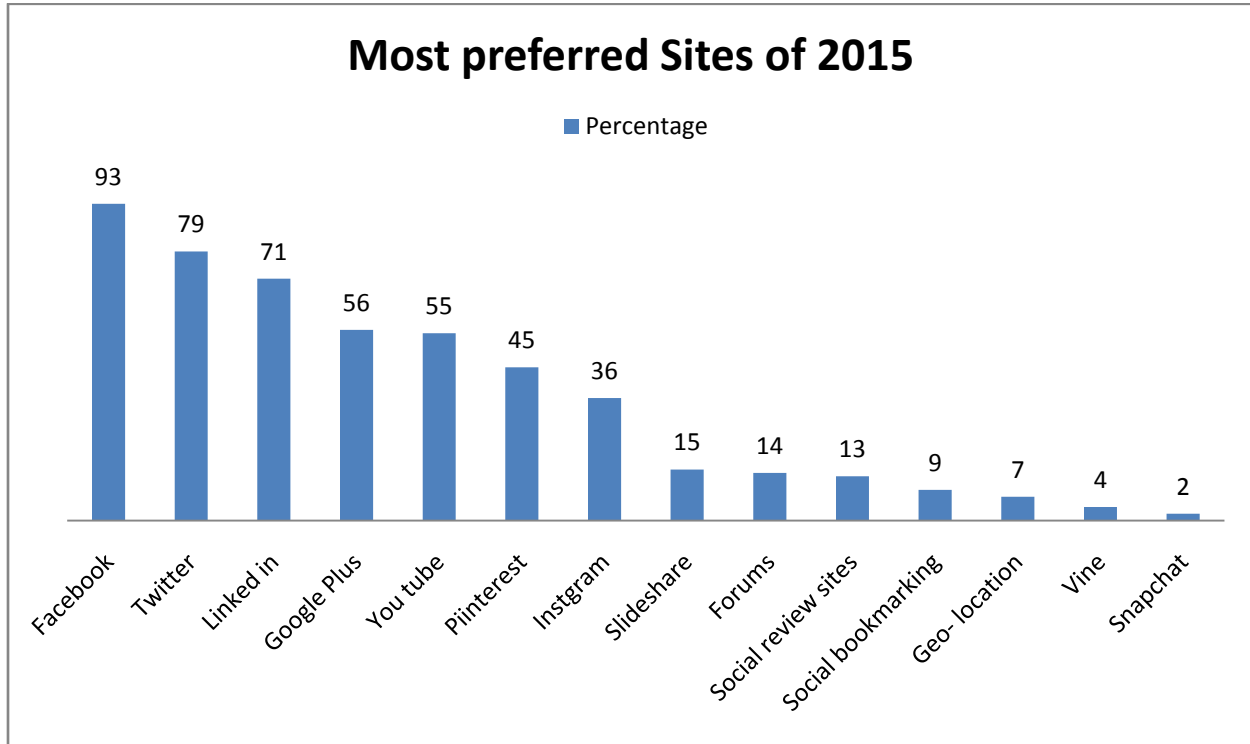
According to Social Media examiner Report it is found   92% of marketers said that social media was important to their businesses. This is the same as our 2014 findings, where 63% strongly agreed and 29% agreed.

SOCIAL MEDIA MARKETING IN INDIA

Social media usage in India is increasing day by day as number of internet users in India reached 302 million users by December 2014.India is a key market for social media giants active social media users in India grew to around 106 million and India is among the top three countries in terms of number of people using Facebook more than 100 million users whereas Twitter is seeing an increased user base of over 33 million. The increased mobile web penetration is also seen as a key contributor to increased growth in active social media usage. 81% of the brands surveyed considered Facebook to be the most important platform, while almost 48% of surveyed brands think that Twitter is the second-most important platform to be on, closely followed by YouTube Businesses are also establishing their own YouTube channels while actively producing, and distributing video content for promotional material and showcasing new developments forth brand.

TRENDS & BRAND ADOPTION IN INDIA

The Ernst & Young study, which was conducted to understand the social media behavior of top brands in India between 2013 and 2014. Building Brand Awareness and Community is the major objective of companies investing on social media marketing. Key findings of the study are:

- Nearly half of brands participated in the study claims they investment 10% of their annual marketing budget.

- 86% brands engage multiple platforms at least once a day, 53% twice a day or more.

- Only 14% of brands spend anything between INR 1 Cr and 2 Crs (US$200,00 – US$300,000) on social media marketing, 23% of brands spend less than INR 10 lakhs (US$32,000) annually on social media marketing.

- 27% of brands maintain in-house social media team for strategy, planning and implementation while 11% brands in India outsource these activities to agencies or firms.

- 79% of brands surveyed in India rely on agencies for their social media requirements during implementation and roll out of campaigns.

- 61% of brands use social media listening tools to track their brand sentiments.

- Radian 6 and Meltwater emerge as the most popular tools for social media monitoring and to track sentiment analysis.

SOCIAL MEDIA CAMPAIGN BY ICICI BANK IN INDIA (2015)

ICICI BANK

Considered as a Social Pioneer among banks in the country, ICICI is fiercely using multiple Social Media platforms to reach across to its customers, especially the middle class of India. ICICI even launched a dedicated Twitter support account daring to engage in a two-way communication with its customers out in open. The private sector bank also holds the place for having one of the most active YouTube channel among its competitors.

CAMPAIGN: LIVE WITHOUT CASH

ICICI has made use of Social Media platforms and undertook various well-planned online campaigns to promote and educate netizens on their investment tools and services.

Live Without Cash is another latest dynamic attempt from the bank to create awareness on ICICI Bank Credit and Debit Cards and its usages, aiming to reach across an evolving youth audiences online. For the campaign they divided their target audiences into six broad segments based on an extensive research on behavior patterns of consumers – Impulsive Isha, Privilege Pratyush, Rewards Rani, Secure Sudhir, Selfie Shruti and Convenience Charlie. "The campaign is strewn together by Cashvenger, the main protagonist who teaches the benefits and value of going cashless to these six characters in a fun way," says Dooj Ramchandani, creative director of the campaign.

TAXI FOR SURE

The popular Bangalore based Radio Taxi and Cab is one among the main rivals of Uber in India. The travel service provider, recently acquired by close competitor Ola Cabs for $200 million, is popular online too with their humorous and educative campaigns online reaching across to their huge fan following online.

CAMPAIGN: MADNESS FOR SURE

Madness For Sure was one of the latest witty campaigns by TaxiForSure digital campaign to reach across to its audiences and create a buzz around the brand. The campaign had a series of quirky and humorous videos driven by popular RJ and comedian Danish Sait as 'Constable Chowriappah' educating netizens on the safe commuting. According to the statistics shared by the company, the videos enjoyed a total reach of 25.43 lakh and engagement of 1.41 lakh.

Another popular driving force of the campaign was the use of Pinimal Posters. The posters were posters were based on India and daily happenings in the country with an introduction line 'here's How India experience Madness For Sure.

Using social media for marketing can enable small business looking to further their reach to more customers. Because customers are interacting with brands through social media, therefore, having a strong social media marketing plan and presence on the web is the key to tap into their interest. If implemented correctly, **marketing with social media** can bring remarkable success to your business.

Goldstein says. "People create relationships with people, not with a soulless brand, so 'personalize' yourself as the voice of your business online and people will be more likely to trust, like, and 'like' you."

Promotion and engagement are really two sides of the same coin. Engagement is rooted in consistently sharing insight and providing value every time you connect with a customer. This establishes credibility while building trust and inspiring customers to tell their friends about business. Promotion extends the efforts by presenting a valuable offer that's based on customers' interests and needs. Social media provides wider audience for small business.

Key Practices for promoting Small Business through Social Media Marketing.

- **START A SOCIAL MEDIA STRATEGY AND PLANNING:** Building a social media marketing plan is essential. Consider keyword research and brainstorm content ideas that will interest target audience.

- **SELECT A SOCIAL MEDIA PLATFORM:** The second practice is to choose a social media platform like Facebook, Twitter, Linkedin, Google, You tube, Pinterest

- **CONTENT IS KING:** Consistent with other areas of online marketing, **content reigns king** when it comes to social media marketing. By offering valuable information to ideal customers will find interesting. Create a variety of content by implementing social media images, videos, and info graphics in addition to classic text-based content.

- **CONSISTENT BRAND IMAGE:** Using social media for marketing enables business to project brand image across a variety of different social media platforms. While each platform has its own unique environment and voice, your business' core identity should stay consistent.

- **BLOG:** Blogging is a great social media marketing tool that lets share a wide array of information and content with readers. Company blog can also serve as social media **marketing blog** through which a businessman can, blog about his recent social media efforts, contests, and events.

- **LINKS:** While using social media a business man should always share its own unique, original content to gain followers, fans, and devotees. It is also great to create link with outside articles as well. Linking to outside sources improves trust and reliability, and you may even get some links in return.

- **TRACK COMPETITORS:** It's always important to keep an eye on competitors because they can provide valuable data for keyword research, where to get industry-related links, and

other social media marketing insight. If competitors are using a certain social media marketing technique that seems to be working for them, do the same thing in a better way.
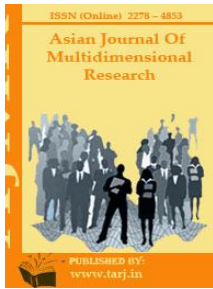
- **MEASURE SUCCESS WITH ANALYTICS:** For determining the success of social media marketing Google Analytics can be used as a great social media marketing tool that will help a businessman to measure the success.

- **REACH FOR LOYALTY:** Always go for small no of loyal Followers. Consider social media relationships as real-life relationships, which take a long time to form and solidify. "Social media marketing can provide great ROI, but it won't necessarily provide immediate value, and as an SMB with limited resources, it will be more effective to invest consistently small amounts of time over a longer period than putting all efforts into one huge campaign," Goldstein .

- **GO LOCAL:** If a businessman has a physical location, use social media to reach nearby consumers with targeted content. A business can also reward customers who visit the location and check in on social media. "Location-based marketing is becoming increasingly popular and with good reason, but this is a way for a businessman to harness the power of local customer base without implementing a costly mobile solution," Goldstein

- **CONVERT RELATIONSHIPS INTO SALES:** A businessman can use established connections with followers and start to drop in offers to turn social media activity into online and offline sales. A business can even personalize offers to specific social media in a hyper-targeted manner

- **REACT QUICKLY:** When a businessman starts receiving positive as well as negative feedback on social media, then a businessman should act quickly and respond to these complaints. A business builds up an image of a business owner who cares about each customer and who can respond honestly to feedback and criticism by making changes.

- **TRY NEW THINGS:** A businessman should be a creative. Don't do what everyone else is doing. It's okay to experiment and try new things. As long as what a businessman is doing doesn't compromise with brand's integrity.

- **BUILD A COMMUNITY:** For long-term growth and success, the best thing a businessman can do is build an online community of ambassadors that provides startup additional exposure and promote brand awareness. While this won't happen overnight, a prolonged investment over many months and years will pay off.

- **LISTEN INSTEAD OF TALKING:** For being a successful businessman on social media marketing, focus should be on listening to your followers and garnering valuable feedback. When used correctly, social media platforms like Facebook and Twitter essentially serve as ongoing focus groups for startup.

CONCLUSION

Social Media Marketing   provides a good opportunity for promoting business. A business man can promote his business by creating a Social media Strategy, Building a Community, Be creative, be authentic, and be Local. By giving exclusive coupons to social community, rewarding and reminding the customers that you are not only a brand to engage with, but also to buy from .Taking advantage of these practices can help a businessman build a community, make marketing more effective and incentivize buying.

Special Issue

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SOCIAL MEDIA MARKETING & RELATIONSHIP MARKETING: A REVOLUTION OR EVOLUTION

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ABSTRACT

Marketing is the means of communication between the company and the consumer audience. Marketing is the adaptation of the commercial activities and use of institutions by the organizations with a purpose to induce behavioral change on a short-term or permanent basis. Social Media Marketing is the process of gaining website traffic or attention through social media sites. Relationship marketing was first defined as a form of marketing developed from direct response marketing campaigns which emphasizes customer retention and satisfaction, rather than a dominant focus on sales transactions. The essence of relationship marketing is a personal or emotional connection to a brand. This connection is centered on trust that is created through the consistent delivery of a product or service that meets or exceeds customer expectations. For businesses in any industry, the key to success is knowing your audience. Social media makes this possible, and easier to accomplish than ever. Social media for business has allowed companies to increase brand awareness and reach of their brand at little to no cost. Networking can be a valuable way to exchange ideas with like-minded people to improve the way to do business. Using online networking sites can also be valuable to your business, often for the purpose of knowledge sharing and word-of-mouth referrals.

KEYWORDS: *Social Media Marketing, Relationship marketing.*

INTRODUCTION

Make a customer, not a sale.

- Katherine Barchetti

A major challenge for high-performance companies is that of building and maintaining viable businesses in a rapidly changing marketplace. They must recognize the core elements of the business and how to maintain a viable fit between their stakeholders, processes, resources, and organization capabilities and culture. To create customer satisfaction, companies must manage

their value chain as well as the whole value delivery system in a customer-centered way. The company's goal is not only to get customers, but even more importantly to retain customers. Customer relationship marketing provides the key to retaining customers and involves providing financial and social benefits as well as structural ties to the customers. Companies must decide how much relationship marketing to invest in different market segments and individual customers, from such levels as basic, reactive, accountable, proactive, and full partnership. Much depends on estimating customer lifetime value against the cost stream required to attract and retain these customers.

SOCIAL MEDIA MARKETING

Social media marketing, or SMM, is a form of internet marketing that implements various social media networks in order to achieve marketing communication and branding goals. Social media marketing primarily covers activities involving social sharing of content, videos, and images for marketing purposes, as well as paid social media advertising. Social media for marketing can enable small business looking to further their reach to more customers. Social media marketing can help with a number of goals, such as:

- Increasing website traffic
- Building conversions
- Raising brand awareness
- Creating a brand identity and positive brand association
- Improving communication and interaction with key audiences

HISTORY OF SOCIAL MEDIA MARKETING

Social media marketing (SMM) grabbed attention with the evolution of social media. Usernet systems, founded in 1979, allowed users to post articles to newsgroups. Bulletin Board Systems that came in the late 70s were the first type of sites that allowed users to log on and interact with one another but not as fast as we currently do. Six Degrees was launched in 1997 and was the first modern social network. It allowed users to create a profile and to become friends with other users. These early social networks were not adequately designed to facilitate the delivery of social media messages and thus had limited advertising potential. Platforms like Friendster, MySpace and Hi5 brought more people online. The turning point was the advent of Facebook in 2004 that later became the single largest social network with over 500 million active users. Facebook provided opportunities for branding, advertising and brand engagement and hence, an impetus to social media marketing. SMM flourished with aid from blogging, photo and video sharing sites.

RELATIONSHIP MARKETING

Marketing activities that are aimed at developing and managing trusting and long-term relationships with larger customers. In relationship marketing, customer profile, buying patterns, and history of contacts are maintained in a sales database, and an account executive is assigned to one or more major customers to fulfill their needs and maintain the relationship. This type of marketing is also called direct marketing, customer relationship management and database marketing.

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The purpose of marketing is to establish, maintain, enhance and commercialize customer relationship so that the objectives of parties involved are met. This is done by the mutual exchange and fulfillment of promise.

-Gronroos

Social media marketing and relationship marketing is the revolution in the field of marketing. Marketing is commonly believed to have progressed through five distinct stages of evolution since the beginning of time: the simple trade era, production era, marketing department era, marketing company era. This is a classical progression in business today to tomarrow's marketing leaders.

- **SOCIAL MEDIA CAN REDUCE OVERALL MARKETING COSTS :** Social networks are a cost-effective way to get your brand in front of fans and prospective customers. It doesn't cost you anything to tweet a message, pin a product photo to Pinterest, or promote a discount on Facebook, so there's no cost outside of your own time spent. If you *do* have money to invest, these channels offer advanced but affordable advertising platforms that you can use to target consumers with demographic, keyword, and interest-based campaigns. The highly specific targeting parameters offered by Twitter, Facebook, and LinkedIn can help you get the biggest bang for your marketing buck.

- **SOCIAL MEDIA CAN IMPACT ORGANIC SEARCH RESULTS**: When it comes to impacting your website's position in search engines, you need to create optimized and compelling content if you want your domain to appear high up on the search results page. By sharing this content on social media as well, you can get in front of interested readers who may visit your website, like or share your content on their own social networks, and link to it from their own domains. Google and Bing both pay attention to social signals like this when they decide how to rank links on the search results page.

- **OFFER BETTER CUSTOMER SERVICE WITH SOCIAL MEDIA:** If you're looking for a way to field customer comments, concerns, and questions, then you are going to find social media to be extremely beneficial. Customers using one of the common platforms like Facebook or Twitter can communicate directly with you, and you can quickly answer them in a public format that lets other customers see the quality of your customer service. The impact

of this activity can be huge: 71 percent of consumers who receive a quick brand response on social media say they are more likely to recommend that brand to other people.

- **DESIGN BUSINESS OWN ONLINE PERSONALITY:** Social media is meant to be more like a cocktail party than a business meeting. You will always do a lot better in a social situation if you are more like yourself and less like a corporate robot. Social media is a great way to display your business' personality, as well as behind-the-scenes information about you, your employees, your workspace, and more. When you humanize your brand in this way, it makes it easier for consumers to connect with you and develop loyalty.

- **SOCIAL MEDIA LETS ASSOCIATE WITH OTHER BUSINESSES:** The fact that you are able to connect directly to the consumer means you can use this platform to also connect to other entrepreneurs and business owners. From possible strategic business partners to new distributors, social media lets you have real conversations with actual people who might otherwise be socially or geographically inaccessible in the real world.

- **CUSTOMERS CAN VALIDATE BUSINESS ON SOCIAL MEDIA:** The idea behind allowing customers to correspond directly with you is so that they can get the best customer service possible. When this occurs, it happens in a very public forum that can be seen by other prospects. So when customers sing your praises to their friends, it not only boosts your online reputation, but increases the chances that someone else is going to give you a shot next time they need your services.

- **PROVIDE VALUE WITH SOCIAL MEDIA:** The idea that you can provide a truly valuable service to your target market means you are positioning yourself as an expert in your industry. Whether that's educational and entertaining blogs, posts, or tweets, if you are solving a problem or providing information, you're adding value that customers will appreciate.

- **SOCIAL MEDIA LETS YOU GAIN THE COMPETITIVE ADVANTAGE:** The true advantages of social media are the ability to get a leg-up on your competition by connecting with your current and prospective customers in an organic way across the web. If used correctly, social media can help you boost your search rankings, provide better customer service, craft a compelling online personality, connect with new business partners, build connections, and earn word-of-mouth marketing from your brand advocates. If you aren't using social today, we recommend you start posting and start reaping the benefits of social media.

- **CONSISTENT CUSTOMER EXPERIENCE:** Organizations that are aligned across all touchpoints seamlessly share information and work together to ensure customer's needs are addressed with minimum effort. This is particularly important when the consumer is experiencing challenges with the product or service. Quickly resolving issues builds trust and it can improve customer satisfaction.

- **CUSTOMER FEEDBACK:** When the organization's culture facilitates open communication and cooperation, consumer concerns, complaints and compliments can quickly be addressed. By paying careful attention to positive and negative trends, organizations can use this feedback to make appropriate adjustments to product or service offerings, ensuring customer satisfaction.

- **CUSTOMER PROFITABILITY:** Relevant communications and offers motivate consumers to use the full complement of product and service offerings. Because consumers understand the benefits of the offerings, they are typically more compliant and they remain customers for longer periods of time.

- **CUSTOMER ADVOCATES:** Consumers who are pleased and enjoy a consistent experience increasingly share this information with each other. Increasingly consumers are turning to each other for suggestions and recommendations. Make it easy for your customers to share their experience, but first make sure they have a consistently good experience.

- **INNOVATION:** Organizations, like Starbucks through MyStarbucksIdea.com, invite their customers to provide ideas. Consumers are allowed to share, vote and discuss each others' ideas. Most important, they are kept apprised of the status of ideas. There are other ways organizations can invite consumers to share ideas and insights.

THE LAW OF LISTENING

Success with social media and content marketing requires more listening and less talking. Read your target audience's online content and join discussions to learn what's important to them. Only then can you create content and spark conversations that add value rather than clutter to their lives.

THE LAW OF FOCUS

It's better to specialize than to be a jack-of-all-trades. A highly-focused social media and content marketing strategy intended to build a strong brand has a better chance for success than a broad strategy that attempts to be all things to all people.

THE LAW OF QUALITY

Quality trumps quantity. It's better to have 1,000 online connections who read, share and talk about your content with their own audiences than 10,000 connections who disappear after connecting with you the first time.

THE LAW OF PATIENCE

Social media and content marketing success doesn't happen overnight. While it's possible to catch lightning in a bottle, it's far more likely that you'll need to commit to the long haul to achieve results.

THE LAW OF COMPOUNDING

If you publish amazing, quality content and work to build your online audience of quality followers, they'll share it with their own audiences on Twitter, Facebook, LinkedIn, their own blogs and more. This sharing and discussing of your content opens new entry points for search engines like Google to find it in keyword searches. Those entry points could grow to hundreds or thousands of more potential ways for people to find you online.

THE LAW OF INFLUENCE

Spend time finding the online influencers in your market who have quality audiences and are likely to be interested in your products, services and business. Connect with those people and work to build relationships with them. If you get on their radar as an authoritative, interesting

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source of useful information, they might share your content with their own followers, which could put you and your business in front of a huge new audience.

THE LAW OF VALUE

If you spend all your time on the social Web directly promoting your products and services, people will stop listening. You must add value to the conversation. Focus less on conversions and more on creating amazing content and developing relationships with online influencers. In time, those people will become a powerful catalyst for word-of-mouth marketing for your business.

THE LAW OF ACKNOWLEDGMENT

You wouldn't ignore someone who reaches out to you in person so don't ignore them online. Building relationships is one of the most important parts of social media marketing success, so always acknowledge every person who reaches out to you.

THE LAW OF ACCESSIBILITY

Don't publish your content and then disappear. Be available to your audience. That means you need to consistently publish content and participate in conversations. Followers online can be fickle and they won't hesitate to replace you if you disappear for weeks or months.

THE LAW OF RECIPROCITY

You can't expect others to share your content and talk about you if you don't do the same for them. So, a portion of the time you spend on social media should be focused on sharing and talking about content published by others.

The goal of customer relationship marketing is to develop loyalty between a particular brand or company and a targeted customer base. From a small-business perspective, this strategy may help differentiate the company's level of service and attention. It might also keep customers aware of special promotions and inform them of new services or products. An advantage of customer relationship marketing is that it tends to identify the customers who are more likely to be of higher value to a company. This saves the company time and money in terms of its sales and order-fulfillment efforts. For example, a customer who is unprofitable for the company might become a long-term account once he is encouraged to buy more of the same product. Customer relationship marketing also helps pinpoint customers who are too costly to maintain relationships with, as well as opportunities for growing underdeveloped potential.

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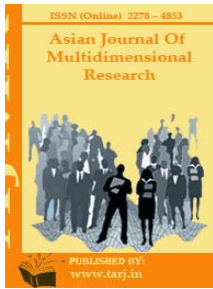http://dstevenwhite.com/2010/06/18/the-evolution-of-marketing/

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SOCIAL MEDIA MARKETING

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ABSTRACT

A new industrial revolution is in making, similar to the one that took place at the turn of the 19th century. Many economist, management experts and organization theorists agree that the world is leaving the (old) industrial age and entering a new age, the "Third wave". It is being increasingly referred to as the 'information age'. Information technology has transformed the way people work. Social media are computer-mediated tools that allow people or companies to create, share or exchange information, cover interests, ideas and picture/videos in virtual communities and networks. Social media is defined as "a group of internet based application that build on the ideological and technological foundations of web 2.0 and that allow the creation and exchange of user generated content. Furthermore, social media depend on mobile and web based technologies to create highly interactive platforms through which individuals and committees share, co-create, discuss and modify user generated content. In feb.2016, ebiz MBA ranked the top ten most popular social sites by estimated unique monthly visitors.

KEYWORDS: *Social media marketing, Industrial Revolution.*

1. INTRODUCTION

Marketing is a well developed methodological science and is constantly changing its rules according to the needs and development taking place in and around it. The role of marketing in the development of business is fastly changing due to contribution made by satellite communication and extensively developed scientific devices.

Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media marketing programs usually center an effort to create content that attracts attention and encourage readers to share it with their social networks. Social media has become a platform that is easily accessible to anyone with internet access. Increased communications for organizations improves brand awareness.

"Social media has been broadly defined to refer to 'the many relatively inexpensive and widely accessible electronic tools that enable anyone to publish and access information, collaborate on a common effort, or build relationships."

Social media differ from traditional or industrial media in many ways, including quality, reach, frequency, usability, immediacy, and permanence. Social media operate in a dialogic transmission system (many sources to many receivers) this is in contrast to traditional media that operates under a monologic transmission model (one source to many receivers).

Social media are computer-mediated tools that allow people or companies to create, share, or exchange information, career interests, ideas, and pictures/videos in virtual communities and networks. Social media is defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content.

In the changing marketing context the role of the internet and especially the development around the web 2.0 era as well as the role the social media plays become crucial .Today in the changing scenario role of technique has reduces distance between the seller and the consumer.

WHAT IS WEB 2.0 AND SOCIAL MEDIA: The term web 2.0 and social media are new terms in the internet and marketing arena and there is no general consensus on its exact meaning. "Web 2.0 is a set of economic, social and technology travels that collectively form the basis for the next generation of the internet, a more mature, distinctive medium characterized by user participation, openness and network effects."

2. SOCIAL MEDIA OUTLETS/ PLATFORMS

Social networking websites allow individuals to interact with one another and build relationships. When producers or sellers join these sites, people can interact with the product or company. The interaction feels personal to users because of their previous experiences with social networking site interactions. Social networking sites like twitter, face book, google plus, you tube, pinterest and blogs allow individual followers to "tweet" or "repost" comments made for the products being promoted. 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.

Cell phones usage has also become a benefit for social media marketing. Today, many cell phones have social networking capabilities, individuals are well informed of any happening on social networking sites means products and companies can constantly remind and update followers about their capabilities, uses, importance etc. social media in business allows any one and every one to express and share an opinion or ideas somewhere along the business's path to market.
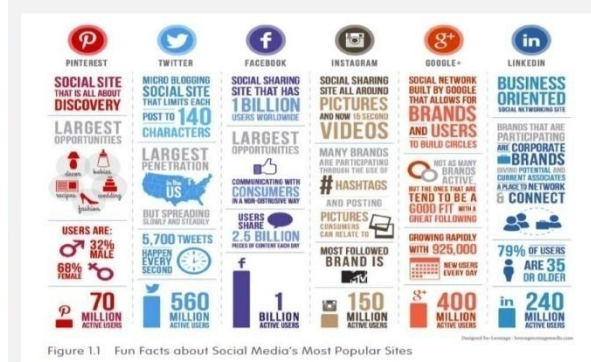
Figure 1.1 Fun Facts about Social Media's Most Popular Sites

3. GLOBAL USAGE

According to the article "The Emerging Role of Social Media in Political and Regime Change" by Rita Safranek, the Middle East and North Africa region has one of the most youthful populations in the world, with people under 25 making up between 35-45% of the population in each country. They make up the majority of social media users, including about 17 million Facebook users, 25,000 Twitter accounts and 40,000 active blogs, according to the Arab Advisors Group

MOST POPULAR SITES

In February 2016, eBizMBA ranked the top ten most popular social media sites, by estimated unique monthly visitors, as

1. **FACEBOOK**: 1,100,000,000 users. Facebook is a networking site used to connect with friends, family or promoting businesses.

2. **TWITTER**: 310,000,000 users. Twitter is mostly a blogging networking site.

3. **Linkedin**: 255,000,000 users. LinkedIn is a networking site mostly used by professional with focuses in business.

4. **PINTEREST**: 250,000,000 users. Pinterest is a site where networkers post new ideas, "do-it-yourselves", and theme-based posts.

5. **GOOGLE PLUS**+: 120,000,000 users. Google Plus is a social networking site owned by Google, that is similar to Twitter and Facebook.

6. **TUMBLR**: 110,000,000 users. Tumblr, like Twitter, is a blogging network.

7. **INSTAGRAM**: 100,000,000 users. Instagram is a photo/video sharing app.

8. **Vkontakte (VK)**: 80,000,000 users. VK is a European social networking site (most common in Russia) that is most similar to Facebook.

9. **FLICKR**: 65,000,000 users. Flickr is an image and video hosting app.

10. **VINE**: 42,000,000 users. Vine is primarily a video sharing app.

Face book's popular Messenger app has hit 800 million monthly active users, up from 700 million six months ago. The messaging app was the fastest growing app in the U.S. last year,

according to Nielsen. And Messenger is now the second most popular iOS app of all time, behind Facebook, App Annie says. Facebook-owned Instagram has also seen rapid growth. The photo-and-video sharing app's monthly active users grew by 100 million in less than a year, from 300 million at the end of 2014 to 400 million in September last year. By contrast, it took Twitter a year to boost its monthly active users by about 30 million. Twitter now has approximately 320 million monthly active users, as of the third quarter of 2015, up from about 290 million in the third quarter in 2014.

4. 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

Validation

Traditional advertising techniques include print and television advertising. The internet had already overtaken television as the largest advertising market. Websites often include banner or pop up ads. Social networking sites do not always have ads, in exchange, products have entire pages and are able to interact with users. Print ads are also starting to include barcodes on them. These barcodes can be scanned by cell phones and computers, sending viewers to the product website. Internet and social network leaks are one of the issues facing traditional advertising. These print ads are often leaked to the world via internet earlier than they are scheduled to premiere. Social networking sites allow those leaks to go viral, and be seen by many users more quickly.

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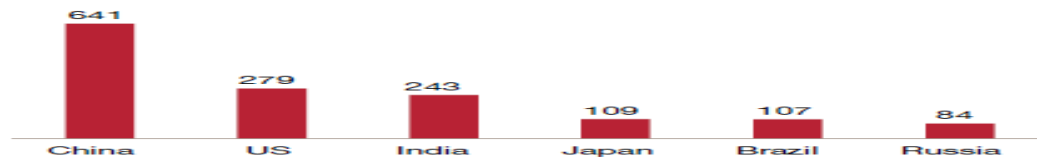Figure 1.3 Exemplar Vehicles in the Zones

In India people are making use of internet and technology to good effect. India is fastly emerging as the economy which has the fast growing internet population in 2014 as well as it has nearly 75 percent population which has mean age between 15 to 34 years.
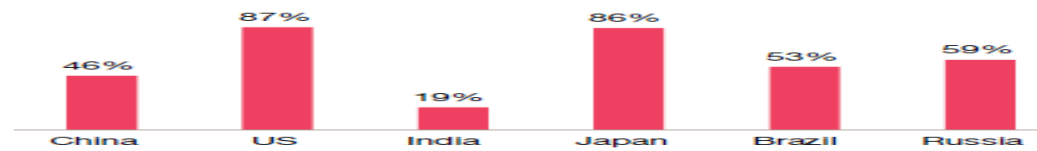
FIGURE 1.4

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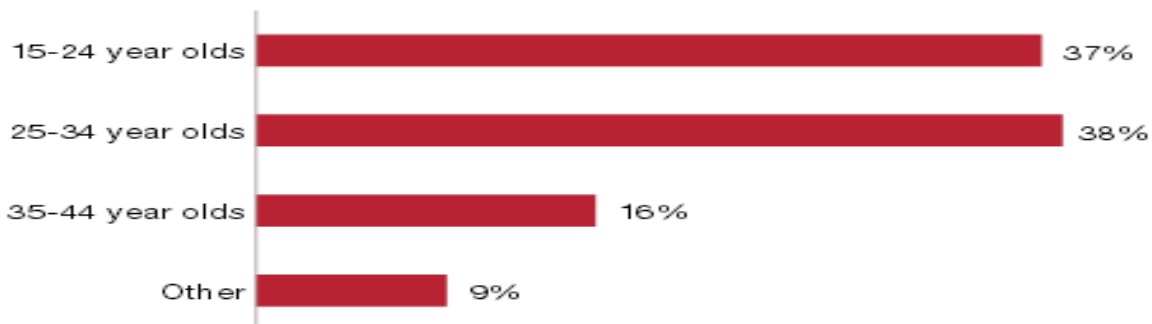
5. MAJOR KEY POINTS TO BE SUCCESSFUL ON SOCIAL MEDIA

- To be successful a producer has to think about various points like

- Why he or his firm is on social media?

- Do not think like a marketer think like a customer.

- Identify who you are trying to reach.

- Chose one or two channels where you can get maximum customers.

- Create relevant and engaging content.

- Community is the king, not content.

- Social media is like an ocean.

- Respond to tweets on social media.

- The key word on social media is social so socialize.

Even the world leaders use social media to connect with the people for good effect. American president Barack Obama top the list of world leaders having more than six million followers on instagram, followed by Russion prime minister Dmitry Mehedev with two million and he is followed by our own prime minister Narendera Modi.

