

## Social Media Marketing Zones

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### Abstract

Social media always has been the most effective mode of communication. There was a times when traditional media like News paper, Radio, Television were considered as most crucial in spreading awareness, it still is.

But it took 38 years to Radio, & 14 years to Television, in order to reach up to 50 million subscribers. On the other hand it only took 4 years to internet to achieve landmark of 50 million users. Above mention stats clearly shows the adaptability of populace to adjust them in an internet era. (TL Tuten, MR Soloman, 2014)

The Internet has transcended the reputation of Social media & brings revolution in the world of marketing & commerce, most essential ingredient of marketing is to create awareness about products or events or anything of that matter needs to be publicized. Job of marketers became so easy with internet's assistance to Social Networking Sites like Facebook, Instagram, Twitter, Google+, LinkedIn, Pinterest. Information can be wide spread within a billion of people by just a click of a mouse. *Facebook recorded 100 million users in less than 9 months, facebook is not merely social network, now become as social utility* (TL Tuten, MR Soloman, 2014).

Are we a digital Native? The term "Digital Native" originated by Mark Prensky in his article "Digital Natives, Digital Immigrants" in 2001, tried to explain the situations & circumstances of new type of students joining educational institutions, students born in existence of digital technology, they live in a time of **Horizontal Revolution** "information flows across people" not just big companies to people. Digital generation is connected all the time, sharing videos, photographs, chats (synchronous interaction) occurs in real time, getting instant response, (asynchronous interaction) does not require immediate response.

Recent survey announces that 90 % of people from age 18 to 30 in 18 countries use their smart phones before they got off their bed at morning. (TL Tuten, MR Soloman, 2014) Also shows the curiosity of being informed & connected when we are conscious state of mind. We are a digital native!!

Never the less the opportunities digital technology provides is so quick, powerful & convenient set of tools for marketers & agents & distributors, that by just sitting at one place they are able to connect with millions of consumers. It is indeed very



exciting time to be around, where activities of corporate or personal front occurred with real ease & in no time.

The zones which Social Media intends to cover are Communities, Publishing, Commerce, & Entertainment to empower marketing. Through this paper we briefly learn about these zones helps bringing Horizontal Revolution in society.

Keywords: Digital Native, Horizontal Revolution

## Introduction

Social media marketing covers certain zones like Communities (social identity, social presence), Publishing (blogs), Commerce (online trading), & Entertainment (games & movies) to fulfil social norms. Considering we are surrounded by digital native, social media has become the most convenient means of communicating, conveying, collaborating, & cultivate connection among people. There can be two types of interaction, **the Synchronous interactions** (real time texting) immediate responses by sender & receiver, like lectures, face to face environment, live web, web conferencing, adobe connect, webex or skype. **Asynchronous interaction** does not require immediate response, like conversing over e-mail, bulletin boards (online forums) newsgroups (information is received via newsfeeds), web page computer conferencing, and fax (wikipedia.org, 2016). It also facilitates cross interactions, proven to be very fruitful, where subscribers can share their opinions & personal experiences gives general prospective towards any product, brand, issues, & events..In this age of web technology the

Transactions are real simple for anyone to publicise their own content. A blog, tweet or youtube video can be twisted & viewed almost for free. Social media proven to be a gold mine for advertisers, they don't have to pay any additional amount to the distributors or wholesalers for promotional activities. The most used social media forms: Blogs, Microblogs, Social Networks, Media-Sharing Sites, Social Bookmarking & selection sited, analysis sites forum & effective worlds.

*Facebook alone has 1 billion users & still counting, if facebook were a country it would be the 3<sup>rd</sup> most populated country after China & India.* (Dr. M. Saravanakuma, Dr. T. Sughandhalakshmi, 2012)

### Definition:

“Websites & applications that enables users to create and share content or to participate in social networking” **Social media**

“**Social media marketing** (SMM) is a form of internet marketing that utilizes social networking website as a marketing tool. The goal of SMM is to produce

content that user will share with their social network to help a company increase brand exposure & broaden customer reach.”

### **Zones of social media**

The word media has more than one meaning, but here we are using it for the purpose of communication. The channels we use range from **Mass Media** (communication to large number of individuals) such as broadcasts, prints, to **Personal Media** (two way communications) such as email, impersonal interaction, telephonic conversations. Social media between these two extremes of Mass & Personal media able to connect two or more, as well as thousands or millions at a time.

Communication mediums such as television, radio newspaper magazine, internet, direct mail or telephone, used with careful consideration by marketer depends upon specific vehicles to deliver a message. For instance any scheme launched by government for people live in rural areas, the medium could be radio & television, cosmopolitan & fast company are vehicle for magazine medium. Social media provides large set of online options within each channel. Sometimes it becomes very complex decision to choose from given countless options, with more online options coming your way all the time.

