

## USE OF SOCIAL MEDIA PLATFORM FOR VIRAL MARKETING

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### ABSTRACT

*In contemporary society, the growth of information and communication technology has tremendously changed the social life of an individual. It becomes a vital part of an individual and society at large. It plays an important role in daily lives of an individual as he/she is totally dependent upon it for their basic survival in modern society. Every person opens social networking sites like Facebook, Instagram, Twitter, Snapchat or any another to start their day. These websites offer online friendship connections where anyone may exchange content such as pictures, music, films, events, and other activities. Simply put, the internet is contagious and has given individuals a new social platform. Revolution in social media and network brings an emergence of new life. The main objective of this paper is to highlight the changes existed in market situation with the interventions of information technology and marketing the products through social media for sales as well as to achieve global competitiveness.*

**KEYWORDS:** *communication, interventions, Media Platform, Marketing.*

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### INTRODUCTION

***“Social Media is about sociology and psychology more than technology”***

Any programme whose primary goal is to spread information using digital methods, computerized systems, or data networks is referred to as social media. During 20<sup>th</sup> century new innovations in technology are mostly deals with to connect as many people with different platforms which simply termed as to enhance interactivity. Social media has grown to be a key element of today's environment and a significant component of Gennext user's daily life. These users merely begin their days by visiting social networking sites, which essentially offer a platform for nurturing companies and influencing consumer decisions regarding their purchases. As a result, the social and viral capabilities of the internet have given consumers a new arena. Today Internet is considered as one of the most widely and fastest communication media in India. The development of internet has provided new ways to the users so that they quickly send

messages to not only those whom they were familiar, but also provide solutions or alternatives in multiple ways and which ultimately brings change and innovation in communication path.

### **CHANGING TRENDS IN SOCIAL MEDIA IN INDIA**

Due to recent advancements in social media, anyone may now produce what is known as user-generated content (UGC) and share it with others via a variety of channels, including blogs, social networks, YouTube etc. Similar to this, there is currently a paradigm shift with media consumers who have transformed into media creators and they circulate and distribute their content on Internet through social networking sites and with the help of which people connect themselves through comments. Social networking platforms have been proven to gain more popularity in modern societies. With the help this innovation, customers now have a platform to interact and communicate with their networks and technology which ultimately gave an opportunity to voice their opinions rapidly. With the advancement in networking media like Orkut, Facebook, Instagram, Snapchat Twitter etc., being able to effectively connect businesses, organizations, marketing and media planners. One of the most important and significant trait of social media is that there is a need to strengthen uniformity and strong faith in social media.

Social networking sites rise to popularity and it brings major turn in socialization process. Now a days, people uses blogs and with time and space there is trend of status updating and twitting becomes common. The majority of young people in India spend the majority of their time online, and as they become more connected, they create new social infrastructure which slowly becomes an integral part of their life. Our youth totally dependent on social media because it is easy to use, timesaver and can connect with the world immediately. It provides them speed, status and style. Now it becomes a part of life, and it's not anything else except need. Youth is enjoying and using new media to exchange information as well as to create and live new social life.

### **IMPORTANCE OF SOCIAL MEDIA AND VIRAL MARKETING**

In today's world social media plays a significant role in viral marketing. In simple words, Google provides information to the customer with regard to the marketing products and their utility and experiences in an elaborative manner. From the researches it has been found that Google's social endeavor placed second place as for its search and innovative commitments are concerned.

Facebook is also one of the major networking sites that also commands and introduce many innovative steps in a very slow motion but with the passage of time the company gets acceptance very well. In simple words, through Facebook social networking sites people are very much conscious about radical change existed in social media and updated the same as the earliest. It also plays a significant role in introducing marketing strategies among customers and with the result they are able to enhance their profits in marketing sector.

Twitter is also one of the platforms which also introduce new innovation and established a customer-centered strategy for its marketing system. In simple words, it continues to meet both primary and secondary needs of the youngsters who were not part of other social networking sites like Googleor Facebook and able to full fill gratify needs, and generate maximum opportunities to row and adopt newness in their strategies.

### **INDIAN GENNEXT CONSUMERS (ONLINE BUYERS)**

Social media is considered as a new innovation media which really introduce India for frenetic space. In the contemporary society, numerous forward-thinking businesses are developing significant approaches to improve their products or brands in the marketplace and not only this they search smart marketers and found these sites very helpful in searching of good talent, and create brand recognition, look for new customers, and conduct market research with an online marketing system.