6. CONCLUSION

Today we are in the 21st century and people do not find time to come and 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. Apart from the media like Facebook create a loyal connection between producers and consumers.

Every year, more than 800 startups launch in India. However, at the end of the year, only 150 startup survive. Interestingly, some more than 3000 startups have been registered in India last year. The trend of startups is exciting in India and the scenario will only get much more prevalent in the upcoming years, thanks to the sweeping winds of digitization. India now provides a conducive ecosystem for startups to thrive, which has helped it to reach the third position and is an emerging as the fastest growing base of startups worldwide.

According to NASSCOM, India is expected to be the hub for 11,500 tech startups by 2020 with increased traction around global opportunities opening up in areas such as analytics, virtual reality and Internet of Things. The year 2015 was a watershed year for startups in India, with over \$8 billion of venture capital funding received before the year even ended.

This rush to invest in the newest opportunities of tech startups has also created its fair share of irrational exuberance. Many half-baked business models and copycat ventures have received venture capitalist backing with little attention to ground realities.

The media contributed to this scenario of reality distortion by encouraging and celebrating success of fund raising and ignoring the bigger picture that 80 per cent startups will make a touchdown within the first three year.

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COMPETITIVE ADVANTAGE THROUGH SOCIAL MEDIA MARKETING

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ABSTRACT

Social media marketing involves the use of online social media tools—such as Facebook, Twitter, and LinkedIn—to reach consumers in innovative ways. The paper aims to examine the development of competitive advantage in Facebook, Twitter and other social media for brand awareness. The paper describes a dynamic model of the simulation system associated with the stock of online communication and customer engagement, the increase of users and the geographic connection that social media provide. The paper also describe the principles of social media marketing by explaining the social media phenomenon, detailing how to create and capture value with social media, and discussing the process of formulating a social media marketing strategy.

KEYWORDS: *Social Media Marketing, Marketing Stratergy.*

INTRODUCTION

The use of social media as a part of communication strategy by marketers is one of the hottest topics in marketing today. Social media tools are gaining popularity and are increasingly used in regular operations of many companies, ranging from start-ups and small and medium enterprises to large corporations. Social media plays an important role in a business plan, helping bring businesses and customers together in innovative ways. As a small-business owner, you may have limited resources, making social media even more advantageous. Social media is a powerful tool that savvy business owners can use to increase chances of success.. The social media universe encompasses a much broader array of interactions than those that occur on popular and familiar social networking sites like Twitter and Facebook. "Social media" actually refers to a growing galaxy of sites that includes: personal and business blogs, news sites with interactive or comment features, group forums, wikis, social and business networking sites, online community sites, social book marking sites, micro logging sites, and gaming as well as virtual world sites. Therefore many brands and companies use online- and social media in order to achieve additional value to the company.

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OBJECTIVE OF STUDY

The main aim of the paper is to examine the development of competitive advantage in Facebook, Twitter and other social media for brand awareness. The paper also describe the principles of social media marketing by explaining the social media phenomenon, detailing how to create and capture value with social media, and discussing the process of formulating a social media marketing strategy.

LITERATURE REVIEW

Personnel use professional social networking sites like LinkedIn to recruit new talent (http://www.linkedin.com)? Should marketers engage online communities on A Universal McCann report (2008) revealed that hundreds of millions of Internet users were reading blogs, watching online video clips, managing profiles on social networks, and engaging in other forms of social media. Social networks have been particularly popular. A 2007 Techno graphics survey (as cited in Li & Bernoff, 2008) found that one in four online American adults visited social networking sites at least monthly. Early last year, Facebook founder and CEO Mark Zuckerberg (2009) announced this his popular social networking site had gathered 200 million active users. The enormous growth of social media—at least in terms of users—carries many implications, one of which is how social media technologies can transform business. Numerous departments in companies are now facing difficult questions related to social media. Should human resources Facebook to increase brand awareness and reach out to consumers for product ideas (http://www.facebook.com)? Should employees have unrestricted access in the workplace to popular social media resources? In short, social media poses some real challenges to businesses as customers and employees increasingly flock to social media websites (Ross, 2009). Customers are nowadays are co-creators of a company's marketing approaches and communication strategies Hutter, Hautz, Dennhardt and Füller (2013). Wirtzetal. (2013) argue that companies and consumers co-create value that goes beyond the existing brand identity and value proposition yet, may associate a brand with a specific related idea, concept, a common interest for many people rather than promoting only the brand. In that way, social links can be created that promote messages that go around members of an online group with a wider shared interest. Companies though have a long road to cross with regard to the incorporation of social media in their communication campaigns and employ them to a fuller degree Vlachvei and Notta (2014).

SOCIAL MEDIA MARKETING

Social media technologies constantly change, but the desire to utilize those technologies to reach consumers in meaningful and measurable ways does not. For this reason, a list of popular social media tools would quickly become obsolete. However, an exposition of social media marketing principles would remain relevant and instructive for some time. Therefore, the following discussion presents the principles of social media marketing by explaining the social media phenomenon, detailing how to create and capture value with social media, and discussing the process of formulating a social media marketing strategy.

HOW CAN SOCIAL MEDIA BENEFIT BUSINESS?

"The exponential growth of social media, from blogs, Facebook and Twitter to LinkedIn and You Tube, offers organizations the chance to join a conversation with millions of customers around the globe every day." The key word in the quote above is "conversation," since attracting customers by creating a social network is entirely different than broadcasting ads, or employing

marketing strategies to convert targeted groups of consumers into customers. Creating online conversations also requires a whole new approach and skill set. Social networking sites encourage businesses to change their traditional marketing strategies and focus on talking with -- not at -- prospects and clients, with the goal of developing and "deepening the relationship" between the company and customer. But what's the business benefit of that deepened relationship? It is well-established that people feel more connected with a company when they have direct communication on an ongoing basis and opportunities to express their opinions. Use social media to create a place where you interact with customers regularly. Not only will this increase your visibility within your industry, but it can also help to create a sense of community for your customers. Regular interaction with customers can keep them engaged with your company and foster deeper feelings of loyalty. Use social media to answer questions about your products or services and to promote your expertise. By promoting your business on social media. Create a positive representation of your business with social media accounts. Encourage your current employees to network to promote your business as well. You could even use social media to connect with universities and other professional organizations to increase your exposure and recruit high-quality individuals to your business.

COMPETITIVE ADVANTAGES THROUGH SOCIAL MEDIA MARKETING

1. **BRAND RECOGNITION:** One of the most powerful ways to use social media is as a brand-building tool. With social media, you get to decide how you want to position your company and what you want people to know about what you do. With consistent effort and great content, you can build a reputation for your brand around your company's values, benefits, and advantages.

2. **REPEAT EXPOSURE:** There is an old marketing adage that says it takes six to eight exposures to a product before a customer decides to buy. A clear benefit of social media is repeat exposure with your network.

3. **INFLUENCE:** As your following increases, your influence grows. Having a substantial social media audience creates a snowball effect that can attract new customers, media interviews, joint venture partnerships, and all kinds of other opportunities.

4. **COMPETITIVE ADVANTAGE:** The reality is that most of your competitors aren't likely doing a very good job with social media (most companies aren't), which gives you the chance to stand out. Also consider the flip side. If you avoid social media, you leave a big opening that allows your competitors to capture your audience.

5. **BIG WINS:** While many businesses large and small are trying to justify the cost and time investment for managing social media marketing, an important benefit often gets overlooked: Big Wins. For example, if someone from LinkedIn connects you with a significant government contract, then that would certainly qualify as a Big Win. If a major media outlet finds you on Twitter and interviews you for a national article, then that is also a Big Win—one that you can't measure based on revenues directly generated. Big Wins don't happen often, but when they do, they make it all worthwhile.

FORMULATION OF A SOCIAL MEDIA MARKETING STRATEGY

For developing a social media marketing strategy. Li and Bernoff (2008) have proposed the POST method: people, objectives, strategy, and technology. Notably, this method does not begin

with technology. Li and Bernoff advise that "technology is shifting so quickly—chasing it is like trying to jump on a speeding merry-go-round".

THE POST METHOD: PEOPLE, OBJECTIVES, STRATEGY, AND TECHNOLOGY

PEOPLE: Start with an audience. The POST method begins by considering a company's customers and what kinds of social media they are already using. This activity, which obviously will involve research, indicates what the customers are most willing to do online

OBJECTIVES: Define clear goals. The following step of the POST method focuses on objectives. In regard to goals, a company should have clearly defined purposes in its social media marketing campaign.

STRATEGY: Developing relationships with customers. The third part of the POST method, strategy, asks the following question: "How do you want relationships with your customers to change?"

TECHNOLOGY: Selecting social media tools. The fourth part of the POST method, technology, finally asks the technology question: what technology or technologies will a company use to achieve its goals and reach out to customers? Now is the time to consider current technologies and popular tools.

CONCLUSION

The bottom line is that today's use of social media is not really anything new. It's been well-accepted management wisdom for thousands of years that a prospective customer who's grown to know and trust you is more likely to purchase a product from you than someone who has not developed this level of relationship. This is why marketers have always talked about word-of-mouth communication (now known as buzz) as being so much more powerful than communication received through mass media channels.

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A SHAKING HAND BETWEEN E-MARKETING AND BUSINESS LEADS TO BEST RELATIONSHIP PROMISE

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ABSTRACT

Competition is the first word comes in our mind whenever we may indulge in anything either its business or sports and survival is never a strategy. a strategy leads to wining position leads to best practice of the time and in business we may lead to winning strategy after considering best E-Marketing practices because this time business is also dealing with the youth generation and this generation is highly dependent on online shopping rather window shopping and market comparing and this is not a issue with young generation , this is happening due to positive effects of globalization and in these days of internet we start our morning with opening our mobile for whatsapp messages and updates either for news paper. Sometimes I really feel myself as a prestigious citizen of India because I start my morning with updates through face book, whatsapp, twitter etc and sleep after their confirmation also. So simply I can say that best business dealings deal through E-marketing practices and techniques.

KEYWORDS: *Competition, Strategy, E-Marketing, Globalization, Young generation.*

INTRODUCTION

A business, also known as an enterprise, agency or a firm, is an entity involved in the provision of goods and/or services to consumers. Businesses are prevalent in capitalist economies, where most of them are privately owned and provide goods and services to customers in exchange for other goods, services, or money Business marketing is a marketing practice of individuals or organizations (including commercial businesses, governments and institutions). It allows them to sell products or services to other companies or organizations that resell them, use them in their products or services or use them to support their works.

THE ROLE OF MARKETING

Marketing is the "man in the middle"--mediating between Customers, Prospects, Sales, Development, and the Executive Team. As such, Marketing is pulled in multiple directions. Marketing is the critical intersection between Development, Sales, Customers, and the Executive Team.

The Role of Marketing

HOW MARKETING IMPACTS YOUR ORGANIZATION

A

Marketing touches Customers, Prospects, and industry thought leaders via press releases, magazine articles, briefings, brochures, trade shows, customer councils, advisory boards, and lead generation programs. In addition to performing market research, Marketing also conducts or commissions win/loss interviews and gathers input from customers and prospects on feature requirements via interviews, surveys, and focus groups.

B

Drawing on the information gathered both externally and internally, Marketing supports the Executive Team in developing business strategy by identifying market opportunities and generating and executing marketing strategies and plans that support attainment of business objectives.

C

Marketing works with Development to define requirements, plan products, and bring products to market. Marketing must assure the delivery of a reliable and "complete" product that includes documentation, training, and support. If relevant, Marketing also addresses upgrade, migration and "end-of-life" planning.

D

Marketing trains the sales force on new products, manages the HQ visits of customers, prospects, and industry analysts, performs Win/Loss analyses, and gathers input on customer and prospect requirements.

PROBLEM COUNTERED AREA: Answer is just two words "Low Profits". So now question is why we are still facing the problems of low profits that simply concludes some following problems

1) Change of fashion

2) Technology

3) Non adaptability of youth generation skills

All these problems simply correlated with non adaptability of latest marketing techniques

REVIEW OF LITERATURE

1) 5 Common Problems Marketing Managers Face Written by Tony Lael

2) 8 of the Top Marketing Challenges Marketers Face Written by Lindsay Kolowich

3) Ten Marketing Challenges that Can Make or Break Your Business -By Steve

RESEARCH METHODOLOGY

Primary data

No of observations – 20 persons

Age group 18-30

Target audience– Observers are familiar with internet and online transactions

Observe by Edoc Survey named "E Marketing & U"

DATA ANALYSIS: Some of the following analyses based on data are given below

As per data and survey we can say that 58.3% persons depends upon e marketing practices and got their updates from that way such as face book, whatsapp etc and we can easily say and correlate these things with losing our concept of wealth and profit maximization while 16.7% through Television and 16.7% through newspapers are still in revolution but on decreasing returns.
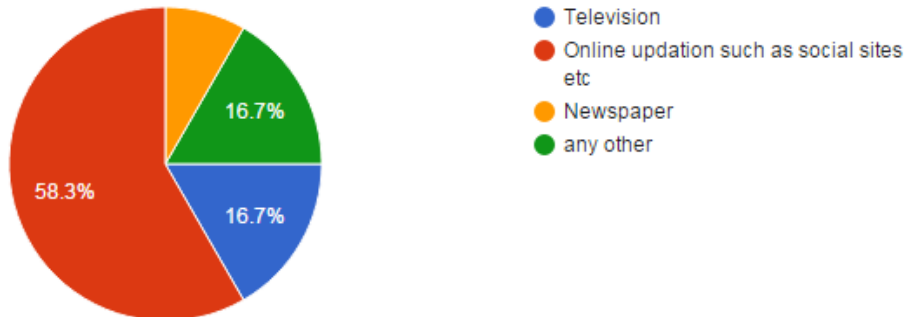
83.3% persons are belonging from that intelligence mind those who check the price online , coupon codes, market price and pick from lowest giver but worst thing is achieving a high level of study and best availabilities 8.7% persons never tried for that and never want to do so. It's being easy to conclude that the youth generation is highly linked with online activities and these are those persons who are having marketing effect through e marketing and if your product belongs to this generation then E –Marketing is only a way to boost

DISCUSSION

All marketing managers face a unified problem. The spectrum of marketing is an ever-widening field, and they are only one person. As the world of marketing continues to expand, even the savviest marketing manager has a tough task ahead with keeping up on recent developments in the promotion and marketing arena. It might be time to ask for a little help. Inbound marketing

agencies can help marketing managers solve all sorts of problems, but the majority of those problems can all boil down to five points which cause many marketing managers to lose sleep.

1) TEAM IS INEXPERIENCED OR UNDERSTAFFED

With the huge expansion we're seeing in internet marketing, there are numerous roles to fill. A team, though full of many specialties, can often find that they're missing several key people to fill important roles. While they may have a graphic designer, do they have access to a conversion rate optimization analyst? They might have great content writers, but do they have a technical SEO expert to do on site optimization?

And even if this team decides to educate themselves on these various disciplines, there are only so many hats a person can wear before they become too heavy and fall over.

2) SECURING ENOUGH BUDGET

Securing more budgets has been the second-most pressing challenge for survey respondents the last two years running. But marketers know getting more budgets is often easier said than done -- especially for smaller organizations that aren't working with sizable nor flexible marketing spend.

And an increased budget is important.

3) IDENTIFYING THE RIGHT TECHNOLOGIES FOR YOUR NEEDS

WHY IT'S A CHALLENGE

Finding the right technologies was the fourth biggest concern for marketers this year. Oftentimes, this is because feedback on technology is scattered. Marketers might turn to colleagues, friends in the industry, and/or analyst reports to figure out which technologies best fit their needs -- only to find that feedback is spread across emails, social media, and so on from people of varied reputability.

When you're looking for a tool, software, or piece of technology to solve a specific marketing problem, where do you go to find it?

WHAT CAN YOU DO?

For those of you looking for a tool, software, or piece of technology to solve a specific marketing problem, we recommend taking a look at Growth verse: a free, interactive, online visualization of the marketing technology landscape that focuses on the business problems marketers are trying to solve, and leads them to specific pieces of marketing technology that aim to solve those problems. We've found it to be a really well visualized map of carefully curate marketing technology resources.

4) TARGETING CONTENT FOR AN INTERNATIONAL AUDIENCE

Targeting is a key component of all aspects of marketing. To be more effective at targeting, one of the first things any marketer needs do is identify their buyer personas to determine who it is they should be marketing to. If you're expanding internationally, it can be a big challenge not only to figure out the best ways to market to an international audience, but also to organize and optimize your site for different countries.

5) GROWTH AND CHANGE

Your company grows, the market changes, and you are challenged to turn the resulting process breakdowns into breakthroughs. Everyone knows that a company's culture changes as a company grows. People are brought in who have worked at various other companies. Along with them come expectations about how things "should" be done. Communication and "checks and balances" become more structured and formal. What worked before doesn't anymore. People get stretched to the breaking point. And, the associated breakdowns in business process can be most unpleasant.

6) MARKETING ROI

You are likely to miss the target if your marketing programs are not aimed at identifying and addressing the true needs of customers and prospects in a manner that produces measurable results. Investment in marketing is sometimes viewed as "discretionary" as--at least more discretionary as other line items on the budget. Yet there are core marketing activities that must be performed or a company won't survive. Beyond this minimum, however, there are any numbers of worthwhile possibilities. How do you choose?

In any given year, marketing programs should directly reflect the overall business objectives for that year. Make sure marketing programs are targeted to achieve measurable results. It is also useful to conduct an annual 360 degree "marketing audit" to systematically evaluate how well you are doing in various areas of marketing and where there would be the "biggest bang for the buck" of investment.

BENEFITS FROM THE STUDY

After applying this paper, results are divided into different sections

- ✓ For businessmen I can say that target marketing is being easily captured with low cost effects and easily comparable results

- ✓ It helps in creating employment to those persons who are master in online working and knowing the best places , ways , techniques to explore

- ✓ From customer point of view its being easy to compare and choosing the best of availabilities

CONDITIONS TO BE APPLIED

Some of the following conditions to apply for achieving best results in business and advertise these conditions for the marketing strategies

1) Discount on online payments

2) Cash on delivery available

3) Easily returns with in limited time

4) Better customer care practices

5) Create pages and groups ask for suggestion

6) Capture famous social networks such as fb , whatsapp, online magazines etc

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WINNING STRATEGIES AND SWOT ANALYSIS OF FACEBOOK

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ABSTRACT

Facebook's competitive advantage is dependent on how well they adapt to their ever-growing pool of competitors. Twitter is rising up as the most powerful social networking company with more and more users joining every day. It is becoming a household name alongside Facebook, Myspace and linkedin, all three companies share a similar vision of "the free flow of information." In order for Facebook to sustain its competitive advantage, it needs to keep its users happy by continuing to improve the website, while adding more applications in order to keep their users loyal and have easy accessibility to the network. Facebook currently has more then 500 million active users that have invested a lot of time and energy into building their friend and client networks. For some people, having these huge networks of users translates into money and marketing opportunities. Because of this, it would take a big problem for people to start dropping Facebook. Users can access Facebook on their Smartphone's, i-pods, i-pads and other devices. Facebook has been adapting to all new technology to sustain its competitive advantage and be known as the top social networking website. Facebook's customers expect privacy. They want to know that their profiles and private information are safe from hackers, stalkers, and others that are looking to exploit their personal data. It is important for Facebook to uphold its practice of keeping users' information safe and accessible to people according to their account settings. Users trust Facebook with their private information and this is mainly due to how long Facebook has been around providing user support and added security as necessary. They also have a page dedicated to user security with sections dedicated to the cyber security of educators, law enforcement, parents, and teens. This customized security provides peace of mind to its users and Facebook is always scouring the site for Malware, Viruses, and other potential threats to account security. This paper will take into consideration the concept, winning strategies, competitive advantages of facebook and SWOT Analysis of facebook

KEYWORDS: *Facebook, Marketing.*

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INTRODUCTION

Facebook's competitive advantage is dependent on how well they adapt to their ever-growing pool of competitors. Twitter is rising up as the most powerful social networking company with more and more users joining every day. It is becoming a household name alongside Facebook, Myspace and linkedin, all three companies share a similar vision of "the free flow of information." In order for Facebook to sustain its competitive advantage, it needs to keep its users happy by continuing to improve the website, while adding more applications in order to keep their users loyal and have easy accessibility to the network. Facebook currently has more then 500 million active users that have invested a lot of time and energy into building their friend and client networks. For some people, having these huge networks of users translates into money and marketing opportunities. Because of this, it would take a big problem for people to start dropping Facebook. Users can access Facebook on their Smartphone's, i-pods, i-pads and other devices. Facebook has been adapting to all new technology to sustain its competitive advantage and be known as the top social networking website. Facebook's customers **expect privacy.** They want to know that their profiles and private information are safe from hackers, stalkers, and others that are looking to exploit their personal data. It is important for Facebook to uphold its practice of keeping users' information safe and accessible to people according to their account settings. Users trust Facebook with their private information and this is mainly due to how long Facebook has been around providing user support and added security as necessary. They also have a page dedicated to user security with sections dedicated to the cyber security of educators, law enforcement, parents, and teens. This customized security provides peace of mind to its users and Facebook is always scouring the site for Malware, Viruses, and other potential threats to account security.

Facebook has many different advantages over other social media networks like twitter. Twitter may be Facebooks biggest competition currently, but will never come close to surpassing Facebook. Facebook does a few things better than any other social media site. Facebook has multiple games and apps that are available to be played which Twitter can't offer. Facebook also offers a more personal experience than Twitter can with things like relationship statuses and about me updates. There are many things that Twitter does well, but Facebook has too many different features and tools to keep up with which is why it has been the leading social media site for the past decade.

WINNING STRATEGIES OF FACEBOOK

These winning Facebook marketing strategie**s** will help them gain competitive advantage.

1. KNOWING YOUR COMPETITORS

As a business owner, we should know our competitors' information because it could give us an advantage on how could our business benefit our customers better as well as how our business could be unique from theirs.

Identifying your competitors is just simply finding those businesses that offer similar products or services.

THERE ARE TWO TYPES OF COMPETITORS

- **DIRECT COMPETITORS**

These are businesses that are offering similar goods or services with your business.

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- **INDIRECT COMPETITORS**

These are businesses that are offering different types of products but provide the same needs for your customers.

Example: Yellow Cab Pizza and Pizza Hut are direct competitors, whereas Goldilocks is their indirect competitor.

IMPORTANT THINGS TO OUTLINE

- Top 5 direct competitors

- Top 5 indirect competitors

- Products or services your competitors are offering

- Competitors' strengths and weaknesses

- Competitors' Facebook page URL

- Competitors' Facebook page likes and fan count

- Customized tabs they use

- Promotions or events they use (if any)

There should be more things that you can add on your competitor analysis; however, let me share to you first how to easily track them before we proceed on more important things on knowing your Facebook competitors better.

2. DO FACEBOOK COMPETITOR ANALYSIS THROUGH FACEBOOK INTEREST LIST

Facebook Interests lets you subscribe to interest lists or create your own. Guess by now, you already know that you don't even need to like your competitors' Facebook page just to track their posts or whatever they are doing. Through Facebook Interests, you can actually track all of them by just visiting the interest list you've made.

If you want to know more about interest lists, you might want to visit FAQ and learn more about it.

Steps on how to create Facebook Interest List

1. Log in your account and proceed on the link. You can actually see your interests list on your Facebook Account Dashboard that is located at the left side. It is usually located below your Apps (Apps Center and Games Feed).

2. Once you have clicked the link above, you should see the Interests List Dashboard. Just go ahead and click "Create List"

There's a reason why youngsters flock to Facebook and diehard geeks go gaga over Apple products – these companies have managed to set themselves apart in their respective fields with their distinct features and style.

In a world where a person's virtual life would be incomplete without a Facebook account, as an entrepreneur you'll need to know about competitive advantages for your business to survive in the thriving market.

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COMPETITIVE ADVANTAGES OF FACEBOOK

Any factor or aspect that helps your business attract more customers than your competitors can be termed as a competitive advantage. The interesting thing about competitive advantages is that they keep shifting and are temporary in nature. A company's competitive advantage will have a shelf life, before which its competitors will brainstorm to come up with another angle through which they can make their product better.

In order to give your business an edge over your nearest competitors, you should target:

COST

Cost is always a factor that you should keep in mind because although people enjoy splurging their money time and again, saving up is everyone's major concern. Identifying the rates that your competitors are charging and tweaking around with your own rates by the side can help. As an entrepreneur, you'll need to eternally focus towards bringing your expenditure down.

Identify where you can cut down on your expenses – there's a reason why Korean cars rule the roads and Made in China is a label that speaks volumes. But there's a point beyond which you will not be able to bring down your costs profitably. This is when you should start focusing more on developing new features for existing prices.

QUALITY

While pricing is a short term solution, providing value for money is a long term strategy that works. Building a reputation for quality in your field is very important, because people won't mind paying a bit more for something that they're sure will be a good buy. Good quality along with great customer service can help you gain an enormous competitive advantage.

Consider a scenario where some brands of airlines provide the same services with the same level of quality for the same prices. The only aspect that will play a key role in a traveler's selection will be the customer service provided.

INNOVATION

Innovation is a key aspect in any business and only by adding improved and unique features will you be able to create a separate identity for your business. List out the concerns that your customers are bound to have and try and work out ways through which you can address these concerns without any increase in the original cost. Sometimes providing additional features that are not essential but attractive can also work wonders.

THE FACEBOOK PHENOMENON – A QUICK STUDY ON THEIR COMPETITIVE ADVANTAGE

Facebook's success story has been a very interesting one and this is clearly a company that has managed to create a competitive advantage in its field plainly by increasing the level of interaction between its users. The social networking scene is a volatile one where people frequently shift between providers and grow tired of individual websites quite easily.

Then why is Facebook the preferred social networking website?

The answer is simple, because the website has many aspects that work in its favor.

DESIGN

The interface in Facebook is a very simple one and the design is plain and easy to use. The colors used are basic white and blue, and the overall layout is neat and well spaced. This sets Facebook apart from the networking sites that are cluttered with obsolete tools.

USER ACTIVITY

Facebook promotes interaction between its users through many features including the Like feature, the Comments feature and the Sharing feature. Users can poke each other and send private as well as public messages. The above mentioned features are innovative and previously unknown ones that provide a clear competitive advantage.

TARGET MARKET

The target market for Facebook is quite broad, and there's something for everyone. From discussion pages to fan pages to groups, communities and applications and games, the Facebook scene is never boring. One major competitive advantage that Facebook holds is its role as a platform for many fun and interesting applications – as these applications are the biggest rage online.

PRIVACY AND TRUST

Facebook has managed to create an image that's synonymous with trust and efficiency. People trust that their personal information will be safe with Facebook, as they'll have full control over their profile and what they choose to display.

Facebook goes through an image revamp every single year, and new features are added and unpopular ones removed in a continuous process. Thanks to its popularity and its huge number of users, advertising in Facebook has become effective and popular and the website generates a lot of revenue through this.

COMPITIVE ADVANTAGE OF APPLE

Resisting stiff competition from Sony and Microsoft, Apple has managed to create a distinct image for itself and has a wide section of followers who swear by its products. The scene at every Apple product launch is one worth noticing – Steve Jobs walks in dressed up in his trademark jeans and turtleneck tee and lists out the key details about the product in a lucid and point blank way.

Apple products mainly work because of the following factors:

THE HARDWARE DESIGN

The engineers at Apple understand what people want and the designs of Apple products are simple – so much so that it's become their signature style. Apple products are known for their aesthetics – clean and elegant looks coupled with compact sizing. IMacs and iPods are packed with significant features (like the power button on the screen) that make the user experience easier.

DYNAMIC PRODUCT LINE

Creating a standalone product that's a onetime hit is not the ideal way to go; as this will not help you sustain your competitive advantage. How can you ensure that customers keep coming back for more? Well, ask Apple. Apple's strategy is the same – it creates a breakthrough initial

product that defines an entire genre, and then the company builds on the same product and adds new features every now and then so that several upgraded versions of the same are available. The products evolve, and so do the customers.

THE MARKETING CAMPAIGNS

Apple is famed for its marketing campaigns, and their advertisements are never too aggressive or blunt. Rather than listing out the features of the iMac or the iPod, the advertisements talk about how the gadget can make your life easier, giving you reasons galore to buy the same.

This, when compared to the lackluster campaigns run by other giants like Microsoft and Dell, turns into a competitive advantage. The logos in all Apple laptops light up when the laptop is in use. This may seem trivial, but imagine the impact that the logo will have on a prospective customer who's walking by a person using a Mac. Even most movies and TV shows feature Apple products passively – that's efficient marketing for you!

Maintaining your competitive advantage in the market can be hard atleast initially, but that's the mark of a successful business. All you need to do is capitalize on your competitor's weaknesses, keep your customers' qualms in mind and work towards making your product better in a cost effective way.

SWOT ANALYSIS OF FACEBOOK

FACEBOOK SWOT ANALYSIS

Strengths	Weaknesses
Integration with websites and applications More than a billion active monthly users Excellent users experience Understanding of user's needs and behavior	Weak CTR of advertisements Social network lacks of some features One source of revenues – advertisements on Facebook Attitude towards users' privacy Lack of website customization Weak protection of users' information

Opportunities	Threats
Increasing number of people using Facebook through mobile devices Expansion to China Diversify sources of revenue Open Facebook marketplace	Increasing number of mobile internet users Users using ad-block extensions Slow growth rate of online advertising Identity thefts Weak business model

STRENGTHS

1. **INTEGRATION WITH WEBSITES AND APPLICATIONS:** To enrich user experience and engage more users to use Facebook, the social network has launched many features that would allow closer integration with other websites and producers of applications that run via

Facebook. Easy integration and use of applications results in competitive advantage over other social networking websites that struggle to provide the same level of service.

2. **MORE THAN A BILLION ACTIVE MONTHLY USERS:** For a social network to grow, it must have users. The more users the Facebook has, the more socially connecting it is. With one billion active monthly users, Facebook is able to connect people not only locally but globally as well.

3. **EXCELLENT USER EXPERIENCE:** Facebook has an easy to use interface, is integrated with many website, can connect people through PC or mobile devices, is translated into more than 70 languages and has many more additional features that lack other social networks.

4. **UNDERSTANDING OF USER'S NEEDS AND BEHAVIOR:** Except Google, no other business has so many data collected on what users like, dislike, needs and how the users behave online. With so much data, Facebook knows what exactly to offer to its users (what additional features, what advertisements) and how to further improve their experience with Facebook.

WEAKNESSES

1. **WEAK CTR OF ADVERTISEMENTS:** Facebook has a lower click-through-rate (CTR) than an average website, which is only 0.05% and about 4% respectively. In order to earn more income from the advertisements Facebook has to change the way it displays the ads (advertisements on wall posts have more than 6% CTR) but without interfering users' experience.

2. **SOCIAL NETWORK LACKS OF SOME FEATURES:** Although Facebook has a wide range of features that other social networks don't, the website still lacks: video chats, group chats, dislike buttons, ability to unsubscribe from alerts and many others.

3. **ONE SOURCE OF REVENUES – ADVERTISEMENTS ON FACEBOOK:** More than 80% of Facebook's revenues come from advertising on its social network. The growth of the revenues directly depends on the growth of users. This leaves the business very vulnerable and dependent on continuous growth of users, which will eventually be only marginal as the social network has already attracted so many users.

4. **ATTITUDE TOWARDS USERS' PRIVACY:** Facebook collects private users' information and then stores it, uses it for its own purposes or sells it. Such treatment of users' private information draws negative attention that decreases popularity of Facebook.

5. **LACK OF WEBSITE CUSTOMIZATION:** Many Facebook's users spend a lot of time on social network and want the website to reflect their personalities but are unable to customize the website to their needs and are forced to use uniform template for all users. In comparison, Google+ allows for much more personalization of the social network account than Facebook does.

6. **WEAK PROTECTION OF USERS' INFORMATION:** Facebook, having so many users that upload personal information to the social network, is a target for attacks that steal passwords and other personal information from the users. Such attacks occur every day and thousands of passwords are stolen. Though, Facebook is not doing enough to protect users' from identity attacks.

OPPORTUNITIES

1. **INCREASING NUMBER OF PEOPLE USING FACEBOOK THROUGH MOBILE DEVICES:** Currently Facebook has more than 600 million users who use Facebook through mobile devices. Despite that this group makes 60% of all Facebook users, the mobile advertising only accounts for only 14% income for the company. Facebook has an opportunity to create a platform that could be used to display ads for mobile users and increase firm's income.

2. **EXPANSION TO CHINA:** Easing government regulations and newly elected government may open a way for Facebook to enter China's social networking market. Until then, Facebook should prepare itself for such an entry.

3. **DIVERSIFY SOURCES OF REVENUE:** Facebook heavily relies on advertising on its social network as a source of income, but with being the number 2 website in the world and more than 1 billion active monthly users, Facebook could exploit other opportunities to attract the money.