Four zones of social media are as follows:

1. Zone of social community Sharing  
Socializing  
Conversing.
2. Zone of social publishing.  
Editorial  
Commercial  
User-generated
3. Zone of social commerce.  
CRM/Service  
Retailing/Sales  
Human resources

4. Zone of social  
entertainment. Games  
Music  
art

### **Social community:**

Social communities, a channel on social media emphasises on a group of people shared common activities in which people participate for instance Running, Hiking, Cycling, and Travelling. The social media is based on network relationships, but social communities are primarily based on the group of individuals who indulge themselves into those activities & then post their experiences through pictures, videos, or by texting, & also post questions/queries on matters of concerns & getting appropriate responses from those who already faced typical situations. It is after all is about communicating, conversing, collaboration, & sharing.

Social networking sites (SNS) like Facebook, twitter, instagram. Forums/Message board are online discussing sites, are all part of social community. Some of them are briefly explained below:

#### **Forums/message board**

The modern forum comes out from bulletin board, These are online discussion sites where people can express their opinions but it is different from chat rooms, texts are in little bit detailed manner. Single conversation is called a “thread”, or topic. You can read the messages without log in but in order to post certain message you have to get registered & have to log in. Depends on the discretion of user if he/she wants it to be anonymous. Forums are beneficial for all sort of people, such as scholars, marketers, entrepreneurs, social activists, gives them opportunity to express. (wikipedia , 2016)

#### **Wikis**

In google search engine if you type any topics, most of the times wikipedia has almost every detail on it, right from the beginning till now. The information mention on wiki are in a simplest of form so it become easy to understand, called markup language (known as “wiki

markup”) it is a content management system & different from Blogs, because the content here not defined by any owner or leader. Wiki is proven very resourceful in terms of knowledge management resources, notetaking tools, community websites & intranets. (wikipedia, 2016)



### **Social publishing**

Online publishing is editorial, commercial, & user-generated, Social media is all about creating opportunities by communicating & interacting mass population through media vehicles & channels like Blogs, youtube (video sharing), Instagram, Snapfish, Flickr (photo sharing), Audiofarm & Soundcloud (music & audio sharing), Slide share, Splash cast, Bright talk (presentation & document sharing).they are all examples of media sharing sites.

### **Blogs:**

Weblog is a discussion site with discrete entries (posts). Earlier it use to be the work of single individual or sometimes a group efforts often worked on single subject. Later “multi-author blogs” (MABs) started posting on various topics of their expertise by number of Authors are professionally edited. MABs from newspapers, universities, other media outlets, came forward to share their views. Popular blogging Sites: Bloggers, technorati.

The rise of Twitter & other microblogging systems helps MABs to share their views & opinions on contemporary issues. Varied opinions create Twitter wars, very fascinating to see people defending their arguments. (wikipedia, 2016)

### **Social commerce**

Commerce includes trade & aids to trade, trade includes buying and selling. Aids to trade include the activities with the help of which the trade become convenient, for example transportation, insurance, banking, warehousing. But social media changes this term to E-Commerce, E stands for electronics. With the help of electronic media only in India we have more than 290 trading sites, trading in footwear's, clothing, flower gift & cakes, books & magazines, camera & optics, kitchen appliances & electronics, laptop & computers, mobile phones, watches, movies & music, sports, etc. Facilities like home delivery, cash on delivery, easy replacement, cash back offers are also available. Now you can buy any product of your choice by sitting back home with so many options in variety & in price range. Here are few popular sites, : Amazon. in, flipkart.com, jabong.com, Americanswan.com, & much more with complain section on site, gives instant feedback to the sellers, so they can make required adjustments & improve their services.

### **Social entertainment**

Social media in entertainment section includes games music & art, you might find it funny but i had witnessed one grown man invested around 25000 rupees on smart phone in order to play “Temple Run”. Candy Crush Saga is a game to watch out for these days. The android smart phones with the help of social media gives the best gaming experience, in earlier times when a kid go out to play video games, had to

pay for it & go out of the house. Now in almost every house there is a smart phones, & computers or laptops with internet facility. Social media excelled not only in gaming world but there is unlimited music in almost all the languages available with downloading as well as online listening facilities. Using social media facility is entertainment. Sites like come2play, second life, myspace, zynga, uGame includes in social entertainment zone.

### **Mind boggling social media stats**

94% of companies use LinkedIn as their primary recruiting tool.

1 out of 6 married couple who married last year met on social media site.

80% of twitter usage is from mobile devices & 500 million tweets are sent daily.

There are more than 3.5 billion pieces of content( web links, news stories, blog posts, etc) shared each week on facebook. (Hubspot)

43% of all online customers are social media fans or followers

20% searches on google each day has never been searched for before. (hubspot)

95% of facebook wall posts are not answered by brands. (facebook)

### **Recommendations**

We are living in an era of social media; indeed makes our life so comfortable. Everyone is going mobile but competition is getting stiff. At the end we the humans living in the world of e-commerce, the world which we created for our convenience now getting on to us, we are

Being depended on it. Internet has become a backbone of society. No one is questioning the power of technology & advancement it brings along with it, life of individual using technology is never been better. The power of social media is so undeniable that it helps revolutionizing in fields like Commerce, Science, Arts, politics, international trade, Marketing. The question these days is not how to use the media; the question is when to stop from this enormous pool of opportunity.

It is a double edge sword, use it wisely & harness it to be succeeded.

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