### **OPPORTUNITIES FOR USING SOCIAL MEDIA TO GENERATE VIRAL MARKETING**

For modern marketing communications, a thorough understanding of how Word-Of-Mouth (WOM) networks specifically operate online, as opposed to offline, is very important. Online "brand communities" should comprise a diverse variety of interests that have a direct, yet unobtrusive, connection to the brand in order to foster a feeling of group mind-set and shared interests. For advertisers looking to reach specialised groups on social media, it is essential to make sure that brand activity is pertinent to the social network's core demographic. To help with the process of "co-creation" with online users, conceptual models have been created.

One illustration is the DART model, which consists of the following components: "dialogue" (fostering meaningful dialogue with the consumer), "access" (providing a company's customers with access to one another), "risk return relationship" (offering the online consumer something tangible), and "transparency" (creating a space where valuable information can be shared). Unilever's groundbreaking internet viral campaign, "Dove Campaign for Real Beauty," was the result of genuine consumer conversation. Based on exactly what customers were looking for and/or talking about, Unilever was able to send them the communications that were most pertinent to them.

Before they are implemented, these models should be critically examined to determine whether they are appropriate for the time, place, and proposed products. In addition, any model that encourages consumer co-creation must identify the group of true ardent supporters and develop specialised programmes and tools to enable them to spread their enthusiasm. While there are numerous well-known, even great, examples of social media communications successes, there are also a large number of failed efforts that have been lost in the internet void. "Brand building" is another area of possibility for social marketing, as it links ardent online brand advocates with the business's product development cycle. Research here shifts into marketing when product creators use social media to monitor customer responses to changes to an offer, a pricing, or a feature of a good or service. These brand-managed communities have a real chance of success. (Miller & Lammas, 2010).

### **NEW STRATEGIES FOR VIRAL MARKETING**

One of the popular marketing tactics today is viral marketing. The phrase "viral marketing" simply describes a clever method of spreading brand awareness through word of mouth. It is considered as the best strategy to or a good way to get people talking about your business. A successful campaign of viral marketing is only possible through social media like Twitter, Facebook, Snapchat, Instagram etc. With the information available on online network the marketers have the knowledge of needs and wants of different level of customers. For the marketing firm it is important to develop effective strategy for viral marketing like:

- Provide attraction to consumers: In order to sell the whole package, the main goal is to draw customers' attention with reduced and complimentary products. Typically, when marketers are unable to close a sale, they continue to provide their customers with complimentary services, which will eventually provide favourable results.
- Provide easy communication system: Make the products accessible and convenient for the customers. Viral marketers could effectively reach their target audience by using this method. The email addresses of people that sign up for free newsletters can be recorded by viral marketers and utilised for future commercial connections.
- Provision of Incentives: Marketers ought to compensate the netizens for spreading the word. If someone receives a new client as a result of a referral, pay the source.
- Commercialized offers: Marketers frequently provide customers with the goods and advertisements that they desire to see and experience. Marketing research firms can assist businesses in learning what their customers want and expect from them. Create a Buzz marketing strategy that specifically addresses the requirements of Gennext clients.
- Create controversies: In modern society, this is one of the most successful viral strategies. As everyone is aware, people enjoy speculating, and disagreements feed rumours. Therefore, if a company can find a means to spread some decent rumours online, marketing will take care of itself, and Gennext consumers will become aware of the brand.
- Adoption Blog system: A company should create its own blog so they may discuss all the innovative and interesting things taking place in their industry. It is thought to be a successful method for stirring up debate among users. The usage of blogs is a cutting-edge strategy for attracting interested consumers, and when customers participate on a company blog, a community is created. To keep the momentum of the company's viral marketing effort, encourage individuals to participate in the blog by leaving comments and feedback.

## CONCLUSION

As a result, we can draw the conclusion that social media is a fashion and status symbol for Gennext customers. There are numerous companies that frequently employ social media analysts to gather information about what netizens do wrong. As everyone is aware, market conditions are changing quickly as a result of information and technological advancements, as well as the employment of certain marketing strategies. Every company aspires to improve the value of their brand and get a competitive edge by implementing novel viral marketing techniques. Due to ignorance, next-generation customers in India are vulnerable to online fraud and social victimization. With the introduction of Internet technology and the social media revolution, it is essential for Indian businesses to use social networking sites for both brand promotion and sales generation in order to compete globally.

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