4. **OPEN FACEBOOK MARKETPLACE:** With so many users and extensive coverage of the world, Facebook is well positioned to open Facebook marketplace. If successful, it would bring more revenues than the advertising, thus boosting company's growth and future prospects.

THREATS

1. **INCREASING NUMBER OF MOBILE INTERNET USERS:** Currently Facebook has more than 600 million users who use Facebook through mobile devices. Despite that this group makes 60% of all Facebook users, the mobile advertising only accounts for only 14% income for the business. If the company will be unable to monetize mobile users, it will face decreasing advertising income as more PC users will turn to mobile users.

2. **USERS USING AD-BLOCK EXTENSIONS:** Educated internet users often install extensions that block advertisements from the websites. The growing number of such users is threatening Facebook's model as they can't see advertisements and click on them.

3. **SLOW GROWTH RATE OF ONLINE ADVERTISING:** Although online advertising still grows in double digits (14% in 2012, down from 23% in 2011) that growth is slowing down, thereby threatening growth of Facebook's advertising income.

4. **IDENTITY THEFTS:** Even today, identity thefts are common on Facebook. The more identities are stolen the more criticism Facebook will receive strongly damaging its brand for inability to protect users' private information.

5. **WEAK BUSINESS MODEL:** Facebook's aim is to attract social network users, display the ads for them and charge the businesses for the ads displayed. Although Facebook's business model looks sound for the moment, the company may face severe difficulties if some conditions change that are not in firm's control. For example, slowing growth of online advertising, new social network, shift from advertising on Facebook to other websites, growing number of mobile users (Facebook is yet unable to monetize them) or failure to diversify source of income.

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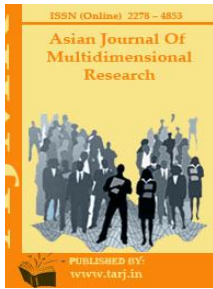scientificera.com/internet/.../348-t

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AFFILIATE MARKETING: AN INNOVATION IN MARKETING

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ABSTRACT

Affiliate marketing is a marketing channel in which advertisers (merchants) distribute sales collateral (banners, text links, etc.) and recruit marketing partners (affiliates or publishers) who agree to display the advertisements on their web sites in exchange for a commission on any leads or sales that result from actions derived from those ad placements. Affiliate marketing is a marketing arrangement by which an online retailer pays commission to an external website for traffic or sales generated from its referrals. It is a technique where other websites will promote your business. Basically the way it works is that an affiliate is rewarded every time a visitor, customer or sale for your business is generated through an advertisement on their web site. This commission varies from depending on what product you are promoting. Through this paper, an attempt has been made to throw some light on conceptual parts of affiliate marketing, like, its meaning, history, strategies, principles, mistakes made by new marketers, issues and value of affiliate marketing.

KEYWORDS: *Affiliate, collateral, traffic, referrals.*

INTRODUCTION

Affiliate marketing is a way for a company to sell its products by signing up individuals or companies ("affiliates") who market the company's products for a commission.

The industry has four core players: the merchant (also known as 'retailer' or 'brand'), the network (that contains offers for the affiliate to choose from and also takes care of the payments), the publisher (also known as 'the affiliate'), and the customer. It is a way for a company to sell its products by signing up individuals or companies ("affiliates") who market the company's products for a commission. Affiliate marketing creates a virtual sales force of web publishers that connect targeted consumers with merchants through the creation of proprietary networks of special interest web sites where consumers are likely to engage with the merchant brand. Affiliate marketing is one of the oldest forms of marketing wherein you refer someone to any online product and when that person buys the product based on your recommendation, you

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receive a commission. In the world of affiliate marketing, an advertiser can be a company selling a product like electronics, airline tickets, clothing or car parts, or an advertiser could also be an insurance company selling policies. The most important thing to remember is that you are an advertiser if you are ready to pay other people to help you sell and promote your business. Affiliate marketing overlaps with other Internet marketing methods to some degree, because affiliates often use regular advertising methods. Those methods include organic search engine optimization (SEO), paid search engine marketing (PPC - Pay Per Click), e-mail marketing, content marketing and in some sense display advertising.

HISTORY OF AFFILIATE MARKETING:

The concept of affiliate marketing on the Internet was conceived of, put into practice and patented by William J. Tobin, the founder of PC Flowers & Gifts. Launched on the Prodigy Network in 1989, PC Flowers & Gifts remained on the service until 1996. By 1993, PC Flowers & Gifts generated sales in excess of $6 million per year on the Prodigy service. In 1998, PC Flowers and Gifts developed the business model of paying a commission on sales to the Prodigy Network.

In 1994, Tobin launched a beta version of PC Flowers & Gifts on the Internet in cooperation with IBM, who owned half of Prodigy. By 1995 PC Flowers & Gifts had launched a commercial version of the website and had 2,600 affiliate marketing partners on the World Wide Web. Tobin applied for a patent on tracking and affiliate marketing on January 22, 1996 and was issued U.S. Patent number 6,141,666 on Oct 31, 2000. Tobin also received Japanese Patent number 4021941 on Oct 5, 2007 and U.S. Patent number 7,505,913 on Mar 17, 2009 for affiliate marketing and tracking. In July 1998 PC Flowers and Gifts merged with Fingerhut and Federated Department Stores. Cyber erotica was among the early innovators in affiliate marketing with a cost per click program.Amazon.com (Amazon) launched its associate program in July 1996: Amazon associates could place banner or text links on their site for individual books, or link directly to the Amazon home page. When visitors clicked from the associate's website to Amazon and purchased a book, the associate received a commission. Amazon was not the first merchant to offer an affiliate program, but its program was the first to become widely known and serve as a model for subsequent programs.

Affiliate marketing has grown quickly since its inception. The e-commerce website, viewed as a marketing toy in the early days of the Internet, became an integrated part of the overall business plan and in some cases grew to a bigger business than the existing offline business. According to one report, the total sales amount generated through affiliate networks in 2006 was £2.16 billion in the United Kingdom alone. The estimates were £1.35 billion in sales in 2005. Marketing Sherpa's research team estimated that, in 2006, affiliates worldwide earned US$6.5 billion in bounty and commissions from a variety of sources in retail, personal finance, gaming and gambling, travel, telecom, education, publishing, and forms of lead generation other than contextual advertising programs. The three sectors expected to experience the greatest growth are the mobile phone, finance, and travel sectors. Soon after these sectors came the entertainment (particularly gaming) and Internet-related services (particularly broadband) sectors. Also several of the affiliate solution providers expect to see increased interest from business-to-business marketers and advertisers in using affiliate marketing as part of their mix.

STRATEGIES TO BE USED IN AFFILIATE MARKETING

Affiliate marketing also is a very broad term; under this umbrella there are several different strategies that can be employed to generate affiliate revenue. Below is an overview of some of the most popular affiliate marketing implementations, along with examples of each.

1. COUPONS

The value proposition of these sites is pretty clear; they provide visitors with access to coupons and tips for using them that can save money. If done correctly, they can be tremendously popular.

2. PRODUCT REVIEW

The author writes about a product, highlighting the features and addressing any concerns, and then includes a link where readers can go to purchase the product.

3. BANNER ADS

 Many publishers present affiliate links in the same way others would run display ads. These look like banner ads, but they're actually affiliate links–in the form of an image, not text.

4. PARTNER CENTER/BLOGROLL

The right rail of his site features a "Blogroll" that contains affiliate links to a number of third party sites. While some of these sites have blogs, the links generally lead (through an affiliate link tracker) to landing pages where visitors can sign up for a product.

5. PRODUCT FEED OR AGGREGATION

Prices and specs features affiliate links to dozens of third party sites where the   highlighted products can be purchased.

6. OFFLINE AFFILIATES

Offline affiliate marketing also has the benefit of having the message come from a third party, which is proven to carry more weight than a message from a retailer.

7. CULTIVATE RELATIONSHIPS

A single affiliate with a nurtured relationship has the ability to drive more sales for retailers than a larger number of partners.

PRINCIPLES OF AFFILIATE MARKETING

Affiliate marketing is a complicated, multidisciplinary practice that is often misunderstood. At its heart, it is a performance-based marketing technique in which affiliates are financially rewarded for sending customers to another website to purchase goods or services. There are six principles of affiliate marketing:

1. "It starts with the first impression";

2. "Only promote product that you have used";

3. "Always describe the product that you're promoting";

4. "Content first, affiliate link second";

5. "Share your experience with the product"; and

6. "Only promote one or two of the same type of products."

BASIC REQUIREMENTS TO STARTING AFFILIATE MARKETING

There are requisites to start an affiliate marketing such as:

- Product: you need a product to promote. There is need to ensure that product has market and offer value.

- Website: the marketer must have a site to display link as well as pre-sell.

- Marketing skills: the marketer must have some marketing skill to influence people to buy the product.

THE VALUE OF AFFILIATE MARKETING

Affiliate marketing is a joint and mutually beneficial business partnership between merchants and website publishers/owners whereby an affiliate is compensated for every visitor or client provided through his efforts. There are certain benefits of affiliate marketing such as:

- **COST-EFFECTIVE CUSTOMER ACQUISITION**

There is no payment to affiliates unless they refer a visitor who subsequently becomes a customer. As such, there is no wasted budget in affiliate marketing.

- **FIXED COSTS**

The bounty paid to affiliates is cost of sale. You set the bounty, and you pay when sales are made. There aren't any variables beyond that (unless you choose to pay different levels of commission as sales increase). Merchants need to pay network fees, which differ (see our Affiliate Marketing Buyer's Guide for more details), but otherwise affiliate marketing fees are a steady cost of sale.

- **BRAND VISIBILITY**

Affiliates can secure high search engine listings and / or display your ads on their website. This is all free brand exposure and a nice side benefit of affiliate marketing.

- **CUSTOMER ACQUISITION - TARGETED PROSPECTS**

Affiliates choose the ads they wish to place on their websites. They know their audience and will pick the campaigns most suited to their demographic. As such, the ads are targeted by humans. It is in the affiliate's interests to pick the ads that their audience is likely to respond to.

- **OUTSOURCED MARKETING TEAM/S**

Many affiliates are experts in search engine marketing, providing you with a way of potentially getting to the top of Google without needing to spend a fortune on SEO or PPC.

- **FIND-ABILITY**

With the above point in mind, if a consumer visits Google and multiple listings ultimately link to you, then you're going to have a much better chance of being found than competitors with only one or two (or no) links on the first page.

- **TRANSPARENCY**

A key appeal for merchants is the transparency of return on investment, through the ability to track the origin of sales. You can see exactly where and when sales are made.

MISTAKES DONE BY NEW AFFILIATE MARKETERS

There are some common mistakes often done by new affiliate marketers:

1) SELLING RATHER THAN HELPING

Yes, the word "marketing" is part of the phrase *affiliate marketing*, but for the most part, job as an affiliate is not to sell — that is the job of the sales page our affiliate links lead the reader to. People want to hear from other people when making a decision to buy a product or not. When we talk more like an unbiased reviewer rather than a high-pressure salesperson, we will find we make more sales and people will come back for advice on other products in the future.

2) TOO MANY PROGRAMS

This is another big mistake made by new marketers when starting out — joining any and every affiliate program came across. Choose your affiliate programs wisely and don't overload yourself.

3) NOT TESTING

Sometimes new marketers promote products without using them. Nothing breaks a reader's trust more than being led to a promotion that will blow up their inbox. Put yourself in the shoes of a potential customer and see what will happen if they follow your advice.

4) NOT TRACKING

This is a BIG mistake made when people first started out. They began their affiliate marketing career using free-to-make web pages on a site. Why is this mistake? Very simple — when you make a sale, you want to know WHERE the sale came from. This enables you to know which pages are converting well so you can grow and scale that campaign. Creating a unique tracking ID click "Account Settings" at the very top on the right, then click "Manage Tracking IDs". From there you can make a new tracking ID so you can track which web page/campaign sold what.

5) NOT COMPARING

One of the best converting tactics are used to sell affiliate products is to compare the "main" product with two other similar products. When people are in buying mode for a physical product, they tend to have their options narrowed down to 2 or 3 and need help making the choice that is best for them. But if not compared then it is difficult to choose.

6) MAKE MONEY ONLINE PRODUCTS

Some new marketers want to promote products in the Make Money Online arena and make false claims to make money. But it ruined their credibility.

7) BIG OPPORTUNITIES AS DISTRACTIONS

This is the biggest downfall for any new affiliate marketer. In fact, it can cause really big issues for seasoned affiliate marketers as well. It is all too common to be working on one thing when all of a sudden, something "shiny" comes through their inbox then offen they go chasing some new

idea to make money online. They will just distract them from their project/campaign at hand. One completed and profitable campaign is worth so much more than 50 almost half-finished campaigns or projects.

Affiliate marketing is a business that requires self-motivation and focus. For many of us, these are learned skills. Once you are aware of the mistakes that can cause a lack of profits and productivity, you will be better able to grow your business and be profitable long-term.

HOW TO BECOME A SUCCESSFUL AFFILIATE MARKETER

1# NICHE

Niche is the most important factor that will contribute in your success. Concentrating on one particular niche will be more profitable rather that selling everything. Target a particular audience and stick to specific products. Evolve around the niche you have build and promote products and services related to it.

2# MARKETING

Just like other advertising services, you need traffic. You need to show your presence on social media and in search engines. You need to get targeted traffic and buying traffic won't help you much. Search Engine traffic is considered highly targeted and you will have to go through search engine practices and optimization practices and market your blog. If your blog is discovered in search engine, that will itself prove that your blog is related to the search query.

3# RESEARCH YOUR AUDIENCE

Providing wrong products for your audience will ultimately lead to your failure in affiliate marketing. You need to know your audience. You should know which category the readers of your blog belong to. This is why selecting a particular niche helps. Someone searching information about XBOX games will have more interest in buying games rather than books and novels.

4# CHOOSE THE RIGHT AFFILIATE

Webmasters have contrasting opinions about sticking to one particular affiliate. There are several affiliate services available like Share Sale, Commission Junction, and Amazon Associates etc. Amazon is so vast that it has almost everything that can be bought. The point is all these affiliates will work almost the same. Some have a better percentage commission as compared to others.

5# IT WILL TAKE TIME

Don't lose hope. It will take time in earning money from affiliate marketing. You will have to market yourself, build an audience, generate traffic and wait for the better results. There are people making five figure incomes from affiliate marketing. You can also be one.

CONCLUSION

As discussed as a whole, it can be concluded that AFFILIATE MARKETING USES CERTAIN WEBSITES AND BLOGS TO PROMOTE THE PRODUCT OF OTHER SITES. This is an innovative technique to market a product which is very effective and cost-saving. As a whole, affiliate marketing depends upon the passion and marketing skills of marketers. It's a marketing tool to refer customers to other businesses via links to their websites and earn commission for each

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customer. It is essential to use the technique effectively and efficiently for marketing and self employment.

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COMPETITIVE ADVANTAGES OF FACEBOOK IN BRAND AWARENESS

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ABSTRACT

The paper aims to examine the development of competitive advantage in Facebook for brand awareness. The paper describes adynamic model of the simulation system associated with the stock of online communication and customer engagement, the increase of users and the geographic connection that social media provide. Facebook participants may use their online profile to interact with people they already know offline or to meet new people with whom they may share common experiences, photos, comments participation in online groups associated with brands Ellison, Steinfield. This engagement brings interaction with brands and people experience the brands with the use of social media and the possibility to add friends from their social network to the brand's network. This paper provide elements that need to be taken into consideration so that companies' economic investment on social media and Facebook can be effective bringing together the tank of benefits of social media as well as element that may hold consumers back from the communication campaigns of social media. Zuckerberg appears to recognize that the Facebook brand as a single monolithic entry point cannot be everything social to all people. Users have different needs, and those needs will be served separately branded products to deliver different experiences and attract and retain varied customer segments.. The strategic bet here is that a single customer interface is not necessary to maintain or even strengthen Facebook's technological lead and infrastructure scale. You can have several customer brands and interfaces and still enjoy these back-end advantages.

KEYWORDS: *competitive advantage; facebook; customer engagement.*

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INTRODUCTION

Facebook is a corporation and online social networking service headquartered in Menlo Park, California, in the United States. Its website was launched on February 4, 2004, by Mark Zuckerberg with his Harvard College roommates and fellow students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes.[8][9][10] The founders had initially limited the website's membership to Harvard students, but later expanded it to colleges in the Boston area, the Ivy League, and Stanford University. It gradually added support for students at various other universities and later to high-school students. Since 2006, anyone who is at least 13 years old was allowed to become a registered user of the website, though the age requirement may be higher depending on applicable local laws.[11] Its name comes from the face book directories often given to American university students.[12]

Online social mediaplatforms allow such two way communication to take place. "Social media are Internet-based channels that allowusers opportunistically interact and selectively self-present, either in real-time or asynchronously, with both broadand narrow audiences who derive value from user-generated content and the perception of interaction with others"

Many people believe that FB is prone to suffer a similar fate as their predecessors, and be wiped away when the next revolutionary social media is invented. FB has, however, proven multiple times that it can respond with imitation and innovation towards new competitors, and disruptive innovation, which its predecessors could not. Zuckerberghas said that FB is not meant to be cool, but to be a useful utility, and that his goal was not for users to spend a lot of time on his site, but that instead people's lives would be more efficient (Kirkpatrick 2012). Today user engagement is a key metric for FB revenue, and Zuckerberg's official opinion on the matter has changed. FB efficiency is important in terms of loading speed, high quality user interfaces, and intuitiveness of new features. . Facebook had over 1.18 billion monthly active users as of August 2015. Because of the large volume of data users submit to the service. On July 13, 2015, Facebook became the fastest company in the Standard & Poor's 500 Index to reach a market cap of $250 billion.

BACKGROUND OF THE RESEARCH

Social networks allow for an on-line discussion which nourishes the relationship, participation and networking among individuals in comparison with traditional media, which communicate only content without discussion. The interaction with social media has benefits since it enhances online communication. People participate in online communities and provide their points of view for the company or the product, share comments, upload pictures.

Social media depend on online communication with large groups of people with whom users share information and updates; different groups where one person belongs may merge together and the feeling of connection and communication. Customers are nowadays are co-creators of a company's marketing approaches and communication strategies argue that companies and consumers co-create value that goes beyond the existing brand identity and value proposition yet, may associate a brand with a specific related idea, concept, a common interest for many people rather than promoting only the brand. In that way, social links can be created that promote messages that go around members of an online group with a wider shared interest.

ANALYSIS OF THE DYNAMIC MODEL OF THE SIMULATION SYSTEM

This section deals with the individual dimensions of strategic management of technology for the development ofcompetitive advantage, which was developed using the concepts of dynamic configuration systems. Our dynamicmodel consists of: stocks, flows, converters and connectors. Each of these elements is further described in thissection:

 A Stock represents the accumulation of physical or non-physical quantity.

 A Flow represents an activity that fills or reduces a pool. The arrow indicates the direction of positive flow, in or out.

 A Converter can keep values stable or serve as an external input to the standard or convert inputs into results,through the user-defined algebraic relations or graphics functions.
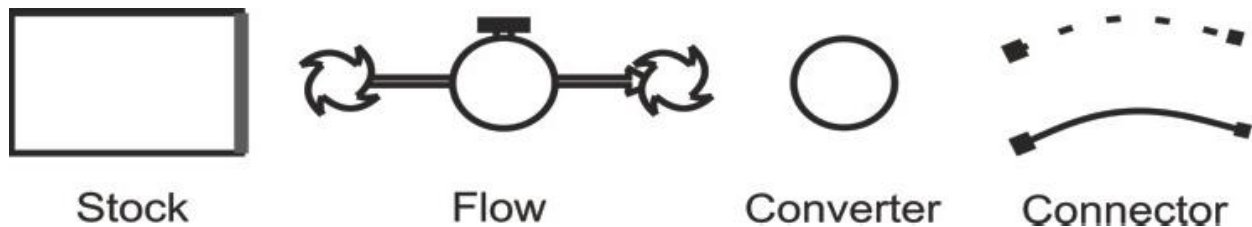

FIG. 1. DYNAMIC SIMULATION MODEL ELEMENTS

Through the user interface screen, we have the opportunity to run many scenarios, which shall approach ideal solutions for commercial success. We are enabled to achieve various deployment scenarios, in order to reach the ideal solution. we have the ability, via the user interface screen, to define the initial values of the model.

CORPORATE AFFAIRS MANAGEMENT

The ownership percentages of the company, as of 2012, are:

- Mark Zuckerberg: 28%,[114]

- Accel Partners: 10%

- Mail.Ru Group: 10%[115]

- Dustin Moskovitz: 6%

- Eduardo Saverin: 5%

- Sean Parker: 4%

- Peter Thiel: 3%

- Greylock Partners: between 1 to 2%

- Meritech Capital Partners: between 1 to 2% each

- Microsoft: 1.3%

- Li Ka-shing: 0.8%

- Interpublic Group: less than 0.5

- Facebook was named the 5th best company to work for in 2014 by company-review site Glassdoor as part of its sixth annual Employees' Choice Awards.

REVENUE

Revenues (in millions US$)

Year	Revenue	Growth
2004	$0.4[122]	—
2005	$9[122]	2150%
2006	$48[122]	433%
2007	$153[122]	219%
2008	$280[123]	83%
2009	$775[124]	177%
2010	$2,000[125]	158%
2011	$3,711[126]	86%
2012	$5,089[127]	37%
2013	$7,872[127]	55%
2014	$12,466[128]	58%

NUMBER OF ADVERTISERS

In February 2015, Facebook announced that it has reached two million active advertisers with most of the gain coming from small businesses. An active advertiser is an advertiser that has advertised on the Facebook platform in the last 28 days.

MERGERS AND ACQUISITIONS

On November 15, 2010, Facebook announced it had acquired the domain name fb.com from the American Farm BureauFederation for an undisclosed amount. On January 11, 2011, the Farm Bureau disclosed $8.5 million in "domain sales income", making the acquisition of FB.com one of the ten highest domain sales in history.

DESIGN

Zuckerberghas said that FB is not meant to be cool, but to be a useful utility, and that his goal was not for users to spend a lot of time on his site, but that instead people's lives would be more efficient. Today user engagement is a key metric for FB revenue, and Zuckerberg's official opinion on the matter has changed. FB efficiency is important in terms of loading speed, high quality user interfaces, and intuitiveness of new features.

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IS FACEBOOK'S COMPETITIVE ADVANTAGE SUSTAINABLE?

Facebook's competitive advantage is dependent on how well they adapt to their ever-growing pool of competitors. Twitter is rising up as the most powerful social networking company with more and more users joining every day. It is becoming a household name alongside Facebook, MySpace and LinkedIn, all three companies share a similar vision of "the free flow of information." In order for Facebook to sustain its competitive advantage, it needs to keep its users happy by continuing to improve the website, while adding more applications in order to keep their users loyal and have easy accessibility to the network. Facebook currently has more then 500 million active users that have invested a lot of time and energy into building their friend and client networks. For some people, having these huge networks of users translates into money and marketing opportunities. Because of this, it would take a big problem for people to start dropping Facebook. Users can access Facebook on their Smartphone's, i-pods, i-pads and other devices. Facebook has been adapting to all new technology to sustain its competitive advantage and be known as the top social networking website. Facebook's customers **expect privacy.** They want to know that their profiles and private information are safe from hackers, stalkers, and others that are looking to exploit their personal data. It is important for Facebook to uphold its practice of keeping users' information safe and accessible to people according to their account settings. Users trust Facebook with their private information and this is mainly due to how long Facebook has been around providing user support and added security as necessary. They also have a page dedicated to user security with sections dedicated to the cyber security of educators, law enforcement, parents, and teens. This customized security provides peace of mind to its users

and Facebook is always scouring the site for Malware, Viruses, and other potential threats to account security.

DO YOU KNOW WHY FACEBOOK EXISTS? AND WHERE IS THE SUSTAINABLE COMPETITIVE ADVANTAGE? AND THE VALUE ADDED?

Some people instantly answer: "Of course by selling data to the government!"Over the 11 years to 2015 Facebook's strategy has built he world's largest social networking site. But it is not so clear whether the company has sustainable competitive advantage over it rivals, and whether it can generate substantial business profits and addition to its respected service to the world community

YEARS OF GROWTH

Back in 2004, Mark Zuckerberg and some friends were Harvard university students writing computer programs to provide a social network connecting their follow students. The result was the first version of Facebook - free lively and popular.The service was so successful that it was first extended to other US universities, then across the US and finally to other countries. By early 2011, it had become the world's largest social networking site with over 500 millions users.

SOCIAL NETWORKING COMPETITORS AND CUSTOMERS

From its early beginnings, social networking began to capture the imagination of many people. It provided a way of exchanging news,photos,events and contacts for anyone with internet connection. By 2010, it had over from search engine like Google and Bing and from entertainment sites like computer games as the main area of online activity.. Network effects

favor Facebook because for those who want to socially network, it makes sense to congregate on Facebook where everybody else is hanging out. There is only one square in the global village, and it is run by Facebook. Being on a different square from everyone else doesn't get you anywhere — you just miss the party. This makes Facebook's competitive lead, with over a billion users, a self-reinforcing advantage:

3 WINNING FACEBOOK MARKETING STRATEGIES FOR COMPETITIVE ADVANTAGE

I thought it'll be safe to say that most businesses have their own competitors. Let this article guide you on how to track your competitors and, perhaps, overtake hem. Thiswinning Facebook marketing strategies will help you gain competitive advantage.

1.KNOWING YOUR COMPETITORS

As a business owner, we should know our competitors' information because it could give us an advantage on how could our business benefit our customers better as well as how our business could be unique from theirs.

Identifying your competitors is just simply finding those businesses that offer similar products or services.

THERE ARE TWO TYPES OF COMPETITORS

- **DIRECT COMPETITORS**

   These are businesses that are offering similar goods or services with your business.

- **INDIRECT COMPETITORS**

   These are businesses that are offering different types of products but provide the same needs for your customers.

2. DO FACEBOOK COMPETITOR ANALYSIS THROUGH FACEBOOK INTEREST LIST

Facebook Interests lets you subscribe to interest lists or create your own. Guess by now, you already know that you don't even need to like your competitors' Facebook page just to track their posts or whatever they are doing. Through Facebook Interests, you can actually track all of them by just visiting the interest list you've made.

3. CONTROL FACEBOOK'S NEWSFEED

Once you've successfully done the steps above, the next thing to do is to overtake them by taking control of Facebook news feed especially if you know that you probably have some fans who liked both your page and your competitor's page.

SUSTAINABLE COMPETITIVE ADVANTAGES

Based on the preceding analyses, I consider FB's sustainable competitive advantages to be from lock-in and ability to imitate. This means that FB can maintain dominance through users being locked-in through network effects and switching costs, as long as competitors cannot provide a strong enough offering for users to switch. For all other capabilities, FB can maintain complete dominance given competitive parity. Through strong abilities to imitate, FB is able to integrate the best innovations competitors make that could potentially cause users to want to switch.

STRATEGIC ANALYSIS OF SUSTAINABLE COMPETITIVE ADVANTAGES

In this section the answer is provided to the thesis' first sub-question: what are FB's sustainable competitive advantages? by going through resources and capabilities that have potential, with the VRIO framework. For internal analysis, all the activities performed by FB and actors in its eco-system, to understand where resources and capabilities may reside, are analyzed. A list is created of all resources and capabilities that have been mentioned by other analysts, scholars, commentators, etc.

CRITICISMS AND CONTROVERSY

ELECTRICITY USAGE

On April 21, 2011, Greenpeace released a report showing that of the top ten big brands in cloud computing, Facebook was most reliant on coal for electricity for its data centers. At the time, data centers consumed up to 2% of all global electricity and this amount was projected to increase. Marcy Scott Lynn, of Facebook's sustainability program, said it looked forward "to a day when our primary energy sources are clean and renewable" and that the company is "working with Greenpeace and others to help bring that day close.

IMPACT

MEDIA IMPACT

In April 2011, Facebook launched a new portal for marketers and creative agencies to help them develop brand promotions on Facebook.[346] The company began its push by inviting a select group of British advertising leaders to meet Facebook's top executives at an "influencers' summit" in February 2010.

SOCIAL IMPACT

Facebook has affected the social life and activity of people in various ways. Facebook allows people using computers or mobile phones to continuously stay in touch with friends, relatives and other acquaintances wherever they are in the world, as long as there is access to the Internet

FACEBOOK SWOT ANALYSIS

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Strengths	Weaknesses
1. Integration with websites and applications 2. More than a billion active monthly users 3. Excellent users experience 4. Understanding of user's needs and behavior	1. Weak CTR of advertisements 2. Social network lacks of some features 3. One source of revenues – advertisements on Facebook 4. Attitude towards users' privacy 5. Lack of website customization 6. Weak protection of users' information

Opportunities	Threats
1. Increasing number of people using Facebook through mobile devices 2. Expansion to China 3. Diversify sources of revenue 4. Open Facebook marketplace	1. Increasing number of mobile internet users 2. Users using ad-block extensions 3. Slow growth rate of online advertising 4. Identity thefts 5. Weak business model

CONCLUSIONS

In this research paper, we tried to analyze the brand awareness of the Facebook and the competitive advantage that creates. In addition we designed a dynamic simulation model for the commercial success of consumer behavior. The results of the simulation model provide the competitive advantage of the Facebook and generally ofall social media and online communication. Simulation programming and dynamic simulation models such as I Think can provide future plans of the process, in order to demonstrate and guide the company to the optimal perspective that a company attempt if the theory applied. System can help to find the solution in the decision making process for improving competitive advantage. Advertisers compete for ad real estate on the internet; provided mainly by a few large companies such as Google and FB. This means FB is capable of capturing most of the value. FB allows advertisers to choose their own pricing model and they tend to choose low-powered incentive structures under the misleading name: pay-for-performance, which overall hampers value creation for users, advertisers, and FB.

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RELATIONSHIP MARKETING THROUGH SOCIAL NETWORKING SITES

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ABSTRACT

Relationship marketing is mainly concerned with focusing on long-term relationships with customers, competitors, and other important influence markets. Relationship marketing is all about keeping the customer for the long-term; In his the life time value to the customer has to offer. Relationship marketing means reaching out to your customer base and keeping them engaged not only with your products and services, but through your online content and community Traditional firms have established strategies to encourage customers to visit their stores again and again. With the rapid increase in online purchases, businesses have been forced to their products and services through the internet. Online websites create new challenges when it comes to relationship marketing, especially as when click of a button move a consumer to competitor websites.

KEYWORDS: *Relationship Marketing, Social Networking Media.*

INTRODUCTION

RELATIONSHIP MARKETING, AS A CORNERSTONE OF SOCIAL NETWORKING MEDIA

Social network strategies are an essential part of relationship marketing. Many firms have a business profile on popular social network sites like Facebook. Consumers are encouraged to join the firm's social network group/profile through various online links. Once consumers have joined the firm's social network group the firm has valuable information about the consumer (through the consumer's profile information) which it can be used for relationship marketing.

Social media has become a primary tool for higher levels of consumer attachment directly Driving lead generation through interaction and content sharing that is especially relevant to all companies.

Social media is simply taking real-life relationships and pulling them online. If you know how to build relationships in life, you already know how to build them through social media. The process of building relationships with prospective and current clients is called relationship marketing Social media networking has changed the way we look at relationship marketing

Seth Godinwrites "Relationships are built on a gift system, the idea being that you should share your intellect and knowledge and it will pay off. There are three "gift circles" According to Godin, the third one including gifts to online consumers,Second to friends of consumers and Third to friends of friends. This huge circle gives you the potential to build relationships with numerable new connections. These relationships, though grown out of the digital world but are more important and more profitable at the end for the businessman"

WHY RELATIONSHIP MARKETING THROUGH SOCIAL SITES IS ESSENTIAL?

(1) CREATE AWARENESS:A big challenge to face in these days are proving to consumer the impact and benefits of their products or services; this is where social media comes in. Social media serves as a set of tools to promote your new business and generate interest for existing business in making long lasting relations with consumers.

(2) SPREAD THE WORD FASTER: Just a few years ago, social mediasites didn't existand now it's the primary way people receive news and share it. You can reach a much wider audience with your message, and faster than ever before. Now there is a great opportunity to create a strong social media platform for your business and sharing great content, joining in on typical conversations, and constantly engaging with your consumers to create sound relationship with them.

(3) CULTIVATE RELATIONSHIPS: The practices of traditional marketing, such as running ads, commercials, and other one-way forms of promotion are rapidly fading because, the rise of relationship marketing is taking a front seat. Relationship marketing means reaching out to your customer base and keeping them engaged not only with your products and services, but through your online content and community.

STEPS TO EMBRACE RELATIONSHIP MARKETING THROUGH SOCIAL SITES

1. START BY LISTENING: This is most important that you should listen to what others are saying and where they are hurting. Don't assume you know what they want and send a message without genuinely listening to them and caring about what they need.

2. PROVIDE VALUE: In social media, there are a couple of ways you can provide value to others. One is by providing fun or thought-provoking ideas. For this, think of fun or funny pictures, videos and quotes that get attention. These are best in platforms like Twitter and Facebook. For serious business, you can use the same platforms but present your solutions in a more serious format.

3. ABIDE BY PROTOCOLS OF THE NETWORK: Each social site has certain protocols by which you should abide. For instant: Twitter is not the place to put long-form content, although you can provide a link to it which willlocated elsewhere. Find what is right in that particular social site and abide by it.

4. USE REAL NAMES: Connect with people one-to-one using their real names. Personalize your messages where appropriate and where possible. The more specific and personal you are the more social it is and the more effective it will be.

5. CROSS-CONNECT: A person is not a "Facebook person" They are human beings who all have various interests, desires, needs and emergencies of the moment. Realize that people should connect with you and your content through various social sites. They might read an article you publish on social sites and then be interested in watching your YouTube video as a result. Use the advantages of each social site to better connect with people.

TECHNIQUESOF ONLINE RELATIONSHIP MARKETING

(1) CUSTOMIZATION: Some websites offer customers the opportunity to customize their products online and view how they would look if purchased. This not only provides a unique experience but encourages the customer to develop an attachment to the product they have customized

(2) ONLINE QUESTIONNAIRES: Many websites ask customers to feedback their experience of using the product at the end of their visit to the web site. Feedback information can be analyzed very quickly to find out what improvements should be made in the product. And due to this if some alternations in product can be implemented within a short space of time.

(3) E-VOUCHER: Regular customers are often sent e-vouchers that give them discounts on their next purchase. Vouchers can be targeted around what the customer frequently buys. Firms may have software to identify customers that have not purchased from them for a while and send a voucher to try and entice them back and re-establish the online relationship.

(4) ONLINE CHAT: To recreate a high street consumer relationship some websites offer the option to chat via web cam or chat window. This gives the opportunity for users to talk to sales persons via the web. The customer is able to have their questions answered straight away and the firm has an opportunity to try and sell their products to an interested customer. Online chat allows their employees to connect with customers from around the world and make sound relationship with them .

(5) CUSTOMER SERVICE: Customer service is the key to maintaining long term online relationships. It is important to ensure that the customer receives excellent customer service prior to, during and after a sale (post-transactional strategy).. If the customer feels that the process for returning and liaising with the online retailer is long or complicated, they are likely to take their business somewhere else.

PROS AND CONS OF USE OF EFFECTIVE SOCIAL SITES IN RELATIONSHIP MARKETING

PROS

- compelling and relevant content will grab the attention of potential customers and increase brand visibility
- 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 engines, 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

- Promotesbetter consumer relationship.

CONS

- you will need to commit resources to managing your social media presence, responding to feedback and producing new content

- it can be difficult to quantify the return on investment and the value of one social site over another social site.

- ineffective use - for example, using the network to push for sales without engaging with customers, or failing to respond to negative feedback may damage your reputation
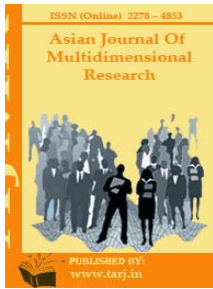
CONCLUSION

In last we conclude that although there are some limitations when relations with consumers are built through social sites but due the present scenario if a business firm wants to survive in this competitive world than it will have to adopt these social media marketing techniques. Now these days social media has become very popular and advance and more over people also want to be interacted by the firm through these social sites. In short relationship marketing through social sites has become a need of a present organization.

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E-MAIL MARKETING: A REAL DIALOGUE WITH CUSTOMER

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ABSTRACT

E-marketing is a traditional marketing using information technology but with some twists. It includes, such techniques as tale marketing, e-mail marketing. E-mail is the number one activity of internet users which is why e-mail can be such an effective marketing tool. The success of e-mail marketing depends upon responses come and how often they are received. Using an e-mail program like constant contact to help you buld send and track e-mail newsletters is an extremely important part of marketing effectively.

KEYWORDS: *E-marketing, Traditional Marketing, Information Technology.*

INTRODUCTION

Marketers have been using electronic tools for many years but the internet and other information technologies crated a flood of interesting and innovative ways to provide customer value. E-marketing is a traditional marketing using information technology but with some twists. It includes , such techniques as tale marketing, e-mail marketing. E-mail is the number one activity of internet users which is why e-mail can be such an effective marketing tool. E-mail is used by significantly more people worldwide than web. If is highly cost effective form of electronic direct marketing that is growing. It is a method of advertising by mail where in the recipient of the advertisement has consented to receive it. As a marketing tool it is easy to use. Costs little to produce, costs next to nothing to send and has the potential to reach millions of willing prospects in matter of minutes.

E-MAIL HAS SEVERAL ADVANTAGES OVER

 Postal direct mail, first it requires no postage or printing charges. The average cost of an e-mail message is less than $ 0.01 compared to $ 0.50 to $ 2.00 for direct mail. Second e-mail offers an immediate and convenient avenue for direct response. In fact e-mail ads offline direct users to web sites using hyperlinks. Third and perhaps most important e-mail can be automatically individualized to meet the needs of specific users. The most important cement of this form of

marketing is that you are only sending your message to these who have asked for your offers, or agreed to receive them.

DATA TO SUFPEET E-MAIL MARKETING

On the internet in 2005 it was estimated that worldwide that with the current rate of growth, the average e-mail user can expect to receive 3900 unwanted e-mail messages a day. Because its cheapness and ease of use, the potential for abuse of e-mail is greater than for other communication system. According to the Yankee group survey, 72 percent of the us population is on line. Of that group. 93 percent regularly cheek e-mail from home and 85 percent check e-mail from work. Firms use outgoing e-mail to make announcements to send promotional offers, or to communicate anything important and relevant to stake holders. When Amazon tested free shifting an orders over $49 in 2001 and over $ 25 on 2003 C.E.O sent a message to Amazon's customers informing them of the new offering. Many firms send out periodic e-mail newsletters an excellent tool for communication with clients.

PERMISSION BASED E-MAIL MARKETING

Sending e-mail to people who did not personally request information from your company is spam, spam cheapens the company brand and takes away company trust. Just as with a web site traffic the key is quality of leads, not quantity. When renting e-mail address lists from list brokers, marketers showed search for lists that are garneted to be 100 percent opt-in. The opt in qualification means that users have voluntarily given permission to receive commercial e-mail about topics of interest to them. Web users have many opportunities to opt-in mailing lists at web sites often by simply checking and entering an e-mail address. Research shows that lists with opt-in members get much higher response than do lists without. Marketing messages to opt-in lists can generate response rates of up to 90 percent quite good when compared to 0.05 percent click through rates on banner ads opt-out is similar to opt in however users have to uncheck the box a web page to prevent being put on the e-mail list opt- in techniques are of a bigger traditional marketing strategy called permission marketing.

E-MAIL NEWSLETTERS

E-mail newsletter can be an excellent way to promote a company. But the content length and frequency of purification must all be carefully considered. E-mail newsletters are a growth area because they provide many benefits such as they personalize the communication with tailored content, point recipients back to the company web site. They regularly and legitimately promote the company name to clients and make it easy for clients to pass along the information to others. Newsletter should not include company history, company news or about us information in it, unless it is being sent to investors. The truth is customer just don't care what is happening in company but they just want to know how company can help them. Great content is anything that will interest the customer. And just like home page, newsletter has only seconds to capture a customer's attention before in ends up in the trash.

FUNDAMENTALS OF E-MAIL MARKETING

There are various fundamentals & suggestions for delivering success full permission based e-mail marketing:

GOOD ORIENTAL MARKETING

For a marketer, to effectively target his ideal audience, he must first understand who his audience is knowing some basic characteristics about customer will help to determine the most effective marketing plan and design. The most appealing e-mail marketing. So the goals, the target audience must be clear by utilizing features that attract specific audiences to capture their trust, attention and loyalty. There are few examples of very different audiences such as according to woman trend a Washington consulting firm, 80% of all household purchases are made or influenced by woman. Women of all ages formerly use the internet to some time and money. They see the value in 24 hour availability   and being able to compare prices quickly and early without any sales pressure. Seniors are also an attractive target for e-mail marketing. They are skeptical about the security issues of buying online, the younger generation relies heavily on internet and their peers.

GAIN ACTIVE CONSENT AND RECOGNIZE LEVELS OF PERMISSION

It provides a mechanism to build an e-mail list. When a customer offers their e-mail address and demographic information. It's the same as getting their trust. Don't abuse it. If a company is not going to sell the customer's information. It is not difficult to gather e-mail address. When enticing people to join your list don't ask for too much personal information too fast   for a web site to require this type of information up front. Before going mutual respect and trust is just as offensive. Start by asking for only their e-mail address and name rest of the information can be filled with future marketing efforts and promotion. Just as with friendships, it takes time to get a clear picture of who your best customer are and what exactly they want out of your news letter and web site. Trade shows and networking events are also great places to collect business cards and e-mail to address. But don't assume every one that gives their business card automatically wants to be on your e-mail list. Spam is a very sensitive issue.

E-MAIL HOSTING SERVICES

First name personalization has be come standard. Studies show personalization can increase response rate by 64% E-mail hasting programs is easy to build. Send and track e-mail campaigns for minimal costs. These are now smaller services available to help small businesses with lower budgets get their e-mail campaigns off the ground. Name e-mail list program is constant contact. Its free for the first 50 e-mail so it gives small businesses time to grow their list before having to commit to a monthly fee. Once the list begins to grow, the cost is still cheap.

KEEP THE MESSAGE SHORT AND SIMPLE

Copy that is short and to the point works better. Design that is simple and draws the reader to the call to action will increase response rate. What sets online marketing apart from reality and marketing methods is the ability to track campaigns right down to the image people clicked on to buy a product. If e-mail do not encourage people to click. It won't be able to track what part of e-mail campaign is working. There are two important reasons to keep e-mail short first long newsletter with multiple departments will be harder to keep updated this could hamper your ability to send newsletters constantly and provide solid information. Second it you provide too much information in the initial e-mail customer won't click through to your web site.

SUBJECT LINE FOCUSES ON BENEFITS

There is more chance the message mail be opened if the subject conveys that e-mail's value. With more and more e-mail up all of our in –boxes daily. It is especially important to write a great subject line. In fact, subject line is one of the most important features of your e-mail marketing efforts. It's the first impression. These few words either entice a potential customer to click on the message or cause them to hit the delete key. Never send an e-mail to undisclosed receipients or provide as the sender. These two things screem spam always use a company name or a real person's name as the sender.

TESTING AND TEMPLATES

Using an e-mail program like constant contact to help you buld send and track e-mail newsletters is an extremely important part of marketing effectively. E-mail list hosting services not only take away the over work of manually subscribing and unsubscribing uses to your database. But these services also automatically test e-mail newsletters on all e-mail programs such as text only.

CONCLUSION

Besides the ease of managing and sending e-mails, programs such as constant contact allows to track the success of a campaign by providing reports detailing which links and images subscribes clicked on. This allows to know precisely which promotion and content produced. The success of e-mail marketing depends upon responses come and how often they are received. Response more likely to warrant higher value or interested prospects. A big budget company could spend upwards of a million dollars just on the technology alone that goes in to creating a personalized effect. The continued success of Amazon. Com is a direct result of its extremely efficient use of its personalization technology. Thus a marketer can make successful dialouge with its customer. It is able to create and, customer through e-mail marketing.

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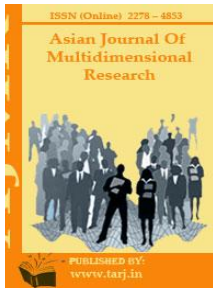## WEBSITES

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www.business2.com

www.comscore.com

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www.businessweek.com

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COMPETITIVE ADVANTAGES THROUGH FACEBOOK

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ABSTRACT

Social networking sites are increasingly attracting the attention of academic and industry researchers intrigued by their affordances and reach. Today social networking commonly refers to all those activities that are carried out within specific online services that provide free space software tools which allow creating networks of people. In other words the social networking service is a web site that allows s individuals to construct a public or semi-public profile. User's data are not only constituted by vital statistics, but they include a lot of other information which pertains to user hobbies, passions, interest and professional background and so on. This kind of personal data, all spontaneously provided by the users her/himself, permit to create interconnected networks of people who decide to put in common their interests and to have an online identity which fully describe them. The rise of social networking websites such as facebook over the past decades has been nothing short phenomenal. Once regarded as nothing more than a passing "fad", these websites have grown to astronomical proportion each websites currently boasts 60+ million unique visitors each month. Certain businesses are beginning to notice the potential for reaching out to their target audience through this new medium and have already begun a series of advertising efforts in order to do so. However the spend on this form of advertising is relatively minor compared to other efforts. Facebook belongs to the online social networking industry. Companies like facebook usually do not release official visitors or revenue number. But good estimates are available online.

KEYWORDS: *Facebook, Social Networking.*

INTRODUCTION

As we all know social media, especially Facebook, is proven to be a very valuable and influential communication tool in this technological era. As a great networking tool for the 21st century, millions around the world are utilizing its immense features, whether it's for personal or business reasons.

Media industries are exploring different ways of marketing and advertising various content, programs, services and products to mass audiences. Social media could be an innovative platform in which media networks, broadcasters and businesses can utilize its features to their advantage.

COMPANY AND INDUSTRY BACKGROUND

FACEBOOK.COM

- Facebook.com is a free social networking website operated by Facebook Inc.

- Founded in 2004 by Mark Zucherberg as a network for ivy league schools

SOCIAL NETWORKING INDUSTRY

- Websites focus on building online communities of people having shared interest. Social network have common themes of information sharing, person-to-person interaction and creation shared & collaborative contents.

- The industries have been successful in getting a large number of people at one place, but not very successful in monetization.

- Two-third of the world's internet population1 visit a social network or blogging site and the sector now accounts for an almost 10% of all internet time.

LONG TERM OBJECTIVES

- To become part of daily life by becoming a complete communication tool.

- Brings people and businesses on the same page to deliver services.

- Create an enjoyable and useful online experience so that user engagement grows.

MISSION, VISION

MISSION: To connect people or an innovate platform that fosters increasing interaction. It should have an emotional connection.

VISION: To provide users with value beyond interaction. They should work to facebook to find answer to question like, "which car should I buy". – All this based on the power of social recommendation.

EXTERNAL ENVIRONMENTAL ANALYSIS

Special Issue

POLITICAL - pressure to crack down on child predators - increased emphasis on privacy	**ECONOMIC** - greater affluence, leading to more number of users online
PEST	
SOCIAL - "Everyone's on it" & there is a pressure to belong	**TECHNOLOGY** -increased in broadband speed and penetration

INTERNAL ENVIRONMENTAL ANALYSIS

- **STRENTH**

1. Huge active user base.
2. Popular platform for application development.
3. Present in all geographies.
4. Translated in over 40 languages.
5. Email and chats are integrated.

- **WEAKNESS**

1. Weak at monetizing the user base and delivering a high number of ad's per user.
2. Inability to manage applications feeds leading to clutter on the website & reactions from users.

- **OPPORTUNITY**

1. Advertising is moving towards targeted ads and not blanked advertising. FB is perfectly positioned for this since it has a huge amount of personal information and preferences.
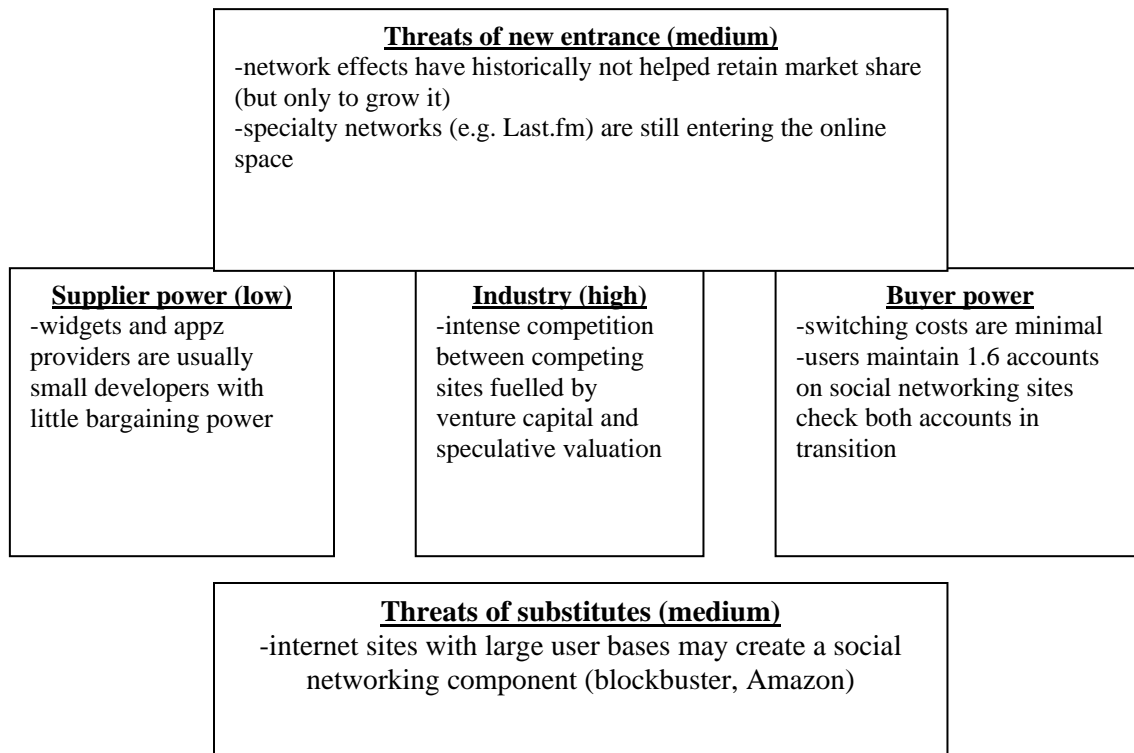2. Improve email and chats.

- **THREATS**

1. Social networking audience is fickle and they frequently shift providers.
2. People may grow tired of the highly structured FB and move to myspace.
3. People have privacy concern with Facebook.
4. Risk of losing videos and images.

Special Issue

SWOT ANALYSIS

STRENGTH – WEAKNESS	STRENGTH – THREATS
1. Increased targeted advertising and develop 'local ads'- a way of showing products relevant to the user's location. 2. Improve quality of the integrated email and chat apps.	1. Try to deliver localized content and ads (i.e. move beyond the language transition). 2. Improve development platform on aspects like security, privacy and monetization and limit clutter.
OPPORTUNITY – WEAKNESS	THREATS – WEAKNESS
1. Work on ways to reduce the increasing amount of clutter on FB homepages. 2. Create more monetization opportunities.	1. Always keep enhancing and innovating features to keep user's coming back to the website. 2. Increase opportunities to customize pages without ruining designs.

PORTER FIVE FORCES

Threats of new entrance (medium)
-network effects have historically not helped retain market share (but only to grow it)
-specialty networks (e.g. Last.fm) are still entering the online space

Supplier power (low)
-widgets and appz providers are usually small developers with little bargaining power

Industry (high)
-intense competition between competing sites fuelled by venture capital and speculative valuation

Buyer power
-switching costs are minimal
-users maintain 1.6 accounts on social networking sites check both accounts in transition

Threats of substitutes (medium)
-internet sites with large user bases may create a social networking component (blockbuster, Amazon)

POSSIBLE SUCCESS FACTOR FOR INDUSTRY

- **DESIGN:** ease of use, attractive etc.

- **TARGET MARKET:** some site target niches, some target geographies

- **ACTIVITY FOCUS:** target market can be connecting people over relationships, or over shared interests.

- **USER ENGAGEMENT:** site needs to retain user minutes.

Special Issue

- **TRANSACTIONS:** innovation features like applications, people you may know, pokes, comments, likes etc, serve to increase user transaction.

- **PRIVACY:** privacy filters and controls.

- **ENTRY BARRIERS:** easy sign ups.

- **TRUST:** different outlooks to trust.

- **LOCALIZATION:** local content, languages etc.

SUMMARY FOR SUCEESS FACTOR

KSF	WEIGHTS	MYSPACE	FACEBOOK	TWITTER
PEOPLE TO PEOPLE INTERACTION	25%	4	9	7
PACE OF INNOVATION	20%	7.5	9	7
APPLICATION AVAILABLE	20%	6	7	9
USER ENGAGEMENT	15%	6	9	3
NETWORK EFFCT	20%	7	8.5	7
TOTAL	100%	8.5	8.5	6.8

COUNTRY WISE PENETRATION OF FACEBOOK USERS

COUNTRY WISE	PERCENTRAGE
US	50.22%
BRAZIL	34.88%
INDIA	5.44%
MEXICO	36.89%
UK	49.46%
FRANCE	38.99%
TURKEY	42.22%

FACEBOOK USERS

Special Issue
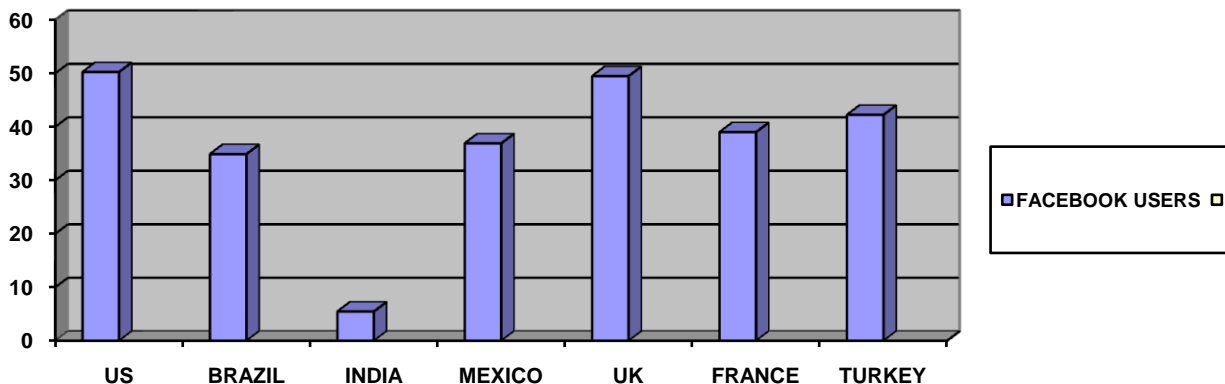
STATISTICAL DATA COUNTRY WISE FACEBOOK USERS

1. The aggregate end clients Facebook from the America are around 160 millions.

2. At number 2 we have a nation of South Asia. India brings up the position with aggregate facebook clients roughly 62 million.

3. Here the women and honorable man both take an equivalent support in the long range informal communication site, and the aggregate no. of clients comes up to 68millions.

4. Mexico is found in the center spot with 38 millions aggregate clients.

5. From pretty nearly 33 millions clients here, around 51% are the women.

6. We have France with 25 millions clients devoted to Facebook.

7. We have Turkey 32 millions clients offering their lives to one another on facebook

ADVANTAGES OF FACEBOOK THROUGH SOCIAL NETWORKING

1. **WORLWIDE CONNECTIVITY:** No matter if you are searching for a former college roommate, your first grade teacher, or an international friend, no easier and faster way to make a connection exists than social media. Although Facebook, Twitter, LinkedIn and Pinterest are probably the most well-known social networking communities, new websites are popping up regularly that let people connect and interact over the Web.

2. **COMMANALITY OF INTEREST:** When you opt to participate in a social network community, you can pick and choose individuals whose likes and dislikes are similar to yours and build your network around those commonalities. For instance, if you are a chess aficionado, a book lover or have a particular political leaning, you can find and interact with those who share your interest.

3. **REAL-TIME INFORMATION SHARING:** Many social networking sites incorporate an instant messaging feature, which lets people exchange information in real-time via a chat. This is a great feature for teachers to use to facilitate classroom discussions because it lets them utilize the vast store of information available on the Web. This can be a great time saver for the teacher - since students no longer need to visit a library to conduct research- and it can be a great way to engage distracted learners.

4. **TARGETED ADVERTISING:** Whether you are non-profit organization that needs to get the word out about an upcoming fundraiser or a business owner marketing a new product or service, there's no better way than social media to get your message in front of millions of people 24/7.

   Although social media can be used to spread a company's message for free, fee-based advertising options are also available. One of the best aspects of social networking is the ability to deliver your content only to those users with the most potential interest in your product or service. Each social platform offers an array of tools that enable a business to deliver specific content to a very specific target group. This approach can maximize targeted reach while minimizing waste.

5. **INCREASED NEWS CYCLE SPEED:** Undoubtedly, social networking has revolutionized the speed of the news cycle. Most news organizations now rely on social media sites to collect and share information. Social media - especially Twitter - is steadily becoming a

mainstream source for breaking news. Today an individual can know, in real time, what is happening throughout the world. This has led to the development of a nearly instantaneous news cycle as everything from terrorist attacks to local car crashes get shared on social media, quickly alerting their intended audience of the event.

DISADVANTAGES OF FACEBOOK THROUGH SOCIAL NETWORKING

1. BACKLASH: A joke among friends is one thing but a joke with the world at-large is much different. When potentially offensive content is posted online, the amount of feedback can be excessive and is often brutal. This is particularly true with highly opinionated subjects like politics and religion. This backlash can also have a long-term impact on a person's future, especially in a world that has fallen prey to over-sharing. Even high school students are learning that comments they post on social media can influence whether a college approves their application for admission**.**

2.CYBERBULLYING AND CRIMES AGAINST CHILDREN: Use of social networks may expose individuals to other forms of harassment or even inappropriate contact. This can be especially true for teens and younger children. Unless parents diligently filter the Web content their family views, children could be exposed to pornography or other inappropriate content.

Besides unleashing age-inappropriate content, the digital age also gave birth to a social phenomenon - cyberbullying. It is often levied more harshly against young females that males and, unlike traditional bullying, it is not limited to physical interaction. Cyberbullying can happen 24 hours a day, every day of the week. Adding to this realm of cyber abuse are the anonymous social media sites which can elevate the severity of the assault - under the false promise of privacy.

3. RISKS OF FRAUD OR IDENTITY THEFT: Whether you like it or not, the information you post on the Internet is available to almost anyone who is clever enough to access it. Most thieves need just a few vital pieces of personal information to make your life a nightmare. If they successfully steal your identity, it could cost you dearly. A report on Bank rate reveals Millennial are one of the fastest growing groups to be victims. This is linked to the group's comfort with sharing everything online - including personal information.

4. TIME WASTE: Business Insider reports that social media is the most popular use of the Internet - surpassing email - and smartphones and other mobile devices seem to be the driving force behind this trend since 60 percent of the traffic is from a mobile source. The GlobalWebIndex poll shows that 28 percent of the time spent online is on social networks. With these types of numbers, some of the time spent on social media occurs at work. When these visits are for non-work related activity, it can cost companies money through lost productivity. A report on Forbes states that 89 percent of responders admitted to wasting time on social media while at work.

5. CORPORATE INVASION OF PRIVACY: Social networking invites major corporations to invade your privacy and sell your personal information. Have you ever posted a comment on Facebook, only to notice an advertisement appear with content related to your post? Last year, Facebook earned an estimated $16 billion in ad revenue. That's not bad for a free site.

If Facebook and other social networking sites don't charge their members, however, how do they make so much money? They do it by selling the ability to specifically target advertisements. On social networking sites, the website isn't the product - the users are. These

sites run algorithms that search for keywords, web browsing habits, and other data stored on your computer or social networking profile and provide you with advertisements targeted specifically to you.

BEST PRACTCES

When using any social media platform, take responsibility for your own safety and never join a group just because it is trendy or all your friends are doing it. In evaluating the advantages and disadvantages of social networking, it's best to err on the side of caution and protect your privacy. Be careful with what you post and treat others as if you were in a face-to-face situation.

RECOMMENDATION

1. MONETIZATION

- Focus on monetization to improve valuation when it needs to go in for further funding.

- Use the 'status updates' to deliver targeted advertisement.

- Deliver 'local advertising' based on user location.

2. APPLICATIONS

- The display of updates from applications annoys users & results in comparisons with myspace. This should be controlled.

- Privacy concerns from apps to be addressed.

- Clutter forces users to miss out on news about the people they are interested in

3. COMMUNICATIONS

- Improvement in storage, archival and search in the email and chat functions. (Challenge is for FB to become the user's primary email and chat client).

- Solve the problem of how businesses can contact customers looking for services in a manner that does not infringe privacy.

CONCLUSION

Weighing the scales as well, where we put the advantages and disadvantages of Facebook, we can conclude that, If Facebook is used in the right proportions and with proper care, it can be a powerful tool for marketing and networking. Specially, for any online or offline business, one can leverage the power of Facebook for success of their business. Though, looking at all the advantages of Facebook, I would say we can always disregard various Facebook disadvantages. Inclusive you can make money on Facebook. It's why Facebook has become, in a short time, one of the most widely used marketing tools in today's world.

IMPACT OF SOCIAL MEDIA MARKETING ON BUSINESS

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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 21't century, enabling us to express our belief, ideas and manner in an absolute new way. The meteoric growth of community websites, such as Twitter, Facebook and Linkedln, have usher the world into a new era of social media. 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. This paper includes meaning of social media marketing, its impact on business, its various tools, problems faced by social media marketing and suggestions to solve them.

KEYWORDS: *Social Media Marketing, Technology.*

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 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. 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.

OBJECTIVES OF THE STUDY

- To have clear understanding of what social media marketing is.
- To find out the impact of social media on business.
- To know the various problems affecting social media marketing.

FINDINGS

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.

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.

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.

REASONS SOCIAL MEDIA MARKETING SHOULD TOP A TO-DO LIST

Here are nine reasons social media marketing should top your to-do list:

1.) YOU GET TO SEE YOUR TARGET MARKET, UP CLOSE AND PERSONAL: Part of what makes marketing with Facebook and Twitter so cool is the interaction you get to have with your customer base – you can read their tweets and status updates to get insights into their daily lives (and maybe adjust your marketing strategy as a result).

2.) YOU CAN RESPOND TO PROBLEMS IMMEDIATELY: If there's a problem with your product or service, you want to know about it immediately. With the feedback you get in the process of social media marketing, you'll be the first to know when there are issues – and you can take steps to resolve them right away. Study after study has shown that consumers appreciate companies that respond to customer complaints (and don't hesitate to rant online to anyone who will listen when companies don't take the time to make things right).

3.) YOUR COMPETITION IS TWEETING AND FACEBOOKING LIKE CRAZY: The early bird gets the worm, and the sooner you start up Facebook and Twitter pages, the sooner you can start amassing a ton of fans and followers. This isn't something you want to fall behind the competition on, because it's much harder (and more expensive) to play catch up than it is to get in on the game early. Truth be told, your competition is probably already marketing with Facebook, and maybe even Twitter and LinkedIn, too.

4.) PEOPLE ARE RECEPTIVE TO YOUR MESSAGES: People view Twitter and Facebook as social networks, not marketing machines. As a result, they're less likely to see what you post as an advertisement and will be more likely to hear what you have to say.

5.) IT WILL GET YOU MORE SALES: Not surprisingly, when you stay in front of your customer base, they're more likely to buy from you when they need the products you sell. Social media marketing doesn't just keep your company's name in front of potential buyers, but it also gives you the opportunity to constantly give them incentives to buy. Try Tweeting or posting coupon codes, good only to those who are your Facebook fans or Twitter followers (around The Content Factory, we call them "Tweeps"). You'll be surprised at how many people make purchases using the code!

6.) YOU WILL FIND CUSTOMERS YOU DIDN'T KNOW EXISTED: If you follow specific keywords in Twitter, you can find people who are looking for the products you sell (and then direct them to your site). Using Twitter for marketing is great that way – telling people who want your products how to get them from your company is just an @ sign away.

7.) CUSTOMERS YOU DIDN'T KNOW EXISTED WILL FIND (AND BUY FROM) YOU: In the process of marketing with Facebook, you'll probably join a ton of groups related to your products, industry and customer base. By posting links in these groups, you'll help influence customers to check out your site. Post a link today, and two weeks later you might see a sale from it.

8.) IT'S FREE: How can you argue with that? If you handle your own social media management, running a social networking campaign is as cheap as it gets. If you hire a social media management or online PR agency, it will cost around $3,000-$7,000 per month, but it'll be an investment that you'll be likely to see a return on. If you're intimidated by interacting with people online or your writing skills leave something to be desired, hiring an online PR agency is

definitely the way to go. Posting poorly written content or conveying the wrong kind of messages on social networking sites can seriously affect your digital PR presence.

9.) THE SOCIAL MEDIA MARKETING ARENA IS A (FAIRLY) LEVEL PLAYING FIELD: Unlike the brick and mortar world where you need to have millions of dollars to run traditional ad campaigns, all companies start off on pretty equal footing when it comes to social media marketing. The people who thrive and go viral in cyberspace are the people with the most clever, attention grabbing tactics and the most useful, link worthy content. If you want to get lots of traffic and really increase your sales online, you're going to have to outwit, outnetwork and outwrite your competition while offering superior products and customer service. Isn't that what business is all about, anyway?

THE PILLARS OF SOCIAL MEDIA MARKETING

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%

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. 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.

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.

Special Issue

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 the ways they're connecting with customers on Facebook:

- **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.

- **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. Similarly 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.

- **CHECK-INS**

Mobile-device check-ins is a popular way to electronically announce the arrival at a location. 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.

- **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.

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.

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.

PROBLEMS OF SOCIAL MEDIA MARKETING

1. FAILURE TO UNDERSTAND SOCIAL MEDIA

Marketers often forget the chief purpose of social media, which is to bring Internet users together, thus giving them the chance to interact, share content and discuss topics that interest them. It is not a way for business owners to get to the top.

On the contrary, such obvious efforts are quickly ignored as social network users want to learn, find inspiration, converse and have fun, not have products and services sold to them. With this in mind, get to know social media thoroughly, and try to understand its use and purpose. Understanding its purpose is the only way to use it to your advantage.

2. INCONSISTENT CONTRIBUTION TO NETWORKS

Marketers are very often not consistent with their participation in social media, which is what's preventing them from building a steady fan base. The secret to a successful blog is to post new, engaging and fresh content daily. The same goes for the social networks where you're blogging about your products or services.

If you don't have the time to share material with your readers on a daily basis, then they will forget all about you. They will most likely go somewhere else for what they can't get from you—perhaps your competitors.

3. FACELESS RELATIONSHIPS WITH CONSUMERS

One of the most common social media marketing problems that business owners face has to do with lack of personalization. Although you may think that speaking on behalf of your team and signing posts collectively shows good team spirit, the truth is that your customers take it as being faceless.

SUGGESTIONS

1. Good social media marketing requires in-depth knowledge of its organization and a solid plan of how it can be used to achieve business goals. Remember that you should not just share information with those who use social networks; you should be taking part in the conversations yourself. You should read blogs, watch videos, have an active presence on the networks and perhaps even go through some proper training.

2. If you don't want to risk losing visitors and potential customers, make sure you have a very specific social media marketing schedule that you stick to no matter what. If you don't have the necessary time for it (as it can be rather time-consuming) then why not hire someone else to do it? Look for a content writer and curator who can post for you regularly. If you'd prefer

to do it yourself, then remember to always be consistent and engage your readers so that they choose to come back the next day. Make sure you have something even better waiting for them when they do.

3. Make sure there is always a name behind your posts: someone who really knows your brand and niche and who is going to put in the necessary time. This person should work as your spokesperson, get to know your target audience and existing customers well, and should spend time becoming familiar with their needs.

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 noninternet- based, marketing methods like word-ofmouth 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.
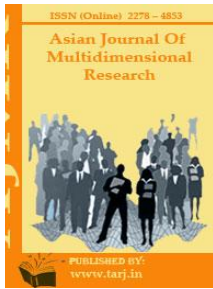
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SOCIAL MEDIA: A GAME CHANGER FOR RELATIONSHIP MARKETING

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ABSTRACT

Relationship marketing is a facet of marketing that focus on mutual value creation and retaining the customers, making the customers loyal by strengthening the connection between an organization and its customers. With the growing use social networking sites such as Facebook and Twitter as communication platforms, the game has changed as these networks have gained attention as tools that organizations can use to address current as well as potential consumers. Much of the table turning dynamic can be attributed to the fast changing technology and social media. Companies and brands now a day are beginning to realize that neither they can control the relationship, nor the message flow. Using social media as a channel for engagement raises interesting challenges for traditional RM marketers. These typically concentrate on the operational responses required to manage the customer. With social media, though, customers and their highly influential virtual networks are now driving the conversation, which can trump a company's marketing, sales and service efforts with unprecedented immediacy and reach. This paper aims to study the relationship marketing in context to social networking sites. With the growing popularity and use of social media, it becomes necessary to understand the strategies, pros and cons of marketing with social media.

KEYWORDS: *Relationship Marketing, Social Media, Marketing Mix Model.*

INTRODUCTION

Relationship marketing has been an emerging trend in marketing over the last two decades. In contrast to the traditional view of marketing, as best illustrated by the Marketing Mix model, relationship marketing does not subscribe to the notion that marketing communication occurs in one direction, with one active and one passive participant. Instead, relationship marketing attempts to form a two-way connection between the buyer and seller that is based on trust and mutual interest. Rather than just attract customers, it allows an organization to retain customers and enhance consumer loyalty.

Special Issue

Christian Gronroos (1992) defined the concept of Relationship Marketing as a process "to establish, maintain, and enhance relationships with customers and other partners, at a profit, so that the objectives of the parties involved are met. This is achieved by a mutual exchange and fulfillment of promises".

Social networking is a relatively new phenomenon in the online world, but it is quickly gaining mainstream approval as more and more people sign up for these services and performs a major part of their social interactions online with these networks. A service niche that was once limited to small audiences of early adopters now serves hundreds of millions of users on a regular basis. This study emphasis at relationship marketing in the context of the online social networks such as Facebook and Twitter.

STATEMENT OF THE PROBLEM

Consumer is the king of the market. Now a day one out of two people is on the social networking site for social group and communications. Marketing, like all other disciplines affected by innovation, is in a constant state of change. Marketing on online social networks presents an opportunity for companies to reach out to individuals who are genuinely interested in their products and services, but in case a consumer that does not perceive any form of value in committing to the relationship is unlikely to maintain it, and the relationship will fail to reach its full potential. Therefore, the successful marketer must identify at which point in time a certain subset of the overall user category can be targeted for relationship marketing efforts.

LITERATURE REVIEW

Rashtchy, Kessler, Bieber, Shindler, & Tzeng (2007) found that Internet is the number one source of media at work and the number two source of media at home, Consumers are also more willing to make information searches and purchasing on social networks than ever before.

Cox (2010) also investigated the correlation between age and attitude and found that social network user attitude toward online advertising formats (i.e. blogs, video, and brand channel or page) differed to some extent across age groups and found that online advertising formats with positive attributes are welcomed by users; however, ads that are intrusive or interfere with online social networking activities, such as pop up, expandable, or floating formatted ads were disliked by network users.

Chu (2011) examined the link between Facebook brand related group participation, advertising responses, and the psychological factors of self-disclosure and attitudes among members and nonmembers of Facebook groups and found that group participation and engagement with online ads requires a higher level of personal information because users openly reveal their connections with Facebook groups and promote brands or products when they pass on ads to their friends. It also found that users who are Facebook group members maintain a more favorable attitude toward social media and advertising and are more likely to join a brand or a retailer's Facebook group to receive promotional messages.

Di Pietro and Pantano (2012) conducted research using the Technology Acceptance Model to discern that enjoyment is the major factor that influences consumers to use social networks as a platform for assisting in their buying decisions. Fun provided by Facebook, as well as the opportunity it provides users to ask for suggestions in an easy and entertaining way, motivates individuals to pay more attention to the products promoted on Facebook. Facebook promotes a consumer to consumer approach, by encouraging consumers to share experiences and create a

common knowledge on products and services; on the other, it provides managers a direct channel for communicating with clients through a business to consumer approach.

Moreover, it is also stated that retailers can improve their Facebook page appeal by adding games, contests, and interactive applications, which can attract more users (Di Pietro and Pantano 2012).

Hill, Provost, and Volinsky's (2006) research establishes that a firm can benefit from social networks to predict the likelihood of purchase intention. This can be done by taking into account a firm's choice of network (i.e. Facebook, Instagram, Pinterest etc.) and by examining that network's data. Assessing a network's data substantially improves a company's marketing efforts because it provides the company with vital information on the network's users, which helps determine the best social media tactics for that particular site. Based on this study, it can further be argued that knowing which social media sites a company's target market utilizes is another key factor in guaranteeing that online marketing will be successful.

Vogus (2011) determined that large companies are regarding social media sites as strategic tools and some businesses are even hiring employees to oversee their social media pages. Consumers are no longer passive receivers of marketing messages; instead, they are using Facebook, MySpace, YouTube, and Twitter to voice their opinions-both positive and negative. Consumers' participation with a brand on social media reinforces the need for retailers to be active participants in social networking sites and the virtual brand communities they create.

OBJECTIVES OF THE STUDY

The main objectives of the study are as follows:

- To understand the importance of relationship marketing

- To study the relationship between social media and relationship marketing

- To examine the role and importance of social media in context to relationship marketing

RESEARCH METHODOLOGY

This paper has been made as an attempt to study the conceptual issues related with green marketing. The data has been collected from secondary sources. The study is purely explorative in nature which can be used as a guide to further empirical research. The data is collected from the various newspapers, magazines, journals, books, conference proceedings, various websites and reports published by the government from time to time.

SOCIAL MEDIA AND RELATIONSHIP MARKETING

The emerging need is to focus on building long term relationships with prospects, customers, stakeholders, and peers. Traditional marketing is transactional in nature which primarily focus on making the sale, often a one-time sale. Relationship marketing is focused on a building and sustaining a mutually beneficial connection between the business and customer. Now, with today's widespread online social networks, where users are sharing vast amounts of personal information on a regular basis, relationship marketing can be taken to a whole new level. When we know more about our prospects and customers, it's much easier to be much more customized and tailor their entire experience of interacting with the companies. Really, social media has brought a drastic change in the relationship marketing and offers the following advantages:

✓ **EASIEST WAY TO LEARN ABOUT THE AUDIENCE**

For businesses in any industry, the key to success is to know the audience. Social media makes this possible, and easier to accomplish than ever. With tools like Facebook , one can learn the major spoken languages among social media audience and their age and gender also. This knowledge can help to cater campaigns and product offers to the target audience, which will definitely provide a much better return on investment.

✓ **CATERS TO MASS AUDIENCE**

Traditional marketing only caters to a fixed audience (eg. regular magazine readers; TV viewers) while marketing through social media has the potential of reaching out to a very big audience that is totally unlimited in scope and reach – from around the globe regardless of sex, age, and social status. This big audience is the main reason why 92% of digital marketers highlighted generating more exposure for their brands or business with its use. Right now, a big 89% of Internet users that are aged between 18 to 29 years old are actively participating in social media activities. That's a big market to target products or services at this age range.

✓ **REAL TIME INSIGHT AND INSTANT FEEDBACK**

One has to wait for weeks and months for publication of the advertisement in a magazine or newspaper but with social media, there can be instant announcement for a sale or special event as soon with the finalization of plans. Social media gives business owners the ability to share information, such as blog posts, tips and ideas and coupons instantly. It also gives instant feedback of positive or negative it may be; which provides valuable insights on the customer perspective.

For example, if you launch a new product and share it on social media, you'll instantly learn what your customers think of it. Another way to gain customer perspective with social media is by learning how they use your product; brands often base new products or services on their customers' original ideas.

✓ **SOCIAL MEDIA HELPS TARGET AUDIENCES MORE EFFECTIVELY**

It is an effective way to send your message out to a specific audience or demographic based on their location. Social networks like Facebook and Twitter have tools that allow to communicate the right kind of content to audience.

✓ **IMPROVE MARKET INTELLIGENCE AND GET AHEAD WITH COMPETITIVE ADVANTAGE**

Social media helps to gain key information on competitors and therefore helps to improve market intelligence. This will allow to make strategic business decisions in order to stay ahead of competition.

For example, you can create search streams in Hootsuite to monitor mentions of your competitor's name or product. Based on your search results, you can improve your business to offer something your competitors are missing.

✓ **INCREASE WEBSITE TRAFFIC**

If website traffic is down, social media marketing may be the vehicle that can help to increase the number of people who visit your site and how long they stay on it and encourage them to

keep coming back. One can use social media to post links to products and services it offers on website, or can link one's fans and followers to blog posts.

✓ ALWAYS STAY ON TOP OF YOUR AUDIENCE'S NEEDS

Active listening and listening between the lines are two amazing benefits of person-to-person relationship marketing that can easily get lost in the sea of business if you're not paying attention.

For example, free Wi-Fi in Starbucks was a suggestion from patrons. Today, because Starbucks listened, its shops are always packed with customers who know they can conduct business and get great coffee.

✓ SOCIAL MEDIA MARKETING NURTURES BRAND LOYALTY

The more healthy interactions with targeted audiences on social media that definitely boost online reputation, and in the process also develop brand loyalty. A person-to-person and more interactive relationship with targeted audiences shows care for them, which in turns generates trusts -which in turn breeds loyalty.

WITH SOCIAL MEDIA -TURN RELATIONSHIPS INTO REVENUE

One can turn relationships into revenue by following the below mentioned steps:

First, it's necessary to have clarity on exactly what to offer and to whom. In other words, who is the target market? And how to serve them? It should be really clear on various social profiles, website/blog and all online/offline marketing messages. A confused mind always says no. So, always be obvious how to do business.

Secondly, create a promotional calendar that integrates with editorial calendar. By providing sufficient value-adding educational content across various social networks, people will be much more likely to respond to the offers.

Lastly, Do favors for key influencers in networks, with no expectation of return. Help to promote their latest blog posts, books, seminars. Keep in mind Guy Kawasaki's great quote: The nobodies are the new somebodies. Treat others as equals and thank people often. From time to time, retweet and reshare content from up and coming bloggers and new industry professionals.

SUGGESTIONS

Facebook, twitter etc. is first a social network, where people let in and share even small tidbits of personal life. The three main areas social network users love to hear about are family, travels and hobbies. Interact with the community in first person if possible, and always use their first names while replying.

Next, there is a fear of negative comments. Many businesses try to avoid using social media - or having a blog so that they cant receive negative comments. The best antidote for this is the right knowledge and professional training. To get unstuck, businesses need to invest resources and implement systems so they can fully take advantage of all that these new and emerging social and relational technologies offer.
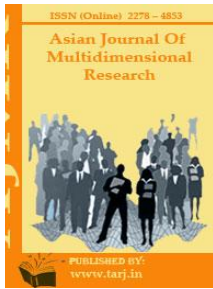
CONCLUSION

In conclusion, research has determined that retailers and e- commerce companies can increase awareness of their brand by being creative when engaging customers on social media sites.

Promotion through social media has become important as more shoppers are using Twitter, Facebook, and LinkedIn for marketing shopping decisions. Social networking sites such as Facebook are better than other advertising avenues because it stores information on all its users thus ensuring marketer to reach a retailer's choice of market. Social media sites are a great stage for retailers to create an experience and moreover, retailers can use information stored on social media sites to improve user experience with their brand. Further, a retailer must go beyond the advertising aspect of social networking sites and find groundbreaking ways to use them as a way to conduct conversations with consumers, instead of a one-way communication network. Large companies are using social networking sites as one of their strategic tools and some businesses are even hiring the personnel just to oversee their social media pages. Consumers are no longer passive receivers of marketing messages; instead, they are using Facebook, YouTube, and Twitter to voice their opinions both positive and negative. Consumers' participation with a brand on social media reinforces the need for retailers to be active participants in social networking sites and the virtual brand communities they create. Since social media sites can be exploited for the information it provides on consumer behavior with regards to their purchasing intentions, research further suggests that businesses should incorporate social networking sites into their business model or promotional mix.

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SOCIAL MEDIA AND RELATIONSHIP MARKETING

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ABSTRACT

Social media is defined as "a group of Internet-based applications that build on the ideological and technological foundations and that allow the creation and exchange of user-generated content. They introduce substantial and pervasive changes to communication between businesses, organizations, communities, and individuals. The present paper discussed about the various modes of Social Media. Today the technology has redefined all aspects of business. Now the power has been shifted from the Organizations to the hands of the Customer. Social Media's modes have brought the customers closer to the Organisation as well as to the other Customers. Social networking is a medium that the Organizations cannot afford to ignore. This is both a boon as well as a bane to the Organizations. Marketing Managers are learning to use this to manage their relationship with the customers at large.

KEYWORDS: *Social Media, Relationship Marketing, Technology.*

INTRODUCTION

Social media are computer-mediated tools that allow people or companies to create, share, or exchange information, career interests, ideas, and pictures/videos in virtual communities and networks. Social media is defined as "a group of Internet-based applications that build on the ideological and technological foundations and that allow the creation and exchange of user-generated content." Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between businesses, organizations, communities, and individuals. Social media differ from traditional or industrial media in many ways, including quality, reach, frequency, usability, immediacy, and permanence. Social media operate in a dialogic transmission system (many sources too many receivers). This is in contrast to traditional media that operates under a monologic transmission model (one source too many receivers).

"Social media has been broadly defined to refer to 'the many relatively inexpensive and widely accessible electronic tools that enable anyone to publish and access information, collaborate on a common effort, or build relationships."

MODES OF SOCIAL MEDIA

RELATIONSHIP NETWORKS

You can't talk about types of social media without first mentioning major networks such as Face book. While personal relationship networks aren't the oldest type of social media, they can be called the most defining of them all. These channels were one of the first ones to offer public mini-sites, which later became known as profiles, with extensive information about the user, and most often require them to register with their real name. Relationship networks allowed us to keep all our communications in one place, on our Walls, Timelines or private messages, and share updates with our entire networks in one click.

MEDIA SHARING NETWORKS

This type of social network is defined by the primary type of media shared among users. Facebook and Twitter have amazing video and image-sharing capabilities; however, the majority of posts shared on these channels contain text. For channels such as Flickr or Instagram, however, images are the main focus—users have to choose, upload and edit image files before proceeding with anything else, such as captions or mentions of other users. Similarly, with sites such as YouTube or apps like Vine and Snapchat, video is the primary mode of communication.

ONLINE REVIEWS

Location-based review services such as Yelp and Urbanspoon are getting more traction as personal social networks adopt geolocation, and more users choose to consult the Internet along with their friends for recommendations of best dining spots. There are sites to review anything from hotels, restaurant or your latest employer—and user reviews have more weight than ever before. Sites like Airbnb and Uber, the biggest service providers in the emerging sharing economy, rely largely on host and driver reviews, respectively, to determine who benefits from the service. It's vital for your brand to have the ability to leverage user reviews, whether positive or negative, to maintain client relationships.

DISCUSSION FORUMS

Discussion forums are one of the oldest types of social media. Before we connected to our first university friends on the Facebook, we discussed pop culture, current affairs, and asked for help on forums. Perhaps it's that unquenchable desire to get a share of collective knowledge that accounts for the wide reach and numerous users on forums such as reddit. "The front page of the Internet," as well as other forums like Quora and Digg, seldomly require the person's real name to register and post, allowing for complete anonymity, if desired.

SOCIAL PUBLISHING PLATFORMS

Social publishing platforms consist of blogs and microblogs, where long and short-form written content can be shared with other users. These platforms range from real-time interaction networks such as Twitter—which, while still officially placed in the category of micro blogging platforms, is not normally included in the blogging category by most users—to Medium and Tumblr, which are battling it out for the title of the best interactive social publishing; to more traditional blogging platforms, such as WordPress and Blogger.

BOOKMARKING SITES

In the early days of the Internet (think "Hosting your own site on Geocities" era), content discovery online was a difficult task. Nowadays, there is a plethora of interesting, useful and enlightening content online, and sifting through all of it on your own is simply impossible. Of course, search engines like Google come in very handy when you know what to look for, but when you only have a vague idea of content you'd like to read or watch, there's bookmarking sites. These are web services like StumbleUpon, Pinterest, and Flipboard, where users collect content from elsewhere on the Internet, and save it to their account on the platform. This content can be private or public, and shared with other users. Often, these bookmarking sites will then suggest content similar to the links or images you have already saved on the network.

E-COMMERCE

Last but not least, a big trend emerging across all types of social media is the ability to view and purchase desired goods with a click of a button. Sites such as Polyvore aggregate products from different retailers in a single online marketplace, and services like Etsy allow small businesses and individual crafters to sell their products without an existing brick-and-mortar location. Over the past year, e-commerce elements have been adopted by many networks whose primary functionalities place them in different categories, such as Pinterest, Twitter, and Facebook.

Importance Of Relationship Marketing Through Social Media Modes

The recent trend seen in the Organizations across the world is that they are faced with changing times and the changing economies and business is forcing them to change themselves too. The change has to do with every aspect of business and not limited to any one aspect of its business. Those who are not able to see the trends and change themselves are perishing. Technology has been the single most important change agent. Technology has redefined all aspects of business. What we see today is the definitive shift of power from the Organization into the hands of the Customer.

Customers today know their position and the power they wield. Especially the medium of internet has brought the customers closer to the Organisation as well as to the other Customers. Information, discussions, feedbacks and opinions are now visible and available to one and all

almost instantaneously. Social networking is a medium that the Organizations cannot afford to ignore. This is both a boon as well as a bane to the Organizations. Marketing Managers are learning to use this to manage their relationship with the customers at large. Customer redressal too is another important phenomenon that has contributed to the Customer becoming powerful in the market place.

The fact that the information and interaction happens on live basis and the customer reactions can be instantaneous puts a lot of pressure on the Organizations to be on their guard all the time. Any adverse opinion shared or feedback from a dis-satisfied customer can spearhead a word of mouth campaign that can harm the Organisation. Therefore the internet and social network is a double edged sword as far as the Organizations are concerned. When used effectively this medium can help the Organization build a relationship with the customer and strengthen that relationship. This medium helps the Organization to reach out individually to the customer which may not be possible otherwise.

The marketing departments are able to not only communicate and address the customer individually, with the help of technology and data mining techniques, they are able to understand the customer's needs and customize solutions as per the specific individual needs of the customer. CRM packages and technology become the enablers to make this happen. Banks, Airlines, Insurance as well as Services like Pizza hut, Macdonald's are some of the businesses that have developed effective means to recognize and communicate with individual customers and thereby build an emotional connect with the customers.

Product Companies have begun to use social networking sites effectively as a platform to engage with customer on technical and product related discussions and build a community around its products and services. Building relationships in such situations is easier and more effective.

The dynamics in the market is changing, thanks to internet. Marketing Managers can no longer afford to use the traditional methods of engaging and selling to the customers. Marketing today demands a customer centric approach. Customer is no longer an entity without a face. Today's customer is an informed and intelligent customer who can be reached, who is visible and can be heard and a relationship with him matters the most to the Organization.
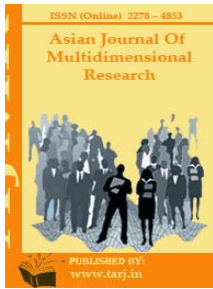
Relationship Management holds the centre stage to designing Marketing as well as communication strategies of the organization. It is essential for every student to understand the dynamics of Relationship Marketing in the present context for this subject will be the key differentiator for the Organizations in the market place.

CONCLUSION

we see today is the definitive shift of power from the Organization into the hands of the Customer. Customers today know their position and the power they wield. Especially the medium of internet has brought the customers closer to the Organisation. Information, discussions, feedbacks and opinions are now visible and available to one and all almost instantaneously. Social networking is a medium that the Organizations cannot afford to ignore. This is both a boon as well as a bane to the Organizations. Marketing Managers are learning to use this to manage their relationship with the customers at large.

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RELATIONSHIP MARKETING THROUGH SOCIAL NETWORKING SITIES

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ABSTRACT

Social media is a group of internet applications which build on the ideological and technological foundations of web and which also allow the creation and exchange of user generated contents. With the rise of social media, power seems to have shifted from marketing managers to individuals and communities. By relying on the value creation perspective from a knowledge economy viewpoint, the main aim of my paper is to verify if the introduction of social media may be considered as an evaluations or a revaluation of relationship marketing, given that social media have empowered users to connect, share and collaborate by creating spheres of influence that have fundamentally altered the way in which marketers engage in influencing activities. Users are, indeed, no longer passive participants but they play an active role in the media process since they have become an important and productive source of content on the web. By focusing on the customers, social media provide them with more effective and affordable communication tools that enable them to participate in value adding and marking mix decisions by connecting and interacting not only with seller but also with others stakeholders. The interactive nature of social media is likely to lead to the blurring of the role integrity of sellers and customers by expanding the role of customers and including them in the creation of value, thus leading them to become co-creators and co-producers. Identification and description, according to an economic managerial perspective, of the constitutive elements of a theoretical framework which allows us to analyze the relationship between relationship marketing and social media marketing.

KEYWORDS: *Social Media, Relationship Marketing, CRM, Social CRM, Specific Operational Relationships.*

INTRODUCTION

Using social media is not an easy task and may require a cultural organizational shift and more of a listening and sharing culture than a selling culture. Giving a definition of social media marketing is quite a hard task. By summarizing some reports found online we can suggest that social media marketing refers to the process that empowers individuals to promote their websites by gaining attention through social media sites and by tapping into a larger community that may not have been available via traditional communication channels.

Social media marketing programs are usually centered on efforts aimed at creating content to attract attention and encourage readers to share it by means of their social networks. A corporate message spreads more easily from user to user if it appears to come from a trusted third party source as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. Social media allows firms to engage in timely and direct end-consumer contacts at relatively low costs and higher levels of efficiency than what can be achieved by means of more traditional communication tools. If is necessary to carefully consider the ways in which firms can create a SM experience that is unique to their brands, offer customer value and exploit the power of social communities. To successfully exploit the potential of social media, companies need to design experiences that deliver tangible value in exchange for customer's time, attention, endorsement and data. Companies need to embrace a new strategy which recognizes these aspects.

VARIOUS MANAGERIAL IMPLICATIONS OF SOCIAL MEDIA IN RELATIONSHIP MARKETING

In this paper I also want to presents the implications for managers who are considering entry into social media marketing and mangers who wish to generate more value from existing endeavors. Social media are indeed characterized by a certain amount of benefits but they also lead to some risks if they are not well managed. In an era in which amount of information and data is increasingly larger than ever, firms have to adopt measures and tools in order to manage it. In this content the main challenges for firms are given by the time of reaction and the capacity to translate big data information that could be useful for a firm's strategy. As I mention above, social media is becoming an important channel through which companies can engage in virtual dialogues with stakeholders, and users of social media are not only passive audience, instead they are active co-creators of value

IMPORTANT CONSIDERATIONS WHICH ARE NEEDED TO TAKE INTO ACCOUNT ARE AS FOLLOWS

1 FIRMS MUST ADOPTED PERFORMANCE MEASUREMENT OF SOCIAL MEDIA

This is another aspect which must be take in account by the firm is performance measurement of the social media strategy. The lack of commonly accepted measures represents an obstacle for the development of marketing strategy.

2 DIRECT DIALOGUES OR DEALING WITH CLIENTS MUST BE THERE

A firm must be decided whether to rely on even more sophisticated business intelligence systems or figures, such as social media managers, in order to manage the complexity of information and create a direct and two way clients.

SOCIAL MEDIA HOW HELPFUL FOR MARKETING PROGRAMS

When we check out the data of social media check-up reports of Indian sites we found in 2007 and 2009 it was increased 165.8% from Rs884 million to Rs234billion. This states report that social media marketing as been adopted by almost all major marketers in 2010. Advertising and marketing on social networking sites include display ads, profile maintenance, branded apps and widgets. This indicates that marketing practitioners are either exploring more with social media, even in tough economic times. One of the reasons for such astounding growth is that ads on social networks can take advantage of demographic data from user's profiles, and hence tailor messaging directly to them. So while time is limited, people are creating more content on social networking sites, and there would appear to be more opportunities for marketers to have a presence in these spaces as it is clear that the on line advertising industry is growing.

THE EFFECT OF SOCIAL MEDIA ON RELATIONSHIP MARKETING OUTCOMES

1. CUSTOMER SATISFACTION: customer satisfaction has been widely studied as an outcome variable in the marketing literature. Increased customer satisfaction has been found to lead to loyalty and positive word of mouth communication. By investing in the relationship through social media communication, marketers can address customer service issues and potentially raise their satisfaction to even higher level. While some researchers and practitioners have suggested that social media allows customers to voice any issue with the organization in a public forum where issue can be resolved.

2. INCREASE IN LOYALTY: loyalty is of particular interest to marketers because it is known that it cost less to retain customers than to compete for new ones. "Customer loyalty is viewed as the strength of the relationship between an individual's relative attitude and repeat patronage". It is made up of affective, cognitive and behavioral components of which all three must be present in some form for true loyalty to exist. Marketers realized many years ago that it does not make sense for all customers to be served in the same way.

RESEARCH METHODOLOGY

1. CONTENT

The main content of my study of this paper is the magazine industry. This industry as valuable tool for understanding the role of social media that play within the content of relationship marketing with a service provider, because readers of a magazines represent different levels of relationships with the magazine provider specifically, those that subscribe and/or read a particular magazine have voluntarily entered a relationship with the magazine by merely selecting the publication, and are bound in that relationship with the provider throughout the course of the subscription to the magazine.

2. METHODS OF SAMPLING AND DATA COLLECTION

Readers, subscriber and non-readers of a regional magazine from all over marketing aspects were solicited for their participation in an academic study. Respondents were solicited through a variety of means including the magazine's subscriber list, the magazine's customer email list and also social media sites that were general in nature and applicable to a wide cross-section of people living in this geographical area. The magazine's readership market is centered in a small city with a larger surrounding population. Data collection yielded 144 usable surveys. The

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sample was 72.8% female, with 46.4% of the respondents falling within the 25-39 year age bracket.

CONCLUSIONS

The main purpose of this research was to find whether social media has a place within the relationship marketing framework already established by marketing researchers. Additional insight from this research are that company's investment in social media increases the customer's perception of relationship quality and leads to positive relational outcomes such as customer satisfaction, loyalty and word of mouth behavior. Building a high quality relationship with customer is beneficial for marketers. Marketers must be well aware of the importance of creating satisfied customers that are loyal and will tell others about their positive experience. Overall, the inclusion of social media communication within a company's relationship marketing efforts has many advantages for marketers.

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RELATIONSHIP ARE THE NEW CURRENCY

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ABSTRACT

Today's customers face a growing range of choices in the products and services they can buy. They are making their choice on the basis of their perceptions of quality, Service and value. Companies need to understand the need of determinants of Customer value and satisfaction otherwise they cannot attain a foothold in ever slippery market. Not only creation of new customers but also retention of old customers is vital step to profit maximization.

INTRODUCTION

The Statement made by Ted Rubin, CMO of collective Bias at Social Media World Forum (SMWF) that "Relationships are the new currency " echoes the sentiments of an old quote that " All things being equal, People will do business with, and refer business to those people they know, like and trust." Relationships play a pivotal role in the success of any business. The dynamics in the market is changing. Marketing today demands a Customer Centric approach. Customer is no longer an entity without a face. Today's customer is an informed and intelligent person who can be reached, who is visible and can be heard and a relationship with him matters the most to the organisation. Companies have also realised that Customers are primary asset. This primary asset needs to be nurtured and developed in a way that helps organisation survive in this era of global competition.

Today's customers face a growing range of choices in the products and services they can buy. They are making their choice on the basis of their perceptions of quality, Service and value. Companies need to understand the need of determinants of Customer value and satisfaction otherwise they cannot attain a foothold in ever slippery market. Not only creation of new customers but also retention of old customers is vital step to profit maximization. The core marketing activity for business operating in fiercely competitive world is making long time win-win relationship with customers.

The field of Information Technology is going to be ever changing and will become more sophisticated. But the key focus will remain on the relationship component by Utilizing customer experiences and ideas. As the sophisticated in Product and Services increase, the basis of

differentiation will reduce, thus customer experience and relationship will drive the value of satisfaction.

IMPACT OF TECHNOLOGY ON RELATIONSHIP MARKETING

In the last couples of decades, with the advent of information technology and internet, the customer power is ever increasing and there is more transparency. Customers do not just want mass produced goods, but they want manufacturers to provide value which makes them delightful and happy. Customer's satisfaction is beginning of relationship and future collaboration. Development in Information Technology, data warehousing and data mining have made it possible for firms to maintain a one to one relationship with their customers. The marketing departments are able to not only address the customer individually, with the help of technology, they are able to understand the customer's needs and customize solutions as per the specific individual needs of the customer. CRM packages and technology become the enablers to make it happen. Banks, Airlines, Insurance and other services are some of the businesses that have developed effective means to recognize and communicate with individual customers and thereby build an emotional connect with them.

Product companies have begun to use Social Networking sites effectively as a platform to engage with customers on technical and product related discussions and build a community around its products and Services. Building relationships in such situations is easier and more effective. Feedback by the customers helps the companies in determining their business's greatest strengths as well as identifies areas that need improvement.

Along with building relationship with their customers, many businesses use social media to connect with other people in the industry. Having a presence on a popular network suggests to people that your business is on the cutting edge or at least is able to keep up with the changing times.

Many academicians have begun to define marketing as the art of 'Creating and sustaining network of relationship It is the strength of the relationship that determines how well the product is pushed in the market, how the retainer takes interest in selling the product and building the brand etc. It is based on the strength of the network and the relationship with the dealers and retailers that the marketing and sales managers are able to expand their markets.

IMPORTANCE OF RELATIONSHIP MANAGEMENT IN SERVICE SECTOR

The developing economies now calculate on service industries. There is a shift to service economy from industrial economy. In this labour intensive sector relationships play an important role. The major service organisations like banks, hospitals, hotels, IT and Telecoms require regular interaction of marketers and customers so that the bond and understanding between both will become strong.

The rise of technology has complimented the relationship marketing aspect in banks both in the way that banks analyse customer data internally and the way they communicate information to their customers. In analysing Client activity, banks today are more cognisant of trends rather than simple shifts in volumes. Smart systems automatically generate market news on customer financial performance, new ventures and generate possible ventures for new banking solutions. Customer reporting as a result of a focus on relationship marketing has evolved to be more user friendly and need based.

IMPACT OF RELATIONSHIP MARKETING ON HOTEL AND DESTINATION INDUSTRY

Hotel and destination industry is among the fields that are faced with severe competition in the market place. The major challenge before the hotel service provision is attracting more customers, focusing on superior relationship building with the customers as well as building trust in them on services offered through relationship building strategies. Studies show that hotels adopt several measures to attract new customers as well as retain old customers. Among the things that are found to be offered in many hotels in India include provision of Wireless internet to the customers, offering corporate loyalty programmes as well as forming various tie ups. Chu,(2009) agrees that relationship marketing tactics are very strong especially in the hotel industries. Research establishes that the hotels target officials who deal with the bookings. The reasons for these has been that the way these officials handle customers matters a lot in determining the quality of services provided by the hotel. These officials are trained to smile when serving the customers and be courteous to the customers. A large number of hotels have been found to utilize their sales team to build relationships with the customers (Foss Merlen, 2001).

Some hotels form association with the government in order to ensure that customers build trust on their products and services. It is seen that an organisation with lower benefits but offering preferential treatment to its loyal customers can enjoy higher levels of success despite having comparatively low benefits offering. Studies indicate that in most cases customers are moved when they are treated specially more than when benefits are provided in a haphazard.

EMPHASIS ON INCREASING RELATIONSHIP BUILDING IN FASHION INDUSTRY

Many call fashion a consumable art form today, though not everyone may have the resources to buy designer clothes. But via social media people can freely tap into the latest style updates of fashion experts and incorporate the style in their wardrobe. In fact, from Oscar data Renta to Masaba Gupta a few designers have also released entire fashion lines exclusively on instagram. Many designers make it a point to be active on media platforms like Twitter and particularly instagram, most of the day. It helps them stay connected with their followers. Reaching out to the masses is one of the most crucial factors for designer's success and social media makes it easier. Renowned designers like Sabyasachi Mukherjee and Neeta Lulla feel that interacting with followers and answering their queries on Social media is a win- win situation for both parties, as instant feedback from people helps a designer.

Today due to social media brands reach people from all over the world. That's a very big achievement for these designers to have a connect with the wider audience.
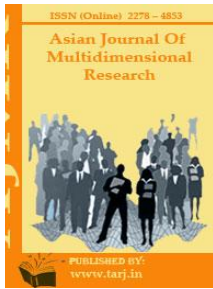
More and more top designers are aping up their social media presence, and overhauling the way common people connect with the industry. They are breaking boundaries and are making themselves accessible to curious folk online.

CONCLUSION

Today, companies, firms, and industries are working on building relationship with their customers, and not just selling to them because they understand that if they satisfy their customers, they would stick with their brand for a long haul. The more satisfied and loyal the customers are the more likely they will be referring that brand to others 84% of consumers take the recommendation of a friend or family members as their most trusted source when making a

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purchase decision. People love the brand which not only offer quality products or services but also truly care about them and is willing to go above and beyond to satisfy them. They are less likely to leave over a price change if they are satisfied with the customer service.

The importance of building relationship in today's digitally driven world of marketing is being increasingly accepted. The companies who communicate with their customers in a responsive and transparent way and accomplish the task of building relationship are sure to succed. Weremy Galbreath and Tom Rogers 1999 have rightly said that "No enterprise can any longer succeed in distinguishing itself through operational excellence or product innovation without understanding needs and desires of its customers." Marketing, today is an art of creating and sustaining network of relationships the organisations which build authentic relationship with their customers will definitely enjoy increased revenues.

RELATIONSHIP MARKETING IN THE INTERNET AGE

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ABSTRACT

Relationship marketing emerged from a shift to a market orientated business climate focusing on long-term relationships with customers, competitors, and other important influence markets. In this perspective, many organizations are faced with new dilemmas since the conduct of business on the Internet. Is Internet really supporting relationship marketing, or on the contrary hindering it? In order to find some empirical support, we lead an interview with a winery which has, both, online and offline activities. Indeed, the case study method is adequate in order to extract key variables from real-life situations. The results testify of Internet's support activity to the development of relationships but its impossibility to create credibility, trust and commitment without an offline organization.

KEYWORDS: *Relationship Marketing, Internet Marketing.*

INTRODUCTION

Relationship marketing emerged from a shift to a market-oriented business climate that takesa long-term focus internally on employees and externally on customers, suppliers, and otherimportant influence markets. By creating these relationships, companies are broadening theirviews into the different influence market's needs and wants and, as a result, achieve deeperunderstanding so that they can service these markets better and, ultimately, retain them. In this perspective, marketing is no longer simply about product or service development, selling,and delivering (Buttle, 1996). Moreover, the exclusive bonds between the parties involved inthe relationships can provide unique advantages to all the parties and have the potential ofleading to a sustained competitive advantage for the company. This has been characterised asa win-win paradigm (Dowling and Uncles, 1997; Gummesson, 1999).

After an initial emphasis on the buyer-seller dyad, relationship marketing moved to includeemployees and investors (Reichheld, 1994). According to Christopher, Payne and Ballantyne(1991), a company should, in fact, build relationships with six equally important markets.That is, the key market is the customer market, which is supported by five other markets: theemployee recruitment market, the supplier market, the referral market1, the internal

market2and the influence market3. This model will shortly be exposed further. All the partiesinvolved in this network enter into active contact with each other (Egan, 2001). That is whatGummesson (1999) calls 'interaction'.

Relationship marketing was originally introduced almost 20 years ago (Berry, 1983). Sincethen, the Internet has changed how companies perform their marketing activities (Rayportand Jaworski, 2001). By the end of 2002, it is estimated that there will be approximately 320million web users in the world (Basu and Muylle, 2002). This massive figure implies newbusiness opportunities for companies, as well as new purchase opportunities for customers.Market changes contribute to "the textbook of perfect competition". It is generally argued that in the Internet marketthe competitive environment is close to pure competition, and that the seller has no marketpower, which means that his potential for profit is non-existent in the long term – in particular because the behavior of buyers is volatile since they, with a few mouse clicks, can compare different sellers' offerings. As a result of this, numerous clicks firms haveexperienced only limited success. More than ever, the customer istherefore the natural focus of attention in a business process that aims at customer satisfactionand repurchase. These new opportunities may lead to major changes within existingindustries, and create new challenges and business possibilities for innovators. This researchproblem will focus on the Internet's supportive or hindering effect on the practice ofrelationship marketing within companies.

USE OF INTERNET FOR MARKETING SUCCESS

Internet grew in only five years and there are no barriers for time or location, marketingonline has become the new era in E-commerce with petty variable cost per customer .Marketers use fullcolor advertising that appeal similar to both -young and old- to attract people all over the world. The Internetis now considered as a much greater resource than traditional means of advertising E-mail – use totransfer text and multimedia messages, Lusters – latest information sent on specific themes togroups/managers, Newsgroup – electronic conferencing leading to the development of ideas, as well as,worldwide networking opportunities, File transfer protocol (FTP) – high speed file transfer as a virtualfax, WWW – menu-driven access to host resources, etc. All industries have subject matter experts (SMEs)who are responsible to unify and apply knowledge from different vendors and sources to solve industryproblems. To prepare a Web site merging SME knowledge with other reference sources is one of example of Internet model, to retain and attract customers. A well designed Web site can lead to an interesting,low cost means for sales promotion to worldwide customers. Marketers should also refer to the AIDAmodel-Attention, Interest, Desire and Action- to successfully attract customers by introducing the right advertising on Internet.

ADVANTAGES OF THE INTERNET

- Most people worldwide can use the Web since it is affordable and easy to access.

- Internet is afast and flexible means for marketing.

- Shopping on the Internet is convenient as there is no timerestriction, it is comfortable since it is in a user friendly environment and there is also an instant satisfactionof ordering, paying and delivering.

- A one-to-one basis, as well as, a two way communication withcustomers through the Internet is possible. Enhancing brand image, creating awareness and providingcustomer service are more important than just selling the products or entertaining customers.

- With bettertechnologies, companies can create a stronger brand image and thus increase sales. It is easier to getcustomers' feedbacks and use them to improve. On the other side, it is easier for customers to receive a kindof acknowledgement; feeling that they did not waste their time.

E-marketing is seen as a promotionalas well as informational tool. E-communities or moderated group chat-where customers withsimilar interests can interact-are strategies to build relations through Internet. This new era of commerceis beneficial for marketing logistics, a global presence, to establish and maintain a competitive edge,shorten components of supply chains, for cost savings and research advantage.

SUCCESSFUL WEBSITES

For Web sites to be a success, it should be informative, entertaining, challenging, and unique. Thehomepage should be short, clear and simple to avoid wasting the customer's time. They should beunderstandable and easy to search information needed. Moreover, it must continuously be up-to-date formost recent information about the company; customers like to see modification in the website.Products/services available should be represented clearly by key words or images on the Web site. Programs should be set up to find out which kind of customers are interested and what can keep customerscoming back. This is the key of marketing strategy to know your customers, as well as, what they want.A company should create a Web site with unique SME knowledge and should not put Web links that are not completed. There are different marketing strategies for the Internet:

- **TARGETING:** This is different from the traditional segmentation because the customers come to you, theyinitiate contact, control information flow and control message content. Accessibility is primordial forcustomers. Market the Web sites through packaging or "click-through" from other companies' Web sites."Click-though" banner advertising is a sort of digital word-of-mouth which is becoming a stronger means of the Web.

- **PRODUCT STRATEGY:** Brand recognition is made clear on the Internet but the number of purchase is not thereyet. Sometimes the products are not available on the Web site and consumers hesitate before getting thisparticular product. To increase their confidentiality, recognized vendors should be mentioned on the Net.Authenticity is important for both sellers and products.

- **PRICING STRATEGY:** In the long run, it will be good if firms can concentrate on offering products with theunique characteristics. Online shoppers will differentiate by the benefits and quality of the products/services.Otherwise, a low price strategy should rely on cost advantage and high volume to be able to compete.

- **DISTRIBUTION STRATEGY:** There is a necessity of a direct-to-customer mechanism. The industry has to be thefirst providing unique services to always be ahead of competitors.

- **PROMOTIONAL STRATEGY:** This depends on the marketing research and consumer preferences. A "frequentlyasked questions" (FAQ) section should be provided in the Web site and high-level marketing officers shouldalso be involved for a stronger marketing

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message for the company's vision. In fact, the FAQ, through Internet, can save over one million dollars by providing what customers want.It also reduces online catalogue processing costs and cycle time. Other than that, grouping andranking the content of the Web site is effective so as to group consumer needs and to provide a goodstructure for navigation of the Web site according to a consumer.

LINK TO REALITY

Marketers should all know about information technology (IT) to be able to make better market analysis,decision making and to better control and monitor their field .Competition must now be based on speedinstead of size of corporations for development because product life cycles are too short to increase fastenough. What is needed are high quality information about the product, service and corporate needs and fastand effective delivery process. Continuous information-based value to customers can lead to comparative advantage. Nowadays, traditional radio companies drive FM/AM and online listenership for a bettergrowth by copying the best practices of new, growing internet companies. Since Internet is innovatingin a really fast way, companies need to continuously change and marketers agree that by the time a newproduct comes into the market, it will already be obsolete. However, the Internet is not really safe since there are no modern online international payments systems resulting into frauds.

DISCUSSION

There is no negative growth of the Internet; in fact all the authors talk about theInternet as the new trend of this generation. However, traditional marketers somehow do not want to admit that the world changed. They are slow in taking advantages of new opportunities presented to them.B2B-enhances supply chain process need to pay much attention to real-world business process, adaptautomated systems to business behavior and mingle content and technologies with crucial information systems. A simple company is changing toward this new era of innovation in e-commerce sincecompanies want to reduce waste, order-to-delivery cycle time and unit cost. Because they want to developflexible response, there is a need for Internet help and hence IM. There is a small amount of E-shoppers butthis is because IM is just another channel of retailing and not a substitute of the traditional ones. Mostresearchers suggested that face-to-face relationships are more efficient in the sense that marketers can see theinstant reactions of the customers (first reaction is always the true one). However, E-mail is said to be moreadvantageous since it is cost effective, do not rely on time (time zone difference) and it can also transfer text and graphics. The first driver to establish Internet is not financial return on investment (ROI) - It isqualitative marketing advantages for relationship of business with customers. This was also shared byMichael Saren (2011) and Webster (1992) where customers focus, market segmentation, targeting andpositioning; with the help of IT, will be the flexible bond maintaining all together. However, few companiesuse this communication tool to build relationship; instead they use it as a marketing tool to share information. For customer relationship to take place and for E-success, company information provision andcustomer database information are necessary. Marketers use IM mostly to increase the sales and profit of the company, or to enhance brand image and customer relationship but according to Boutie's (1997)analysis of 100 Web sites and interviews, their objectives to communicate their product/service were incomprehensible. Advertising objectives should be clear so that customers know with whichcompany they are buying from and whether they can trust that company or not.

Another issue is that directmail is said to be more effective than Internet advertising in E-commerce but US direct mail is said to be reducing. Most probably the Americans are more Internet users friendly; meaning that advertising willaffect them better by browsing the Net than by reading their e-mails (which might be considered as spams).Although the Internet is of great benefits, it also has a lot of drawbacks. For instance, there are culturaland language barriers, as well as, the global reputation of the company. The 4Ps play an important rolehere. Some products cannot be sold on Internet; promotions should be according to the culture and language of the targeted countries, price should be according to what consumers are willing to pay in bricks-and mortarstores and finally the distribution channel should be reachable from Internet users. It is quitedifficult to focus on only certain languages. That is why it is better to target a certain Internet consumers ormake the advertising bias and multi-lingual.

CONCLUSION

The Internet network is a marketing channel use by advertisers, marketers, and society to find the rightcombination of marketing mix to best suit customer's needs. It is important for a company of this era to haveaccess to the Internet to be more successful. Internet marketing does not only target consumers, but alsoInternet advertisements client marketers from companies. This is so because companies prefer to hirespecialist in creating a Web site. People always find themselves under stress of working long hours and theydo not have enough time for social activities or even shopping. They thus develop this new millenniumwhere IM through E-commerce becomes an everyday thing and routine for them. E-mail is as famous as direct marketing in supporting E-commerce activities. Most clients feel that this new media is a success inrelation to traditional marketing advertising. But Internet should be used with other media for a moreeffective marketing tool. Internet marketing will become even more important in the future. Asmore companies will have access to the Internet, they will start doing business over the Internet.

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RELATIONSHIP MARKETING THROUGH SOCIAL NETWORKING SITES

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ABSTRACT

Relationship marketing is a marketing approach that acknowledges the importance of both the buyer and the seller in the marketing process. The core concept is to build long-term relationships with customers. Relationship marketing views marketing as an exchange where both buyers and sellers help shape the direction and outcome of the product that will be offered to the market. Instead of treating marketing as merely selling a product to passive potential buyers, relationship marketing argues that you need to encompass many more activities and parties in the marketing process, including consumers. Marketing doesn't end after the customer purchases the product; rather, attempt to obtain important feedback from your customers and build a continuous relationship through related products and services. Social media marketing (SMM) is a form of internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach. The interactive parts of social media give customers the opportunity to ask questions or voice complaints and feel they are being heard. This aspect of SMM is called social customer relationship management .with the increased popularity of websites such as twitter, face book, MySpace, LinkedIn, and YouTube. Advertising agency provides a blogger or other online commenter with free products or other incentives to generate positive buzz for a product's-relationship marketing tools are adopted in today era for building relationship with existing and prospective buyers.

KEYWORDS: *relationship marketing, social media, face book, twitter, consumer, social media marketing.*

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INTRODUCTION

Relationship marketing is a form of marketing which emphasis on building long term relationships with costumer's rather than on individual transaction. It involves understanding the customers need as they go through their life cycles .it emphasizes providing a range of products or services to existing customers as they need them. Relationship marketing is process of attracting, maintaining and enhancing relationship with key people. Relationship marketing is the notion of customer retention. It involves creation of new and mutual value between a service provider and individual customer. Research in several industries has shown that cost of retaining an existing customer. Customer can be retaining with help of social media. Social media is engaging with consumers online. Social media is internet-based tools for sharing and discussing information among human beings. Social media is all about networking and networking in a way that espouses trust among parties and communities involved. Any website which allows user to share their content, opinions, views and encourages interaction and community building can be classified as a social media. Some popular social media sites are: face book, YouTube, twitter, digg, MySpace, stumble upon, delicious, scribd, flickr etc. Relationship marketing objective can be achieved with the help of these sites. Social hub made possible for achieving long term commitments from customer through various tools .With the rapid increase in online purchases businesses have been forced into offering their products and services through the internet. Online websites create new challenges when it comes to relationship marketing, especially as through the click of a button customers can move onto competitor websites.

GOALS OF RELATIONSHIP MARKETING

Goals of relationship marketing is attracting, maintaining and enhancing relationship with key people.

1. **CONSISTENT CUSTOMER EXPERIENCE:** Organizations that are aligned across all touch points seamlessly share information and work together to ensure customer's needs are addressed with minimum effort. This is particularly important when the consumer is experiencing challenges with the product or service. Quickly resolving issues builds trust and it can improve customer satisfaction. Relationship marketing aims at for achieving customer confidence.

2. **CUSTOMER FEEDBACK:** When the organization's culture facilitates open communication and cooperation, consumer concerns, complaints and compliments can quickly be addressed. By paying careful attention to positive and negative trends, organizations can use this feedback to make appropriate adjustments to product or service offerings, ensuring customer satisfaction. Goal of relationship marketing is to have customer response in time. So that long term relation can be maintained.

3. **CUSTOMER PROFITABILITY:** Relevant communications and offers motivate consumers to use the full complement of product and service offerings. Because consumers understand the benefits of the offerings, they are typically more compliant and they remain customers for longer periods of time.

4. **CUSTOMER ADVOCATES:** Consumers who are pleased and enjoy a consistent experience increasingly share this information with each other. Increasingly consumers are turning to each other for suggestions and recommendations. Make it easy for your customers to share their experience, but first make sure they have a consistently good experience.

5. **INNOVATION:** Organizations, like starbucks through mystarbucksidea.com, invite their customers to provide ideas. Consumers are allowed to share, vote and discuss each others' ideas. Most important, they are kept apprised of the status of ideas. There are other ways organizations can invite consumers to share ideas and insights.

BENEFITS OF RELATIONSHIP MARKETING

Relationship marketing provides benefits to both customers and organization .these are as follow:

1. BENEFITS TO CUSTOMERS

SOCIAL BENEFITS: With this relationship marketing customers stick to one particular service provider they develop a sense of social attachment to the service provider which in due course of time emerge as a special social unit which is integral part of customer.

SENSE OF SECURITY: Relationship marketing helps in developing a sense of security in the minds of consumers that they are getting the best of services through their service provider therefore chances of switching over can be minimized with help of relationship marketing

CUSTOMIZATION: Customer loyalty results in the generation of the personalized or customer specialized services that cater to the varying needs to the customers.

SPECIAL BENEFITS: Loyal customers are more likely to be paid for their loyalty and faith in the service provider in due course of time, these benefits can be either in the form of monetary as well as the nonmonetary benefits.

2. BENEFITS TO THE ORGANIZATION

Organization have the following benefits with relationship marketing:

OVERALL ECONOMY: The cost of acquisition occurs at the beginning of a relationship so the longer the relationship, the lower the cost. And long term relationship helps companies in obtaining their goals.

LONG TERM COMMITMENT: Long term customers tend to be less inclined to switch, and also tend to be less price sensitive thereby resulting in stable unit sales volume and increase in monetary volume.

PUBLICITY: Long term customer may initiate free word of mouth promotions and referrals.

CROSS SELLING: Cross selling means selling related goods and services to current customers. This is all become possible with help of relationship marketing.

RESTRICTS NEW ENTRY: Customers that stay with service provider tend to be satisfied with the relationship and are less likely to switch to competitors making it difficult for competitors to enter the market or gain market share.

CUSTOMER RETENTION: Relationship marketing increase customer retention and loyalty that makes the employees jobs easier and more satisfying.

TOOLS OF RELATIONSHIP MARKETING

1. CUSTOMER DATABASE: One of the most important and basic tools of relationship marketing is the customer database. Database efforts are made to save, as many data about the customer as available and to retrieve them on demand. The database captures data regarding

almost all aspects of the customer – like their transaction habits, their life cycle stages, personal likeness and disliking, date of birth of the family members etc. So that whatever information is required about the customer can be retrieved almost without any effort. A complete and reliable database helps the company in many ways – like deciding about the attrition curve, the average purchase of the customer, the brand switching habits, segmentation of the customer and the targeting etc.

2. DATA MINING: Data mining is a development in information technology, through which required information is mined from the server.

3. ONLINE DATA PROCESSING: It is another tool through which retrieval and storage are made faster than ever before. This tool stores data in hypercube format specially designed to summary values of each of the transaction points across all of the various dimensions. Source record are extracted from the relational database, aggregated and batch loaded into predefined dimensions on a dedicated multidimensional server. If any time a user needs to see a new dimension, it can be created with the next reload by the database administrator.

4. RFM Model: This model is helpful in monitoring retention of a particular customer. This method tries to rank a customer relative to all other customers in terms of recency, frequency and monetary value. Recency is how recently a customer has visited for a purchase, which is the most important indicator of future behavior. Frequency is the repeat rate, while monetary value means the volume of transaction in one go (or over a period of time). The rfm model suggests that a company should find out segments of customers on the basis of their recency, repeat rate and monetary value. The propagators of this model insist that each company might have different strategies to deal with the rfm segments, but such segmentation is a must for relationship marketing.

RELATIONSHIP MARKETING THROUGH SOCIAL MEDIA

Relationship marketing is all about keeping the customer for the long-term; the life time value the customer has to offer. Traditional firms have established strategies to encourage customers to visit their stores again and again. With the rapid increase in online purchases businesses have been forced into offering their products and services through the internet. Online websites create new challenges when it comes to relationship marketing, especially as through the click of a button customers can move onto competitor websites. Below we discuss some of the strategies firms use to develop long term relationships with customers through the internet.

1. SOCIAL NETWORKING: Social network strategies are an essential part of relationship marketing. Many firms have a business profile on popular social network sites like face book. Consumers are encouraged to join the firm's social network group/profile through things like only allowing competition entries to social network members. Once consumers have joined the firm's social network group the firm has valuable information about the consumer through the consumer's profile information which can be used for relationship marketing.

A.   FACE BOOK: Face book helps the organization for maintain long term relationship with customer by updating them about all product information with images and tags .customers can even give his feedback with their comments. People regard Face book as a fun social space where they chat to friends, check out photos and videos, and relax. You need to join conversations and become part of a community, rather than being a business 'outsider' who tries to sell aggressively. Hard-sell tactics - such as using advertising slogans, posting repeatedly

about a particular product or service, or providing lists of products and prices in isolation from any related conversation - will result in more selling.

FACE BOOK CONTRIBUTION FOR RELATIONSHIP MARKETING

1. Creating a post every morning featuring a special of the day, using a coupon code so that the sale can be tracked to face book. all these help in maintaining long term commitment with customer

2. Posting a daily photo featuring a customer who is its 'Coffee King or Queen' of the day

3. Encouraging users to post their own photos of them.

4. Face book page able to write in a voice that sounds real and likeable, using a style that suits your business. They also need permission to express things in their own words, not in the company's jargon or 'official line'.

5. Posting regularly unlike traditional media (such as magazines or television), or other online media (such as web pages), social media are built around frequent updates. Statistics show that around 50% of all Face book users check their page at least once a day, and they need to see that you are regularly posting new material. Some guides recommend posting at least once a day, but the core principles are to post when you have interesting content, and to judge how often your audience wants to hear from you.

6. Comments in   Face book encourage users to respond to your posts or to post their own comments about your business or a topic that's of interest to them .

7. Pictures and videos are a major element of Face book's appeal. Use them frequently to keep customers engaged and entertained.

- a clothing retailer could post photos of new stock as it arrives

- an architect or builder could post day-by-day pictures of a house under renovation

- a personal trainer could post an instructional video of how to do a particular exercise.

8. Interaction with offers, contests, games, surveys, etc. People like it when Face book is fun, and when it delivers something that they can't get any other way. Research shows that discounts and giveaways are the most popular reason for a customer to follow a business's Face book page.

9. Facebook can also be used to distribute customer surveys.

10. Nurture relationship: It takes time to build good relationships with other Face book users. Engage sincerely in conversations, provide useful content, and develop rewards for loyal customers to help foster positive relationships.

11. Face book page, promote it throughout your business so that your social media works hand-in-hand with more traditional marketing methods. Provide your Face book address on your letterhead, business card and website, in store, in advertisements, and in your email signature.

12. Facebook Insights can tell more about the people who choose to like your page. Once you know your Face book friends' characteristics, you can tailor your posts and offers to meet their needs and interests.

2. CUSTOMIZATION: Some websites offer customers the opportunity to customize their products online and view how they would look if purchased. This not only provides a unique

experience but encourages the customer to develop an attachment to the product they have customized. Shoe manufacturer nike and car manufacturer mini cooper allow their customers to customize their products when visiting their website.

3. ONLINE QUESTIONNAIRES: Many websites ask customers to feedback their experience of using the website at the end of their visit to the web site. Feedback information can be analysed very quickly to find out what improvements can be made. Some changes such as website navigation can be implemented within a short space of time.

4. E-VOUCHERS: Regular customers are often sent e-vouchers that give them discounts off their next purchase. Vouchers can be targeted around what the customer frequently buys. Firms may have software to identify customers that have not purchased from them for a while and send a voucher to try and entice them back and re-establish the online relationship.

5. ONLINE CHAT: To recreate a high street shop environment some websites offer the option to chat via web cam or chat window. This gives the opportunity for users to talk to sales persons via the web. The customer is able to have their questions answered straight away and the firm has an opportunity to try and sell their products to an interested customer. For example dell the computer group's online chat facility allows customers to talk through computer specifications with a qualified member of their team.

6. CUSTOMER SERVICE: Some online firms allow the customer to log the fault through the website, print a returns number and select a date for the item to be picked up from their home. This is quite straight forward and encourages repeat business.
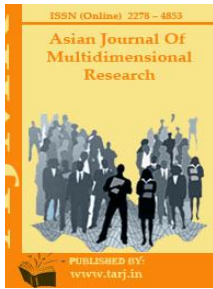
CONCLUSION

The days of traditional marketing, such as running ads, commercials, and other one-way forms of promotion are rapidly fading because the rise of e-relationship marketing is taking a front seat. Relationship marketing means reaching out to your customer base and keeping them engaged not only with your products and services, but through your online content and community. Most people believe that they can create a huge network of Face book or Twitter followers overnight, **but the truth is it takes time**. Cultivating relationships with fans, early adopters, companies, promoters, and key influencers in your industry is the first step in generating buzz about your new startup, and this needs to happen on daily basis. And this isn't just about tweeting out links when you have a new blog post up; more than that, it's all about eng engagement. This means promoting other startups, new products, and interesting articles that would be relevant to your followers. Developing and implementing a social media strategy is the key to connecting and building those relationships. Therefore Social media is help in promoting and maintain long term commitments.

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THE NEW MARKETING FRONTIER: SOCIAL MEDIA

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ABSTRACT

Social media is a tool for sharing and discussing information. It can be described as a kind of online media which encourages every member for feedback and contribution. It is a social instrument of two way communication facilitating the sharing of information between users within a defined network via web 2.0(O'Reilly, 2005). It involves online activities in which the user contributes to content creation.

KEYWORDS: *Social media, Marketing.*

INTRODUCTION

Over the past 40 years, we have experienced a radical shift in how business is conducted and how people interact. The introduction of personal computers, the Internet, and e-commerce have had a tremendous impact on how businesses operate and market. The introduction of social media technology is accelerating and we can expect it to have a similar impact on businesses now and into the future. As new technologies became available, businesses that learn to use new technologies gain great benefits. Some of the best-known examples include technology-driven companies such as Microsoft, eBay, Amazon and Google. In a short span of time, social media has become one of the most loved mediums for the Indian youths today. Social Media Marketing is the hottest new marketing concept and every business owner wants to know how social media can generate value for their business. People are social by nature and collect or share information that is important to them. Social Media Marketing is about understanding how technology is making it easier for people to connect socially with their social networks and how your business can profit from that understanding.

More and more of your customers, whether for personal use, business-to-consumer or business to business reasons use social media in everyaspect of their daily life. Social media is a tool for sharing and discussing information. It can be described as a kind of online media which encourages every member for feedback and contribution. It is a social instrument of two way communication facilitating the sharing of information between users within a defined network via web 2.0(O'Reilly, 2005). It involves online activities in which the user contributes to content

creation. This media encourages user involvement which can be as simple as posting comments or giving votes or as complex as recommending content to other user on the basis of preferences of people with similar interests and lifestyle. Thus social media can be described as a broad term inclusive of activities where people create content, share it, bookmark it and network at a phenomenal rate.

THE EVOLUTION OF SOCIAL MEDIA

Social media has become a ubiquitous part of daily life, but this growth and evolution has been in the works since the late 70s. From primitive days of newsgroups, list serves and the introduction of early chat rooms, social media has changed the way we communicate, gather and share information, and given rise to a connected global society.

According to an infographic from social media monitoring platform Simplify360, the "Golden Era" of social media started in 2001. By this time there were already several chat application iterations, including ICQ, and one of the earliest blog platforms, Live journal.

However, starting in 2001, there was a constant stream of social innovation that started with the first crowdsourced encyclopedia, Wikipedia. Wikipedia was followed by Friendster, MySpace, Facebook in 2004, and Twitter in 2006. While Facebook and Twitter are the two top social media platforms today, MySpace has undergone several pivots and is still in quiet operation.

While the infographic does include the launch of apps like WhatsApp and Snapchat, it doesn't note the impact of mobile on the increase in social media use around the world. And there are plenty of networks that aren't even mentioned, including Yik Yak, Whisper, Tsu and Ello, all of which are perhaps part of the ongoing Golden Age of social media.

MOST POPULAR SITES

In February 2016,

- eBizMBA ranked the top ten most popular social media sites, by estimated unique monthly visitors.

- Facebook: 1,100,000,000 users. Facebook is a networking site used to connect with friends, family or promoting businesses.

- Twitter: 310,000,000 users. Twitter is mostly a blogging networking site.

- LinkedIn: 255,000,000 users. LinkedIn is a networking site mostly used by professional with focuses in business.

- Pinterest: 250,000,000 users. Pinterest is a site where networkers post new ideas, "do-it-yourselves", and theme-based posts.

- Google Plus+: 120,000,000 users. Google Plus is a social networking site owned by Google, that is similar to Twitter and Facebook.

- Tumblr: 110,000,000 users. Tumblr, like Twitter, is a blogging network.

- Instagram: 100,000,000 users. Instagram is a photo/video sharing app.

- Vkontakte (VK): 80,000,000 users. VK is a European social networking site (most common in Russia) that is most similar to Facebook.

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- Flickr: 65,000,000 users. Flickr is an image and video hosting app.

- Vine: 42,000,000 users. Vine is primarily a video sharing app.

After detailing about what social media is and its origin and evolution this paper would spread light on social media marketing, how social media and its tool help in marketing as well as its evolution and stages of social media marketing.

Social Media Marketing is 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 across their social networks. The resulting electronic word of mouth (eWoM) refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company,[2] especially on social media platforms.[3] When the underlying 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, this form of marketing results in earned media rather than paid media.

Various companies provide specialized platforms and tools for marketing via social media:]

SOCIAL MEDIA MEASUREMENT

There is an increasing trend towards using social media monitoring tools that allow marketers to search, track, and analyze conversation on the web about their brand or about topics of interest. This can be useful in PR management and campaign tracking, allowing the user to measure return on investment, competitor-auditing, and general public engagement. Tools range from free, basic applications to subscription-based, more in-depth tools.

The honeycomb framework defines how social media services focus on some or all of seven functional building blocks. These building blocks help explain the engagement needs of the social media audience. For instance, LinkedIn users are thought to care mostly about identity, reputation, and relationships, whereas YouTube's primary features are sharing, conversations, groups, and reputation. Many companies build their own social containers that attempt to link the seven functional building blocks around their brands. These are private communities that engage people around a more narrow theme, as in around a particular brand, vocation or hobby, rather than social media containers such as Google+, Facebook, and Twitter. PR departments face significant challenges in dealing with viral negative sentiment directed at organizations or individuals on social media platforms (dubbed "sentimentitis"), which may be a reaction to an announcement or event.

SOCIAL NETWORK AGGREGATION

Social network aggregation is the process of collecting content from multiple social networkservices, such as Instagram, Tumblr, Flickr, LinkedIn, Vimeo, YouTube, etc. into one unified presentation. The task is often performed by a social network aggregator (such as Rime Hootsuite and Ubernet), which pulls together information into a single location,or helps a user consolidate multiple social networking profiles into one profile. Various aggregation services provide tools or widgets to allow users to consolidate messages, track friends, combine bookmarks, search across multiple social networking sites, read RSS feeds for multiple social networks, see when their name is mentioned on various sites, access their profiles from a single interface, provide "lifestreams", etc. Social network aggregation services attempt to organize or

simplify a user's social networking experience, although the idea has been satirized by the concept of a "social network aggregator."

SOCIAL BOOKMARKING

A social bookmarking service is a centralized online service which enables users to add, annotate, edit, and share bookmarks of web documents. Many online bookmark management services have launched since 1996; Delicious, founded in 2003, popularized the terms "social bookmarking" and "tagging". Tagging is a significant feature of social bookmarking systems, enabling users to organize their bookmarks in flexible ways and develop shared vocabularies known as folksonomies.

SOCIAL ANALYTICS

Measuring + Analyzing + Interpreting interactions and associations between people, topics and ideas. Social media analytics is a powerful tool for uncovering customer sentiment dispersed across countless online sources. This analysis is often called Social Media Listening or Online Listening. The analytics allow marketers to identify sentiment and identify trends in order to better meet their customers' needs. Thus, Social Analytics differs from traditional philosophy as well as sociology. It might be said that the perspective attempts to articulate the contentions between philosophy and sociology. The practice of Social Analytics is to report on tendencies of the times. It does not aim to make a diagnosis of the times that can be agreed upon by everyone or anybody but a report that no one wants to protest about.

There have been significant examples where companies, such as Whirlpool, Royal Bank of Canada and JetBlue, have used such analytics tools to engage customers in response to their feedback.

SOCIAL MEDIA MINING

Social media mining is the process of representing, analyzing, and extracting actionable patterns from social media data. Social media mining introduces basic concepts and principal algorithms suitable for investigating massive social media data; it discusses theories and methodologies from different disciplines such as computer science, data mining, machine learning, social network analysis, network science, sociology, ethnography, statistics, optimization, and mathematics. It encompasses the tools to formally represent, measure, model, and mine meaningful patterns from large-scale social media data

SOCIAL NETWORK ANALYSIS

Social network analysis (SNA) is the process of investigating social structures through the use of network and graph theories. It characterizes networked structures in terms of nodes (individual actors, people, or things within the network) and the ties or edges (relationships or interactions) that connect them. Examples of social structures commonly visualized through social network analysis include social media networks, friendship and acquaintance networks, kinship, disease transmission, and sexual relationships. These networks are often visualized through sociograms in which nodes are represented as points and ties are represented as lines

BRAND AMBASSADOR

A Brand ambassador is a person who is hired by an <u>organization</u> or <u>company</u> to represent a brand in a positive light and by doing so they help to increase brand awareness and sales. The brand ambassador is meant to embody the <u>corporate identity</u> in appearance, demeanor, values and ethics. The key element of brand ambassadors lies in their ability to use promotional strategies that will strengthen the customer-product/service relationship and influence a large audience to buy and consume more. Predominantly, a brand ambassador is known as a positive spokesperson, an opinion leader or a community influencer, appointed as an internal or external agent to boost product/service sales and create brand awareness. Today, brand ambassador as a term has expanded beyond <u>celebrity branding</u> to self branding or personal brand management. Professional figures such as good-will and non-profit ambassadors, <u>promotional models</u>, <u>testimonials</u> and brand advocates have formed as an extension of the same concept, taking into account the requirements of every company.

STAGES OF USING SOCIAL MEDIA AS A MARKETING TOOL

Within the last five years, consumer use of social media has grown significantly. In general, business adoption is based on harnessing this growth.

Creativity and inventiveness are important to recognizing this opportunity. A definitive way to implement that guarantees success has not been developed. Over time, as experience grows, this expertise will help in integrating social media most effectively. At this point these credit unions may be the early adopters blazing the trail for others. As time goes on, path ways to success may be better defined. However, today credit unions are taking initial steps. Credit unions can use this information in plotting their course, remembering that social media is dynamic, and the best strategy in the future, may not be the steps taken in the past.

The research assessed social media use based on years of experience or use. Social media use is defined platform adoption such as Facebook, Twitter, YouTube, LinkedIn, etc. Beginners are those with less than one year with using Social Media (19 percent).

Intermediate are those that are 1 to 3 years into using the platforms (59 percent), and those that are Advanced in number of years using social media have over 3 years of experience (22 percent).

• **BEGINNERS**: As expected, beginners take their initial steps with listening and analytics.

Regarding platforms, it's Facebook that has the highest percentage of users overall, and it is what credit unions are most likely to be starting out with today.

Overall, blogging has a relatively small percentage adopting compared to other platforms, but a faster start that quickly levels out. Although the percentage of beginners with Twitter is relatively high compared to other platforms, with more experience, use continues to grow. Podcasts are not on the list of platforms being used by those with less than one year of experience.

• **INTERMEDIATE**: For those categorized as intermediate, LinkedIn and YouTube see the biggest hits. Facebook and Twitter continue to be strong, and Podcasts first appear on the scene.

• **ADVANCED**: The advanced in years are differentiated from those with less experience by alift in Twitter and YouTube use. Podcasts appear there to stay, but still at a relatively low level of

penetration. After seeing somewhat of a dip in intermediate, social media listening continues its growth, which will help with furthering developmentCredit unions that are advanced also tend to be larger in asset size. Investment increases with experience. As expected, those in the beginner and intermediate levels spend less than Those that are advanced.

SOCIAL MEDIA EVOLUTION (BASED ON YEARS EXPERIENCE)

	BEGINNER	INTERMEDIATE	ADVANCED
Facebook	89%	95%	100%
Twitter	46%	55%	83%
LinkedIn	17%	41%	40%
You tube	14%	40%	70%
Blogs	20%	18%	23%
Podcasts	0%	8%	10%
Social Media Listening	43%	38%	63%
Wen Analytics	63%	47%	70%

WAYS SOCIAL MEDIA HELPS IN MARKETING

❖ **SHOWCASE YOUR BRAND**: Word of mouth is incredibly effective because it's highly relevant. People in a specific industry, as an example, often congregate in social media channels and groups. If one person shares your brand, product or service, it can be seen and shared by a highly-engaged audience.

❖ **DEVELOP A LOYAL COMMUNITY:** If you have an effective social strategy of providing value to your audience – either by direct assistance, crated content, or other news, tips and tricks, your community will grow to appreciate and trust you. Trust and authority are important elements of any purchase decision.

❖ **IMPROVE CUSTOMER SERVICE**: When your customer calls you for help, it's a 1:1 conversation. But when a customer reaches out on social media, your audiences get to see how you react and respond their needs. Great customer service can be echoed through every corner of the globe… and so can customer service disaster.

❖ **INCREASE DIGITAL EXPOSURE**: Why product content without a strategy to share and promote it? Developing content doesn't mean if you build it, they will come. They won't. So building a great social network where the community become brand advocates is incredibly powerful.

❖ **BOOST TRAFFIC AND SEO**: While the search engines continue to exclude links, fans and followers as a direct factor in search engine ranking, there's no doubt that a strong social media strategy will drive great search engine results.

❖ **EXPAND SALES AND REACH NEW AUDIENCE**: It's proven that sales people who incorporate a social media strategy outsell those who do not. As well, your sales people understand how to deal with negative feedback in the sales process because they actually speak to people every day. Your marketing department often doesn't. Putting your sales representatives out on social to build a presence is an awesome means of expanding your reach.

❖ **CUT MARKETING COSTS**: While it requires momentum, trending growth on social media for follows, shares, and clicks will ultimately drive down costs while increasing

demand. There are incredible stories of companies going from broke to expanding after building a unique social media presence. That requires a strategy that can be counter to many corporate cultures. There are also a lot of companies that are terrible at social media and are simply wasting their time.

EVOLUTION OF SOCIAL MEDIA MARKETING

Before there was social media, citizens in the 1970s and 1980s spent most of their time on social networks like dating sites and online forums. Six Degrees, Live journal, and Friendster were the earliest form of social Medias.

The dot-com bubble of 1995 – 2002 was a critical event that allowed the internet to become a viable marketing tool. It began with search marketing, prompting brands to create websites to establish an online presence. As Google, Yahoo and MSN's search engines evolved, companies turned to SEO strategies to remain at the top of search results.

When web 2.0 sites – blogs in particular – increased in popularity, marketers began to recognize the potential of content marketing. Inbound marketing, where more value is added for the customer and business is earned, starts replacing age-old "buy, beg or bug" outbound marketing strategies.

In 2003 – 2004, the arrival social media sites like Facebook, LinkedIn and My Space initiates the shift of internet users from multiplayer online games into social networking sites. Eventually, businesses picked up on the positive effects of a social media site presence on e-commerce and started creating their own profiles on the popular networking sites.

In the years that followed, customer's favorable attitude towards social media marketing slowly changed business marketing preference from the more aggressively-proactive outbound marketing to the more reactive inbound marketing.

Nowadays, over 90% of marketing executives utilize social media as part of their marketing strategies, and successful businesses utilize social media marketing for branding, lead generation, customer retention, research and e-commerce. Not only does social media manage to significantly reduce marketing expenses and the time needed to market products and services, it also increased the effectiveness of marketing and overall customer satisfaction. 83% of customers who post complaints on a brand's social site like Twitter and get a reply state that they are satisfied. This helped companies retain more of their customers, resulting to increased existing customer transactions.

EXAMPLE OF FACEBOOK

Defining "success" on social media isn't easy for brands. It's often an early step in an increasingly complex customer journey, and there's heaps and heaps of data. Given that, many marketing departments feel overwhelmed by the data and don't know what to do with it, so they end up relying on the easy metrics to pick out to define social marketing success. For example, Facebook makes the number of page likes very obvious and Twitter puts the follower count front and center. As a result, marketers lack true, actionable insights from social and the channel ends up being less effective than it should be.

For brands to participate on social media, it requires an investment. It takes time and energy, and increasingly, it takes a monetary investment. We've been big preachers of social marketers

proving their value and their success in terms of ROI, but for so long, the "experts" of social media have played fast and loose with what ROI means for social.

In this paper, we'll explore the evolution of what that "R" means when it comes to social media.

STAGE I: VIEWS

In 2007, Facebook finally let organizations create brand pages. It was touted, essentially, as free marketing access to Facebook's growing audience of highly desirable young adults. For brands, just reaching that audience and getting a message in front of them was "success". In the ROI equation, with a very little "I", the "R" didn't have to be very substantial from a business goal perspective.

STAGE II: ENGAGEMENT

As the social networks continued to grow and mature, social marketers also became more sophisticated. Brands realized how powerful social marketing could be and began investing in bigger teams and more thought-out social strategies.

The power of the network was a massive attribute of the channel that marketers had to capitalize on, but perhaps more importantly, for the first time, customers could make an impact by communicating back. The two-way communication created a big opportunity, but also had a lot of risk.

Sure, before social media customers could call customer service and make a complaint, or make a scene in a store, but with social media, their complaints could be seen by their peers and other customers of the brand, creating a much larger impact. Brands reacted and started to use social media as a major customer service channel — putting out fires, engaging with customers, and learning about their wants and needs.

At this stage, sentiment analysis and social listening became really important. Brands wanted to make sure that complaints were taken care of, and social marketers were tasked with creating positive engagement: likes, favorites, follows, and positive comments.

STAGE III: CONVERSIONS

Over the last year or two, Facebook's algorithm has become more important than ever. Due to the massive amount of content that people are sharing, as well as pressure on Facebook to generate revenue, the news feed algorithm has squeezed down hard on brands' organic posts. And it's not just Facebook. Twitter, too, has seen an increase in content, resulting in clogged feeds, and some sort of feed algorithm is expected this year. As a result, it's practically a requirement for brands to have some paid social component. And with any serious paid component, managers and executives want to see a real ROI. The value of a "like" or "favorite" or even a follower on social is highly debatable, and for most businesses, won't cut it as a business metric. They want conversions and proof that their investment in social media marketing is creating revenue.

Therefore, Consumers today want to be more informed about products before they make the purchase. Most importantly, social networks are extremely capable of informing and influencing purchase decisions, as many users now trust their peer opinions more than the marketing strategists. Social networking sites allow individuals to construct their profile within a bounded

system, share with other users and view and traverse their list of connections and those made by others within the system (Boyd & Ellison, 2007).

Customers now have the power to talk back at the brand and broadcast their opinions of the brand. Therefore, marketers have no choice but to treat them differently and with greater respect.

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.

"People will forget what you said, people will forget what you did, but people will never forget how you made them feel and that's what social media marketing does."

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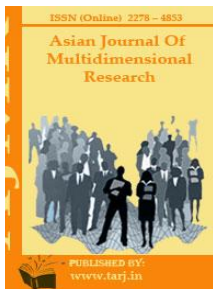
COMPETITVE ADVANTAGE THROUGH FACEBOOK

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ABSTRACT

With increasingly fierce competition, the whole market is full of similar products; consumers are increasingly indistinguishable from the difference between them. For companies, it would be difficult to earn extra profits above the average level if they cannot guarantee the uniqueness of its own products. So this paper accentuates the competitive advantage through social networking sites like Facebook which gives a whip hand to the companies over its adversaries. In brief, the paper will also focus on each of five factors and will later focus on how business can use technology and the concept of social networking sites to gain competitive advantage. The research will shed light on the benefits of Facebook in gaining competitive advantage and the benefits that both the business and the society derive from it. The paper will also encompass the objective of a firm to opt for competitive advantage through Facebook and the effect that it has on the market share of the company. A detailed study is done on not only the benefits but also the limitations of competitive advantage through Facebook.

KEYWORDS: *Competitive Advantage, Social Networking, Facebook, Adversaries.*

INTRODUCTION

"If you don't have competitive advantage, then don't compete"

- Jack Welch

Business can use technology to gain competitive advantage and increase on their (ROI) return on investment. A business is driven by five major forces and these include:

1) Buyer power 2) Supplier power 3) Threat of substitute products or services 4) Threat of new entrants 5) Rivalry among existing competitors. All these five forces will determine the success of any business, so business people can use technology to gain competitive advantage basing on these five factors.

1. **BUYER POWER:** Buyer Power is high when buyers have many choices of whom to buy from, and it's low when their choices are few.

2. **SUPPLIER POWER:** Supplier Power is high when buyers have few choices of whom to buy from, and low when there are many choices. As a business person, this is what one needs to know, if the supplier in a particular market hold a lot of power, that market or industry will be less attractive to enter.

3. **THREAT OF SUBSTITUTE PRODUCTS OR SERVICES:** If there are very few alternatives to using a product or service, the threat of substitute products will be low, so this will be a lucrative industry to enter because customers will have less choices.

4. **THREAT OF NEW ENTRANTS:** The threat of new entrants is high when it is easy for competitors to enter the market. Business owners can use technology to make it hard for others to enter their market.

5. **RIVALRY AMONG EXISTING COMPETITORS:** An industry is less attractive when the rivalry among existing competitors is high and more attractive when it is low.

As explained by: Professor Michael Porter

THE FIVE FORCES MODEL

MEANING OF COMPETITVE ADVANTAGE

Competitive advantage is a business concept describing attributes that allow an organization to outperform its competitors. These attributes may include access to natural resources, highly skilled personnel, high entry barriers, etc. New technologies such as robots and information technology can also provide competitive advantage. For example, better identification and understanding of customers.

To get a better knowledge about competitive advantage, the following determinants should be kept in mind:

*   What you produce. Whether it's a good or service, you've got to be very clear on what you are providing. New technology can redefine that for you, so you've got to stay on top of how trends affect the benefits you provide. For example, the Internet meant that newspapers had to redefine how they delivered the news.

*   Target market. Who are your customers? You've got to know exactly who buys from you, and how you can make them happier. That increases demand, the driver of all economic

growth. Newspapers found out their target market started to become older people, who weren't as comfortable getting their news online.

MICHAEL PORTER: THE GURU OF COMPETITIVE ADVANTAGE

In 1985, Harvard Business School professor Michael Porter wrote the definitive business school textbook on the topic, called Competitive Advantage.

In it, he outlined the three primary ways companies achieve sustainable advantage: cost leadership, differentiation, and focus. Although Porter developed these strategies by researching companies, they are useful for anyone who is seeking to stand out.

Competitive Advantage

	Lower Cost	Differentiation
Broad Target	1. Cost Leadership	2. Differentiation
Narrow Target	3a. Cost Focus	3b. Differentiation Focus

Competitive Scope (vertical axis label)

Cost leadership means you provide reasonable value at a lower price. Companies do this by continuously improving operational efficiency. They usually pay their workers less, either by providing intangible benefits such as stock options, benefits, or promotional opportunities or by taking advantage of unskilled labor surpluses. As they grow, they can use economies of scale and buy in bulk. Good examples of companies with sustainable cost leadership advantage are Wal-Mart and Costco. However, sometimes they pay less than the cost of living. Their advantage can be threatened if they must comply with higher minimum wage laws.

Differentiation means you have a strong brand that clearly communicates how you deliver benefits much better than anyone else. A company can achieve differentiation by providing a unique or high-quality product, by delivering it faster, or by marketing it in a way that truly reaches customers better. Instead of being a cost leader, the company with a differentiation strategy can charge a premium price. That means they usually have higher profit margins.

Focus means you understand and service your target market better than anyone else. You can use either a cost leadership or differentiation strategy, but you focus it on one specific target market. Often it's a tiny niche that isn't being served by larger companies.

HOW DOES NEW TECHNOLOGY HELP THE BUSINESS TO GAIN COMPETITIVE ADVANTAGE?

- **USE TECHNOLOGY TO INCREASE BUYER'S POWER FOR SPECIFIC PRODUCT OR SERVICE**: For any small businesses to gain competitive advantage in such a tight market, it will have to use technological tools to attract customer's attention towards

their services or products .A business can use media like social networks (Facebook) to promote the shopping coupons to attract the customers.

- **USE TECHNOLOGY TO REDUCE SUPPLIER POWER**: For any business to succeed, it should find ways to decrease supplier's power, the best way to do this is to locate alternative sources of supply.

- **USE TECHNOLOGY TO CREATE ENTRY BARRIERS**: A business must create barriers to its market by using technology. If the market is so easy to enter, the business will not survive for so long. Businesses should not settle for survival, they have to plan and make sure that they will rule the market for a longer period. Most successful companies like Google, Facebook have used technology to stay ahead of the market, they have found ways of blocking competition and this has gained them competitive advantage in the market.

REVIEW OF LITERATURE

Earlier the businesses were just restricted to using only the traditional methods to gain an advantage over its competitors, but with the invention of new technology and the concept of social networking sites, it has become very easy for any business to overpower its competitors. Facebook is one of the most popular used means by any business. Facebook allows businesses to build a community with the potential of turning a proportion of those community members into customers. It provides businesses with the ability to create and grow an engaged community of customers and potential sales leads. Facebook provides an excellent means by which a company can not only demonstrate their expertise in any given area, but they can actively create a brand personality, in keeping with brand values and marketing strategy and promote their unique selling points.

ABOUT FACEBOOK

Facebook is a corporation and online social networking service headquartered in Menlo Park, California, in the United States. Its website was launched on February 4, 2004, by Mark Zuckerberg with his Harvard College roommates and fellow students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. The founders had initially limited the website's membership to Harvard students, but later expanded it to colleges in the Boston area, the Ivy League, and Stanford University. It gradually added support for students at various other universities and later to high-school students. Since 2006, anyone who is at least 13 years old was allowed to become a registered user of the website, though the age requirement may be higher depending on applicable local laws. Its name comes from the face book directories often given to American university students.

After registering to use the site, users can create a user profile, add other users as "friends", exchange messages, post status updates and photos, share videos, use various apps and receive notifications when others update their profiles. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People From Work" or "Close Friends". Also users can complain or block unpleasant people. Facebook had over 1.18 billion monthly active users as of August 2015. Because of the large volume of data users submit to the service, Facebook has come under scrutiny for their privacy policies. Facebook, Inc. held its initial public offering in February 2012 and began selling stock to the public three months later, reaching an original peak market capitalization of $104 billion. On July 13, 2015, Facebook became the fastest company in

the Standard & Poor's 500 Index to reach a market cap of $250 billion. Following its Q3 earnings call in 2015, Facebook's market cap soared past $300 billion.

SWOT ANANLYSIS OF FACEBOOK
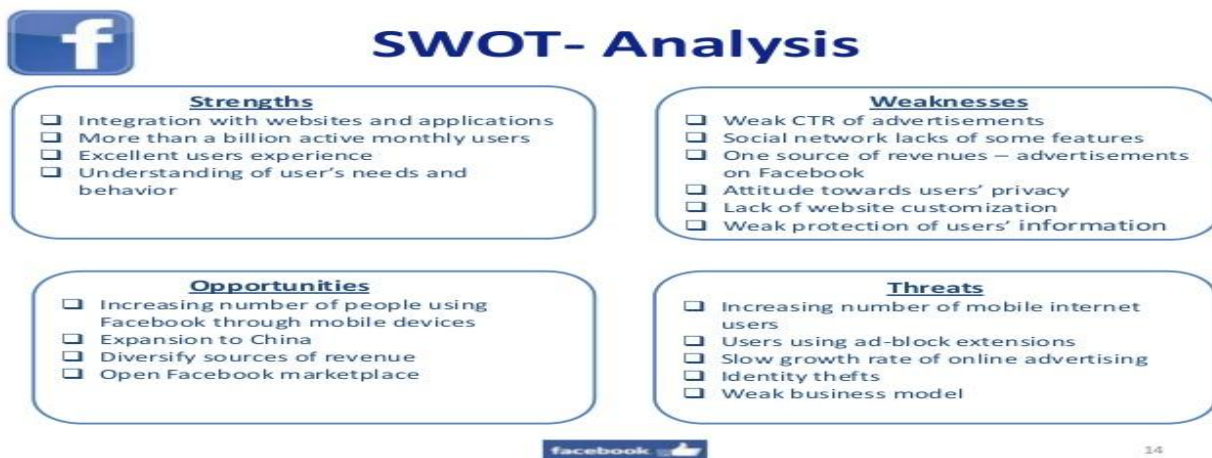
HOW BUSINESS AND SOCIETY GAIN COMPETITVE ADVANTAGE THROUGH FACEBOOK?

A competitive advantage exists when the firm is able to deliver the same benefits as competitors but at a lower cost (cost advantage), or deliver benefits that exceed those of competing products (differentiation advantage). Thus, it enables the firm to create superior value for its customers and superior profits for itself. The following model depicts how competitive advantage can ultimately lead to creation of value for the business.
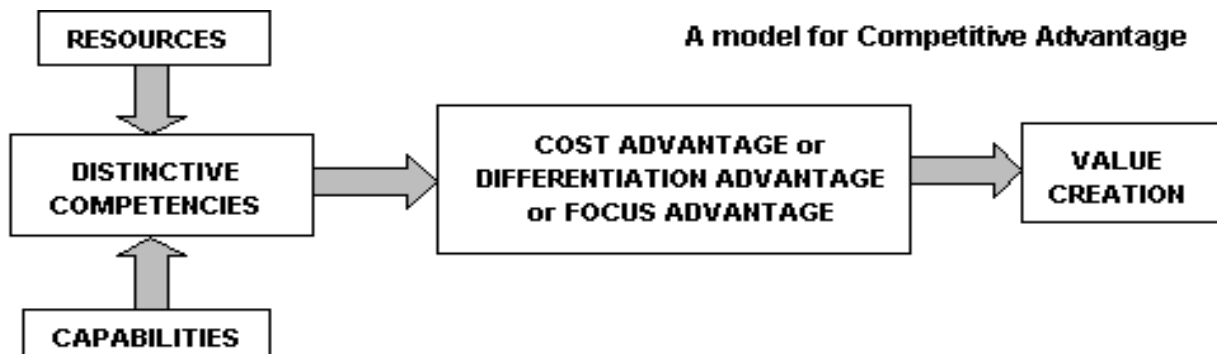
Competitive advantage also helps the firm to channelize and mobilize its resources effectively and efficiently. It helps the firm to create strong customer relations. It helps the firm to gain a leadership in the industry. It helps to build a brand loyalty. It also helps to icrease the level of customer satisfaction and provide quality products at low cost.

BENEFITS FOR THE BUSINESS

Facebook has emerged as one of the largest social networking sites through which a business can easily have an edge over its competitors. The following points prove the importance of Facebook for businesses in today's scenario.

- **QUICKLY REACH THE PEOPLE WHO MATTER**: The dual benefit of using Facebook for business is that firstly the product information quickly reaches the people within an instant, secondly it reaches the exact target audience the business wants because it can customize its audience using groups and pages with specific and relevant content about the product or service.

- **TARGETED BUSINESS ACTIVITY**: A firm can target its business activities on Facebook according to popular trends and careful analysis of competitor's strategy during different times.

- **OPEN BUSINESS RELATIONSHIPS WITH CUSTOMERS**: Business pages can be created on Facebook to build open relationships with the customers. This transparency in business practices also reflects good business ethics and this helps in acquiring and retaining a loyal customer base.

- **EASY TO FIND**: Business and services are easy to find on Facebook. Almost everyone and their grandmothers are on Facebook now and they spend a considerable amount of time browsing different product pages on Facebook. So it is easier for everyone to locate a business page on Facebook quickly rather than typing in a business website address.

- **VIRAL PROMOTION**: People can like, share the business page, services, and posts on Facebook. If they're really influenced by the brand message and activities they invite others to like the business page which can have a cascading effect on traffic numbers and make the posts go viral.

- **COMPETITIVE ADVANTAGE**: Facebook provides competitive advantage to business by connecting it to its customers, answering their queries within minutes. It helps to establish business worthiness in front of billions of people and the competitors soon become the followers.

- **TRACK COMPETITORS**: Another advantage of [Facebook for business](#) is that it can track, analyze its competitors marketing strategy, selling strategy and responses on Facebook. It can also convert and target its competitor's unsatisfied customers by seeing negative feedback of people in the competitor's Facebook page and posts.

- **MANY CREATIVE WAYS TO MARKET**: Many Facebook business pages can be easily created related to the products and services a business wants to offer. For example if a business is promoting a blog website it can create Facebook page based on categories of its blog. And it will help others and the business to get targeted people for its website.

BENEFITS TO THE SOCIETY

The benefits of competitive advantage is not only restricted to businesses but the society as well as gain a lot from it. The advantages are listed are as follows:-

- A large number of customers can be reached in short span of time.

- By adopting competitive advantage, a business can offer a wide variety of products and services at low cost.

- It also helps to provide quality products to its customers and the society thereby leading to enhanced customer satisfaction.

- The queries and the grievances of the consumers are easily dealt with which gives the company a whip hand over its adversary.

RECENT TRENDS OF COMPETITVE ADVANTAGE THROUGH FACEBOOK

Some of the popular examples of competitive advantage through Facebook:

- **QATAR AIRWAYS**

  Qatar posts a number of pictures about football (soccer in America), which is what their fans care about.

- **DOVE**

  An inspiring video helped Dove get close to half a million views and thousands of likes, comments and shares.

- **OREO**

  Oreo continues to dominate Facebook with their delicious cookie. It's almost too easy. Beautiful images combined with recipes and a creative use of hash tags also help.

- **STARBUCKS**

  With more than 37 million fans, the Starbucks Facebook page is in the top 10 brand pages. One of the things Starbucks does right is they give people tips to help them use their products.

OBJECTIVE

The objective of this study is to throw some light on how competitive advantage through social networking sites had captured a wide market area and this in turn has helped the firms to increase the market share in a short span of time. It has helped the business to grow and out power its competitors. Further through Facebook, companies can capture a large number of customers which could not have been possible earlier by other marketing sources. Every business, large or small, needs a competitive advantage to distinguish itself from the competition. In the aggressive business world, especially in today's economy, every advantage counts to establish business in the top of the industry. Gaining a competitive advantage takes strategic planning, extensive research and an investment in marketing.

LIMITATIONS OF COMPETITIVE ADVANTAGE

Though having a competitive edge is a trump card for ant business but it can also prove to be a clamp down for it as well. As it is rightly said that "Every medal has its own reverse", the business can also be not salvaged from the drawbacks of competitive advantage through Facebook.

- Resorting to delinquent methods of competition

- Promotion of fraudulent sites through Facebook

- High promotional costs

- Creation of undue stress for the management

- Endorsement of negative content

- Using Facebook as a digital strategy is time consuming

- Prone to being hacked

- Danger of getting fake responses

- Lack of personalized touch

CONCLUSION

'A company's ability to respond to an unplanned event, good or bad is a prime indicator of its ability to compete."

– Bill Gates

The bottom line is that a successful company understands the nature of the environment in which it operates, and manage to identify how best to gain a competitive advantage over rivals. This is established by firstly carrying out an audit of its existing position. It must then identify key changes needed to sustain a competitive position in the future, known as competitive strategies.

The study lays emphasis on the competitive advantage that the business enjoys through Facebook. Today, Facebook marketing is simply crucial for every business. However, it should be done professionally and step-by-step in order to build the perfect engagement and position your brand as an authority in the niche.

SUGGESTIONS

Having a competitive edge is key because long-term business success involves creating, managing and exploiting assets and skills that competitors find difficult to match or counter. Developing this advantage is ongoing, not a final event.

The following 5 tips can be kept in mind by a company to procure competitive edge:

1. STRATEGIC LEADERSHIP

The top management team leading the company must develop a vision for the organization; obtain employee commitment to achieving that vision; build effective relationships with key stakeholders i.e. partners, customers, suppliers. At the same time, management must be a catalyst for change.

A good top team has varied expertise and knowledge; most important, managers must learn to think in a non-linear manner in order to keep developing successful strategies when faced with new, and possibly contradictory, information.

2. LEVERAGE CORE COMPETENCIES

One key to sustaining a competitive advantage is to develop a core set of competencies that customers want and that are difficult for others to imitate.

These competencies can be exploited and leveraged to develop new products or to go after new markets. The ability to leverage competencies across geographic and product business units helps any business to achieve economies over scale and scope. It seems Huawei has done exactly that!

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3. INNOVATE STRATEGICALLY

Whether a business is a first or late mover, innovation gives a competitive advantage. A truly pioneering company plays a central role in defining both the concept and buyer preferences for a category.

But if the originator doesn't understand the market, a late mover can identify a superior but overlooked product position and undercut the pioneer. The key is innovation based on the market's needs.

4. GROWTH STRATEGIES

Identify opportunities such as geographic expansion or new target markets that enable business growth. Enter the markets using the most effective method i.e. strategic alliance, outsourcing, direct). Whilst risks may be high and /or inadequate internal resources may not be available, search for a partner who can join in developing a cooperative venture.

Choose partners with complementary resources and an appropriate strategic intent. The Vodafone Group and BT are just two of Huawei's strategic partners.

5. STAY FLEXIBLE

Sustaining a competitive advantage requires continuous thinking of current strategic thinking, organizational structure, communications system, corporate culture, asset deployment and development strategies.

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RELATIONSHIP MARKETING USING E-COMMERCE PLATFORM

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ABSTRACT

Relationship marketing is a strategy designed to foster customer loyalty, interaction and long term engagement. RM is designed to develop strong connections with customers by providing them with information directly suited to their needs and interests and by promoting open communication. RM has been extended to incorporate innovative applications in mass consumer markets. To develop an effective theory of relationship marketing, it necessary to understand what motivates consumers to reduce their available market choices and engage in relational market behavior by patronizing the same marketer in subsequent choice situations. This Electronic customer relationship management (e CRM) approach focuses more on customer retention than customer acquisition. Electronic customer relationship management (e CRM) has forced marketing managers to re-evaluate how, when and to what extent they interact with their customers.

KEYWORDS: *Relationship marketing, E-commerce.*

INTRODUCTION

CUSTOMER RELATIONS AND RELATIONSHIP MARKETING

Relationship marketing is designed to develop strong connections with customers by providing them with information directly suited to their needs and interests and by promoting open communication. This approach often results in increased word-of-mouth activity, repeat business and a willingness on the customer's part to provide information to the organization. Relationship marketing contrasts with transactional marketing, an approach that focuses on increasing the number of individual sales. Most organizations combine elements of both relationship and transaction marketing strategies. Customers are won over not by the product and price alone but by the service and happy experience too. Any customer who has been happy with the service received is likely to be loyal to the Company and most probably he will be ready to compromise or over look certain defects over superior quality of service. This is not all. When the firm has happy customers, it can be sure that in good times he will refer many more customers from his

social friends circle as well as family too. This can be a double edged sword. In case a customer is not happy with his experience or the product, he can spread talk ill about the Company as well as the product to his friends and family too.

Using E Commerce platform

When firm creates an E Commerce platform and choose promote the products and services, paying attention to Customer Relationship Management becomes that much more important. Using E Commerce as sales engine, firm is going to focus on wider markets and volume of prospects and customers too. The internet has changed the consumer behavior. Customers today

expect superior services. The delivery and service expectations have gone up. Servicing a larger customer base in a short span of time calls for CRM system and process backup. It is important to remember that the internet customers have the power of instant communication across the world wide web.

Customer relationship management

Customer Relationship Management (CRM), which has also been described as 'information-enabled relationship marketing', is an enterprise-wide initiative that belongs to all areas of an organization. It comprises processes used by organizations to manage consumer relationships, which also include collecting, storing and analyzing data, and is often termed as data-driven marketing. CRM attempts to provide a strategic bridge between information technology (IT) and marketing strategies, thereby aiming at building long-term relationships and profitability. This requires 'information-intensive strategies'. It is vital to maintain appropriate Customer Information Management systems by acquiring customer databases and consolidating customer feedback.

Companies interact with customers, treat them as organizational assets, learn about them and through the process of incorporating feedback and co-creation, develop a level of intimacy with them. This serves the objective of better marketing investment prioritization, as improving marketing intelligence will definitely aid firms in improving the selling context. Organizational processes need to change in a way that the organization can recognize individual customers and extract information on who they are and what they want.

Purpose of the study

1) To know how different consumers can be targeted through relationship marketing.

2) To find out ways to strengthen the relationship with customers through internet.

3) To specify the foundation for successful e-relationship marketing.

4) To provide with meaningful examples of successful customer retention strategies.

5) To explain why and how to estimate customer life time value.

Methodology

The study is descriptive in nature and information has been collected from various books and websites.

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OBJECTS OF RELATIONSHIP MARKETING

1) Customer Satisfaction

Every company needs their customers to be satisfied. Satisfied customers are more likely to return to make further purchases, as well as to promote a company's good name and recommend services to others.

Customers more than ever want to feel engaged with the companies that they are dealing with, one way CRM can help with this is through contact management. Contact management software allows company to track each customer interaction, so customers feel that firm personally remember every interaction they have had with them. This gives the client a more enjoyable, personalized customer experience and can be the key to smoothing sales.

2) Becoming more Efficient

Implementing CRM services helps the customer service team react to customer queries and concerns more quickly and efficiently, which will boost productivity as well as customer satisfaction. In sales and marketing departments, CRM can even help track all leads and campaigns from beginning to end, making the entire process more effective.

3) Produce Better Marketing Campaigns

As well as making the process of conducting a marketing campaign easier, CRM also helps a firm to design the most efficient campaign. Knowing the target market and how your audience responds to communications you will be able to produce more effective marketing campaigns.

CRM data can enables a company to profile target groups which may be underperforming in order to try and boost this area of business, with the goal of increasing profits.

4) Attract New Customers

CRM will find useful information about customer base and allow firm to work out where there are gaps that need to be filled. Exploring the reasons why customers fail to make purchases or why they do not rate company's services can help to adapt new policies and techniques which will help to attract new customers.

5) Boost Sales

Improving the way the business operates and how customers interact with the company, as well as producing effective marketing strategies, will improve the way the business is viewed and encourage new sales. It will also ensure that existing customers keep coming back. For example, Advanced Business Equipment boosted their sales by 10% in the 3 months after installing Sugar CRM.
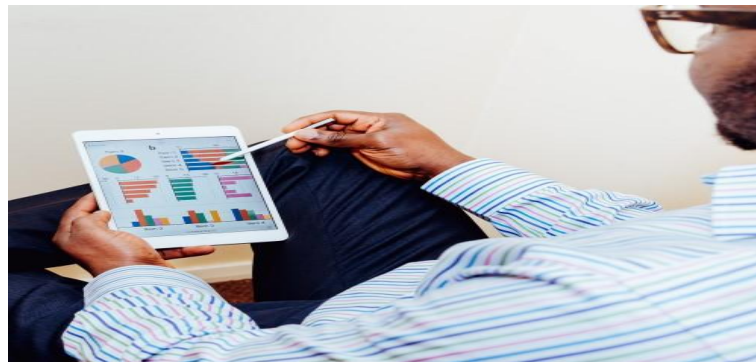
Targeting various consumer groups with RM :

Researchers recognize that there is a continuum of customer relationships ranging from transactional to highly relational bonds, by discussing the different levels and length of the relationships. In the table given below, we categorize three types of consumers, transactional consumers, repeated or loyal consumers and relational consumers, with different levels of B2C relationships.

TABLE : CONSUMERS WITH DIFFERENT LEVELS OF B2C RELATIONSHIPS

		Transactional consumers	Repeat(loyal)consumers	Relational consumers
Consumer characteristics	Market appearance	Shop around	Repeated purchase, open to other offers	Exclusive repeated purchases emotional bond
	Decision making domain	A full decision making process on all market alternatives(intelligence, design, choice)	Reduced choices and reduced decision making process (design; choice)	Minimum(choice),with the relationship marketer
	Attitude to competitors	Welcome and actively search	A certain level of interest	Don't care
	Orientation to relationship	Low	Medium	High and collaborative
	Basis for future purchase	Satisfaction	Trust or favorable evaluation	Commitment
	Psychological attachment	Unattached unbiased	Favorable	Emotional attachment
	Knowledge about marketers	Low	Medium	High
	Involvement and initiatives	Low; passive; targets	Low to medium; passive targets	High; active partners
	Relationship type	N/A	Transactional relationship	Non-contractual commitment

MANAGING CUSTOMER RELATIONSHIP THROUGH INTERNET

1) CRM as activities to manage customer relationships by using the Internet, web browsers or other electronic touch points. A higher degree of interactivity possessed by these channels further allows companies to engage in dialogue, organize consumer redressal, solicit feedback, respond to controversies and establish and sustain long-term customer relationships.

2) Existing companies are being challenged to rethink the most basic business relationship – the one between the organization and its customers. CRM is a comprehensive business and

marketing strategy that integrates technology, process and all business activities around the customer.

3) Despite media hype about the Internet changing the rules of engagement with customers, it has not changed the underlying fact that addressing customers' needs leads to sustainable profit, and that e-CRM is related to customer satisfaction.

4) In this scenario, where information overload in the Internet age can force people to become passive receptors of information, it is important for an organization to make sure that the right information reaches the right people at the right time.

5) A higher perceived value by the consumer in the organizational information will stimulate consumer interest leading to a desire to interact, achieving 'engagement' from the organizational perspective.

6)To track the consumer responses in the form of the consumer comments and mining the same to gauge consumer sentiment and to serve as a decision support system for better segmentation and response management under the aegis of campaign management in a CRM solution.

7) Technology, Knowledge Management, Business Models, Markets and Human Factors are five input variables integral to an e-CRM process. Under these conditions, data mining tools can help uncover the hidden knowledge to understand the customer better, whereas a systematic knowledge management effort can channel the knowledge into effective organizational strategies.

PROS OF RELATIONSHIP MARKETING:

1) THROUGH E-RELATIONSHIP MARKETING COMPANY WILL MULTIPLY ITS SALES:

When the company has built a strong relationship with the audience or clients they tend to go loyal. Most of the time, value to the customers make them buy an upcoming product and they may help in increasing sales. It is exactly opposite with traditional marketing where no attempt is made to influence the customer (or try at least) to make a second purchase. Through internet firm can expand its geographical reach even in foreign countries.

2) FIRM WILL INCREASE ITS PROFITS MANIFOLD:

When firm has more sales and the returning customers are loyal customers they pay you the price company deserves and thus resulting in increased profits.

3) FIRM SPENT LESS ON ADVERTISING:

It is the customer satisfaction that tempts them to spread a positive word of mouth which further helps businesses to gain more leads. Nearly 84% of the purchasers take advice from their near and known ones before making a purchase. Organizations can actually reach far beyond their primary reach with e-commerce.

CONS OF RELATIONSHIP MARKETING:

1) FIRM MAY OVER SPEND:

While focusing on giving value to existing customers, firm might spent far more than its budget for that financial year which might lead to losses.

2) FIRM MAY MISS THE CHANCE OF INTERACTING WITH NEW PROSPECTS:

Business means endless opportunities to make new customers, but while indulging in RM many of us might forget that we could use that time to get connected to new as well as complete random set of leads that would otherwise never come in contact with the product.

3) FIRM MIGHT BECOME A VICTIM OF NEGATIVE FEEDBACK:

While this is very rare that a firm cannot ignore the chances of getting victimized of a negative campaign. When something goes wrong the fickle-minded crowd might spread negative word of mouth and this can ruin the business campaign as a whole.

4) LACK OF KNOWLEDGE

Many people do not have the knowledge of using computer system so they prefer to use traditional system for doing all their transactions.

CONCLUSION:

We can conclude that Relationship Marketing is all about holding onto existing customers as well as gaining new ones; while existing customers remain loyal if the value of the product/service that they receive is sufficiently high; while loyal customers can also act as advocates of this product/service. Yet remarkably, many start-up e-commerce companies managed to ignore these simple business concepts, and as a result lost the customers that they had fought so hard to gain in the first place. It is at times like this that 'success' and 'survival' really do equal the same thing, but if Relationship Marketing is instilled into the company culture to begin with, then situations like these can be avoided.

RELATIONSHIPS ARE THE NEW CURRENCY – RESPECT THEM, HONOR THEM, INVEST IN THEM

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ABSTRACT

Social media has become a way of business as almost all the companies are integrating through social media. If the business today wants to continue to reach the market in era of social media, the marketing focus needs to be on building relationships. The metrics need to be upgraded beyond RO I (Return on Investment) to include ROR (Return on Relationship).

KEYWORDS: *Social media, Return on relationship.*

INTRODUCTION

"Return on relationship" is the new era measurement going beyond the concept of "return on investment."

Social media has become a way of business as almost all the companies are integrating through social media. If the business today wants to continue to reach the market in era of social media, the marketing focus needs to be on building relationships. The metrics need to be upgraded beyond RO I (Return on Investment) to include ROR (Return on Relationship).

Return on Relationship (ROR) means to put the value that is accrued by a person or a brand due to nurturing a relationship. It is the value both perceived and real that will accrue over time through sharing, serving, loyalty, trust and recommendations.

The relationships build through social media i.e. twitter followers, users retweets, facebook fans, video views, instagram followers, positive ratings are the biggest indicators that a brand is creating value that will be long term and will give larger returns on investment. These relationships though are not financial assets, but they are of great worth to develop and let business achieve heights.

The power of social communication can get you there because it enhances the ability to make personal connections happen—and personal connections are what drive business forward. We have seen a little of this in the way some companies have tapped employees to enhance customer service across social channels, expanding those departments from centralized operations to team-

based collaborative efforts that eliminate walls. The result is exponentially increased level of service through expanded human-to-human attention—something no automated system can replicate.

It's like a return to the earlier times of doing business before commoditization took out the human factor and de-personalized business transactions. We knew our neighbors, we knew our local butcher—the grocer—the milk man, on a personal, face-to-face level. Now we're able to return to that level of personal touch because social media has essentially given the consumer a voice again, and our innate desire to personally interact with other people is driving it.

The quality of relationships is critical to success. Those sales professionals are usually selected when judgments are made about products or services to acquire whom they trust. Building relationships get started with the content being shared and behavior demonstrated on the social media.

Building relationships address customer value first. Customer value is one of the most frequently desired outcomes of many alliances.   Even operational alliances tend to result in better service at lower cost to customers through more efficient operations.

Building a joint solution is where partners blend their core competencies to create a value proposition that is greater than the sum of the parts. The process begins with a thorough understanding of the customer's pain points, how they make purchase decisions, who the key decision makers are, and what they care about. This understanding will guide you in building a powerful joint solution that creates value for your customer.

Customer value creation can also be a collaborative process that includes your customer going beyond a transactional exchange of money for products and services. The most compelling value propositions impact a customer's business model increasing revenue or profitability.   These are rarely transactional. They take a deep understanding of your customer's business, and can position your alliance as a more attractive option to the competition.

A positive impact on a customer business model was accomplished in an alliance between an Integrator specializing in airport infrastructure and a network equipment manufacturer. The original quote to install the network to wire a new airport was $500,000 by collaborating with the client; this team developed a new gate management application that would enable airports to dynamically reconfigure boarding gates on demand over the network. Implementing this application meant airlines were no longer constrained to operate from fixed gates. If they needed an additional gate to meet traffic demands, one could be configured for them with all of their unique gate management processes, security measures and passenger manifest information. The resultant project increased in value to over $30 million – a great increase in value to the partners and was also much more profitable because the conversation with the client changed from one of lowest cost to one of higher value. In this scenario, the airport gained 15% more virtual capacity without investing in more terminal space. The airport was also able to provide higher service levels to the airlines at lower cost, thus extending value through to their customers and ultimately to passengers.

The deeper the value extends through the value chain, the more compelling your value proposition. As in the example above, look for ways to create value not only for your customer, but your customer's customers.

The four attributes of social media that needs to be aligned with relationship are:-

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- Character

- Competence

- Good intent

- Proclivity

In order to build relationship capital preparation and research are foundational. The relationship building starts with the research about the customers, the society to serve and the capital that will be required.

Trustability has been always important and so it is also important to build relationship. The customer today demands a higher standard of trust. The example of Amazon trustability suits this idea. I went to purchase a dress from Amazon and when I clicked at the dress to order it, I got a warning from Amazon that I already had purchased the same dress from them before. They gained my trust using their database of past transaction and now I never have to worry. I don't have to check my inventory or count my stock that's the trust between me and Amazon.

In order to measure Return on Relationship we need to measure relationship capital. The relationship capital is an accounting of the quality of social interaction between people. Relationship capital interactions include: commitment and perceptions. They receive a (RCP) for each fulfilled commitment and a RCP or a fraction for positive perception.

The relationship capital is an open standard and will be an important metric in distinguishing one leader from another leader. By leveraging open standard of (RC) Relationship Capital we will provide more understanding of how to leverage these intangible assets of culture to meet expectations with customers, employees and all shareholders that are good for business.

Businesses thrive on good relationships, It's on this philosophy that the idea of 'relationship capital' is predicated. Businesses, like people, thrive on good relationships and, like people, don't appreciate being treated as a money generating mule-horse expected to carry on regardless of conditions.

Just as man cannot live on bread alone, nor can businesses, you can't just pump it full of money like some kind of awful capitalist Foie gras, you must nurture your business with the thing it loves best, namely, relationships.

For example, Mrs Saini visits a designer boutique to buy a dress, Rather than go through the transaction in a purely matter-of-fact way, we spend a bit of time getting to know Mrs Saini (without being invasive).

We might ask her for which occasion she needs the dress, dress she will be comfortable in; she has taken the time to look us up so it follows that we should show a similar interest in him.

We might even keep in touch with Mrs Saini to see how he is getting on with things. Mrs Saini likes this: she likes that we talk to him using real words about real subjects rather than in regurgitated salesman jargon, she likes that we're interested and she likes that we are human beings capable of understanding his own personal needs.

So why should we care how Mrs Saini feels after dealing with us? We've got her money and as a business that's all we're interested in, right? Well, no, money on its own is useless - it sounds like a glib point to make but it's something often forgotten in business.

What really improve our lives are not fast cars and huge houses with en-suite bathrooms and luxurious shag-pile carpets, but our ongoing relationships with people.

So, where does Mrs Saini fit in all of this? Well, after speaking to us she decided to take the dog for a walk in the park where she meets Mrs Sharma, a woman she knows from church (i.e. a woman she has a relationship with) whereupon Mrs Sharma asks Mrs Saini what she's been doing.

"Oh not much, but I'm planning to go to a party" she answers. "Sounds lovely" Mrs Sharma replies "I've just bought a new dress" Mrs Saini replies. "Brilliant! Where did you get it from?" asks the inquisitive Mrs Sharma. "From a boutique called Noor, they were ever so nice". "Oh I'll have to look them up". And then they go their respective ways.

What might at first appear to be innocuous chit-chat is in fact relationship capital in action. Although the company balance sheet will show little immediate sign for this exchange having taken place, the relationship gained in Mrs Jones makes the world incrementally more Loving Outdoors friendly and thus, a more nurturing environment for us to exist in.

As Mrs Sharma mentions us to her friends and family this nurturing effect is multiplied exponentially. As word of Loving Outdoors passes from mouth-to-mouth the extra nourishment starts to work its way through the metabolism of our business helping it grow and slowly, ever so slowly, positive effects start to show, all because we were friendly to Mrs Saini.

Relationship capital is the new currency of the social and digitally connected business- embrace it, own it and make it a part of your business culture and social scale will help you thrive and maximize the return on relationship.

So how do you build and strengthen relationships with your audience (as a whole, and as individuals) to increase your ROR?

✓ LISTEN

If you want to be heard above the growing social media "noise," you need to first listen to your consumers so when you do speak, you get it right. What are they saying, what are they feeling, what are their pain points, what solutions do they need?

✓ MAKE IT BE ABOUT THEM

First think about and first address what matters most to your audience. Give them a platform to show you what they need, want, are interested in, and expect. Whatever matters most to them should become what matters most to you! We marketers like to think that social media is primarily a set of tools for our marketing purposes, but in reality, social media is also a strong set of tools our consumers use to share and influence opinion about our brand. Our consumers now have "the channel of me." Consumers' opinions now create the "reality" of the brand — if enough consumers say negative things about your brand, your brand loses its credibility, and (thankfully) vice versa.

✓ ASK "HOW CAN I SERVE YOU?"

Taking the "ME" mentality one step further, when we are advertising instead of building relationships, we are focused on what our consumers can give us instead of how we can best serve them.

Your consumers will recognize in a heartbeat if you are simply trying to get something from them – and they will not stick around. It's not that you aren't allowed to want anything from your consumers, it's that there must be a give to go along with every take. If you truly want to make an impact, aim to always put more energy and attention in your "give" column than in your "take" column. It will pay off.

✓ AIM FOR ONGOING ENGAGEMENT

Building relationships is about starting meaningful dialogue and taking the time to thoughtfully and genuinely engage in ongoing conversation. Relationships focus on getting to know your consumer and giving them reasons to stay engaged — not just getting them to react. This needs to be all the time… not simply campaign or initiative based. That is the biggest mistake being made today by marketers and brands… with consumers, and especially with influencers.

✓ KNOW THE PEOPLE IN YOUR AUDIENCE

Short and simple: if you are only focused on the money, you risk completely overlooking the people. Don't make that mistake! If you don't know who your people are, you might as well toss your marketing money down the drain.

BRANDS NEED TO FOCUS ON ROR

Everyone is trying to assign a dollar value to a Facebook fan or Twitter follower instead of addressing the fact that the engagement and interaction that takes place in these mediums are incredibly important to a brand.

Building a relationship with existing and future customers is the true value and strength of social media/marketing and what will and has allowed brands to survive and flourish for the long-term.

ROI (return on investment) is incredibly important whenever investing, but companies have to start looking at ROR: Return on Relationship™, when planning, strategizing and most importantly evaluating social marketing … especially smaller competitors who can more easily drive and control Relationship Marketing.

A new study shows that those who are fans or followers of a brand on Facebook or Twitter, respectively, are significantly more likely to buy products and services or recommend the brand to a friend. Specifically, the study found that over 50 percent of Facebook fans and Twitter followers say they are more likely to buy, recommend than before they were engaged in those mediums. Welcome to the "Age of Influence," where anyone can build an audience and effect change, advocate brands, build relationships and make a difference.

Most measurements and empowerment stats use with regard to relationships (i.e. number of Facebook fans, Twitter followers, retweets, site visits, video views, positive ratings and vibrant communities) are not financial assets. These stats cannot be reflected on the balance sheet or counted on an income statement, but that doesn't mean they are worthless. Instead, these are leading indicators that a brand is doing something that is creating value which will lead to financial results in the future.

In other words ROR, is a term started using and evangelizing after many years of seeing that the true long-term value of brand "and" personal marketing is the relationship that will be with you for the long-term and will drive ROI if developed and used effectively.

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Long-term, E-commerce success is in a big way relative to Relationship Commerce, building relationships and interacting with consumers. Relationships are extremely important. The relationship a customer has with a company can make or break the company's success. This is perfectly exhibited with what Amazon and Zappos do to nurture a relationship. Relationships matter.

In a fast paced, digital world, defining and maintaining our relationships has become unexpectedly difficult. Social Media has enabled us to connect with an infinite number of individuals; it has given us the tools to extend relationships that years ago would have been impossible. Now the key is to nurture those relationships and extend them to assist in product creation, decrease in customer service issues, life of the customer, sharing with friends, and increased sales.

Social media drives engagement, engagement drives loyalty and loyalty directly correlates to increased sales. All this leads to a healthy relationship between the company and the customers. It helps business to maximize their potential through building relationships using commodity focused tools on the internet. Thus relationships are the new currency- respect them, honor them and invest in them.

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BOOK

Return on Relationship by Ted Rubin and Kathryn Rose.

E-RELATIONSHIP MARKETING

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ABSTRACT

Relationship marketing was first defined as a form of marketing developed from direct response marketing campaigns which emphasizes customer retention and satisfaction, rather than a dominant focus on sales transactions. Relationship marketing differs from other forms of marketing in that it recognizes the long term value of customer relationships and extends communication beyond intrusive advertising and sales promotional messages. E-relationship marketing is an emerging concept in this competitive world. Social network strategies are an essential part of relationship marketing. Many firms have a business profile on popular social network sites like Facebook. Consumers are encouraged to join the firm's social network group/profile. Once consumers have joined the firm's social network group the firm has valuable information about the consumer (through the consumer's profile information) which can be used for relationship marketing. Some websites offer customers the opportunity to customise their products online and view how they would look if purchased. This not only provides a unique experience but encourages the customer to develop an attachment to the product they have customised. Shoe manufacturer Nike and car manufacturer Mini Cooper allow their customers to customise their products when visiting their website. This papers covers the benefits, usage, opportunities and challenges of e-relationship marketing and the way ahead.

KEYWORDS: _Relationship Marketing, Social Ntework Strategies, E- Marketing._

INTRODUCTION

Relationship marketing is a facet of customer relationship management (CRM) that focuses on customer loyalty and long-term customer engagement rather than shorter-term goals like customer acquisition and individual sales. The goal of relationship marketing (or customer relationship marketing) is to create strong, even emotional, customer connections to a brand that can lead to ongoing business, free word-of-mouth promotion and information from customers that can generate leads.Relationship marketing stands in contrast to the more traditional marketing approach, which focuses on increasing the number of individual sales. In

the transactional model, the return on cost may be insufficient. A customer may be convinced to select that brand one time, but without a strong relationship marketing strategy, the customer may not come back to that brand in the future. While organizations combine elements of both relationship and transactional marketing, customer relationship marketing is starting to play a more important role for many companies.

With the abundance of information on the Web and flourishing use of social media, most consumers expect to have easy, tailored access to details about a brand and even expect the opportunity to influence products and services via social media posts and online reviews. Today, relationship marketing involves creating easy two-way communication between customers and the business, tracking customer activities and providing tailored information to customers based on those activities.

A NEW PARADIGM OF RELATIONSHIP MARKETING

After the 1980s, relationship marketing emerged as a popular new paradigm inmarketing. As a paradigm, relationship marketing is a recentphenomenon. It has been proposed as the"newest" mainstream school of thought in marketing, beyond the twelve commonlyaccepted schools: commodity, functional, regional, institutional, functionalist, managerial, buyer behavior, activist, macromarketing, organizational dynamics, systems, and social exchange.

Kotler (1992) pointed out that companies must move from short-term transaction-oriented goals to long-term relationship-building goals. Relationship marketing, however, just offers firms the opportunities to archive this goal and to build long term relationshipswith their stakeholders (e.g., customers, suppliers). These relationships are also regardedas a key marketing asset. Both academics and practitioners indicated thatRM is obviously good for business and yields improved business performance.

THE SCOPE OF RELATIONSHIP MARKETING

- The process of identifying the products and services required by the customers and implementing the policies in order to achieve the needs of the customers and developing the product based on it is known as marketing. It is an incorporated process by which the industries concentrates mainly on the requirement and needs of the customers and hence creates customer relationships stronger.

- Marketing process is implemented in order to recognize the customer, to satisfy the customer and to retain the customer. It is stated that marketing management is one of the important part of business management as it is related with the activities which are focused on the customers.

- The development of the marketing was originated because of the mature markets and overcapacities over some past few 2-3 centuries. In order to attain profit the industries started to mainly concentrate on the customers rather than the production.

- Marketing concept means understanding the needs of the customers, knowing the requirement and demand of the market; and reaching the satisfactions. According to marketing concepts, industries must predict the needs and wants of the customers and should always try to satisfy it more than their competent.

- The purpose of the relationship management is at its centre if the viewpoint and it also portrays different methods for researching the relationships which the industries enhance along with the internal communities

- The relationships management scope contains six markets: internal, supplier, customer, influencer, referral and employee recruitment markets .

- In relationship marketing you consider "sales" as your starting point for business opportunities and aim at getting more in the long run.

- Relationship marketing aims at delivering and talking value they provide to the customers even beyond their sales opportunities.

- In a layman's words, here you take your customers as the main aim. It may be like taking your customer as your friend and talking to him, listening him and even solving his problems no matter its beyond your product scope.

BENEFITS OF RELATIONSHIP MARKETING

Relationship marketing aims to create customer loyalty and secure life time custom. Customer reward programmes provide insights about each customer's spending habits and build relationships with them. Some of the benefits ofrelationshipmarketing include:

- Loyal customers will help expand your business by recommending your business to friends and family.

- Loyal customers are more willing to try your new products, because they trust you.

- Loyal customers are more likely to accept price increases because they are loyal to you and trust your products and services.

- Loyal customers are more likely to provide feedback which enables you to improve your product and services. They can even support innovation by identifying gaps in the market and suggesting ideas for your business.

- Loyal customers will usually continue to provide you with custom after there is a lapse in the customer service (as long as you resolve the situation swiftly and to the customer's satisfaction).

PROS OF RELATIONSHIP MARKETING

- **THROUGH RELATIONSHIP MARKETING YOU WILL MULTIPLY SALES**

When you have built a strong relationship with your audience or clients they tend to go loyal. Most of the time, your value to the customers make them buy an upcoming product and they may help you in increasing sales.

- **YOU INCREASE YOUR PROFITS MANIFOLD**

When you have more sales and your returning customers are your loyal customers they pay you the price you deserve and thus your profit boosts.

CONS OF RELATIONSHIP MARKETING

- ## YOU MAY OVER SPEND

While focusing on giving value to your existing customers, you might spent far more than your budget for that financial year which might lead to loses.

- ## YOU MAY MISS THE CHANCE OF INTERACTING WITH NEW PROSPECTS

Business means endless opportunities to make new customers, but while indulging in RM many of us might forget that we could use that time to get connected to new as well as complete random set of leads that would otherwise never come in contact with the product.

- ## YOU MIGHT BECOME A VICTIM OF NEGATIVE FEEDBACK

While this is very rare you cannot ignore the chances of getting victimized of a negative campaign. When something goes wrong the fickle-minded crowd might spread negative word of mouth and this can ruin your business campaign as a whole.

KEY DRIVERS OF LUXURY AFFILIATE FOR E-MARKETING

1. THE EVOLUTION OF TECHNOLOGY

Improvements in website design and the display of luxury products online allow consumers to more easily search through hundreds of brands and zoom in with amazing clarity to see the specific features of a product, which is significant when you're making more expensive purchases.

2. CONSUMER TRUST

Over time, luxury consumers have become more comfortable shopping online as the overall site experiences continue to improve. These consumers expect the luxury experience to translate from offline to online to the degree that it can, and demand great customer service and flexible return policies.

3. SHOPPING ANYTIME, ANYWHERE

The ubiquity of electronic devices has put more demands on retailers. Consumers now expect to be able to connect with their favorite luxury brands wherever and whenever they want.

4. THE RIGHT LUXURY PRODUCT AT THE RIGHT PRICE AT THE RIGHT TIME

"Discounting, coupons, and deals," are not typically in the lexicon of luxury online retailing, at least not with advertisers. That's not to say that luxury shoppers don't want great value because they do. For them it's about finding the right products, at the right price, at the right time.

CHALLENGES E-MARKETING FACES

- ## A BAD REPUTATION

A lot of money spent on Internet marketing over the past few years was wasted. Why? One big reason is that the stock market distorted company valuations and rewarded (or at least failed to penalize) profligate attempts to drive traffic or acquire customers -- even if only temporarily. Now e-marketing has a bad reputation.

- **MARKETING INTEGRATION**

Most major marketing efforts utilize multiple channels, on- and offline. Email, Web advertising, and viral Internet marketing should serve concrete, measurable objectives as part of an integrated campaign. But coordinating e-marketing with other marketing efforts is an underdeveloped art. Some companies have successfully linked the Net to under-the-cap promotions or to teaser campaigns for new product launches. But all too often the Internet is tacked on at the end of a marketing plan. Determining the strengths (and weaknesses) of the Net relative to other channels is a project we all should be working on.

- **E-CRM**

Imagine recognizing the needs of customers as they enter your site. Over time, through implicit and explicit data, you learn about the preferences of each and can serve customers based on their habits, needs, and purchase drivers. You build deep loyalty, and you increase your share of your customers' wallets.

- **PRIVACY**

Things have quieted down somewhat since Double Click backed away from its plans to merge its online data with offline Abacus data. But the industry's privacy issues have not been sufficiently resolved. Most consumers don't completely trust Web companies and shy away from offering information about themselves.

- **TRADITIONAL ADVERTISING DOLLARS**

The discrepancy between the amount of time people spend online and the amount top advertisers spend there is enormous. With dot-com ad spending in decline, attracting traditional advertisers (is the key to the industry's growth.

- **NEW LAYER OF E-MAIL FILTERING**

Gmail's Priority Inbox and Facebook's Social Inbox may result in mail ending up in folders that are rarely reviewed. This potentially has a knock on effect on our opening rates and other performance metrics.

- **INCREASED INTEGRATION WITH SOCIAL NETWORKS**

Love them or hate them, many of our customers are almost permanently active on social networks. E-mail must be equipped for instant integration; sharing, liking, posting, and linking. This is a huge benefit for the brand, getting exposure and endorsements from trusted friends. We must ensure we are making it easy, from a design and technology point of view, to facilitate this.

- **TRIGGER-BASED E-MAIL**

"Right message, right person, right time" has been a maxim of the direct marketing industryfor years. The challenge is that "right time" now might be a window of perhaps two minutes

TOP CHALLENGES FOR B2B VS. B2C

- Awareness/traffic

- Lead generation

- Social media

Special Issue

- Targeting

- Branding/brand recognition

RELATIONSHIP MARKETING WITH THE INTERNET

Relationship marketing is all about keeping the customer for the long-term; the life time value the customer has to offer. Traditional firms (or bricks and mortar businesses) have established strategies to encourage customers to visit their stores again and again. With the rapid increase in online purchases businesses have been forced into offering their products and services through the internet. Online websites create new challenges when it comes to relationship marketing, especially as through the click of a button customers can move onto competitor websites. Below we discuss some of the strategies firms use to develop long term relationships with customers through the internet.

SOCIAL NETWORKING

Social network strategies are an essential part of relationship marketing. Many firms have a business profile on popular social network sites like Facebook. Consumers are encouraged to join the firm's social network group/profile through things like only allowing competition entries to social network members. Once consumers have joined the firm's social network group the firm has valuable information about the consumer (through the consumer's profile information) which can be used for relationship marketing.

CUSTOMISATION

Some websites offer customers the opportunity to customise their products online and view how they would look if purchased. This not only provides a unique experience but encourages the customer to develop an attachment to the product they have customised. Shoe manufacturer Nike and car manufacturer Mini Cooper allow their customers to customise their products when visiting their website.

ONLINE QUESTIONNAIRES

Many websites ask customers to feedback their experience of using the website at the end of their visit to the web site. Feedback information can be analysed very quickly to find out what improvements can be made. Some changes such as website navigation can be implemented within a short space of time.

E-VOUCHERS

Regular customers are often sent e-vouchers that give them discounts off their next purchase. Vouchers can be targeted around what the customer frequently buys. Firms may have software to identify customers that have not purchased from them for a while and send a voucher to try and entice them back and re-establish the online relationship.

ONLINE CHAT

To recreate a high street shop environment some websites offer the option to chat via web cam or chat window. This gives the opportunity for users to talk to a sales persons via the web. The customer is able to have their questions answered straight away and the firm has an opportunity to try and sell their products to an interested customer.

CUSTOMER SERVICE

Customer service is the key to maintaining long term online relationships. It is important to ensure that the customer receives excellent customer service prior to, during and after a sale (post-transactional strategy). For example no matter how hard a firm tries things still go wrong, for customers this isn't usually an issue for them it's about how you resolve it.

CONCLUSION

With technology changing at a very fast rate businesses need to update their websites regularly and use advancements in technology to improve the online experience for people visiting their websites. If they choose not to, they are risking customers selecting competitors who do make the most of technological developments. Businesses also need to develop innovative strategy to persuade customers to select them over millions of other businesses on the internet. The internet is a huge market place and competition is fierce.

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Each research paper/article submitted to the journal is subject to the following reviewing process:

1.   Each research paper/article will be initially evaluated by the editor to check the quality of the research article for the journal. The editor may make use of ithenticate/Viper software to examine the originality of research articles received.

2.   The articles passed through screening at this level will be forwarded to two referees for blind peer review.

3.   At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.

4.   The review process may take one/two months.

5.   In case of acceptance of the article, journal reserves the right of making amendments in the final draft of the research paper to suit the journal's standard and requirement.

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