



## **A TO Z SOCIAL MEDIA MARKETING CONCEPTS THAT DRIVES BUSINESS GROWTH**

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*“Social media is powering the world in ways many have never imagined”*

I wish to submit a new manuscript (abstract) entitled “A to Z Power of Social Media Marketing 26 Concepts: Every Manager need to know” for consideration. I confirm that this work is original and has not been published elsewhere nor is it currently under consideration for publication elsewhere.

### **Abstract**

*The blistering growth of internet technology has drawn corporate attention towards social media marketing all around the globe. Accompanying this growth of social media marketing gives a new opportunity to take a lead of promotion, branding and communication. SMM has started influencing the way individuals and business enterprise communicate. It has become reality that more individuals and business enterprise are engaging the social media marketing sites (Facebook, Twitter, YouTube, etc.) for promotion and communication. Today Businesses and individuals are motivated towards this section. In recent times many studies have been conducted to analyze the applicability of social media and M-commerce in the world of advertising for business. In this paper, I report on A to Z (Alphabets) concept of social media marketing, this is significant because individuals and business enterprise can communicate instantly as Communicative marketing is very important in establishing long-term relationships with clients and customers. Social media marketing is a great way to generate leads. The paper should be of interest to readers in the areas of Marketing, Entrepreneurship and for Manager.*



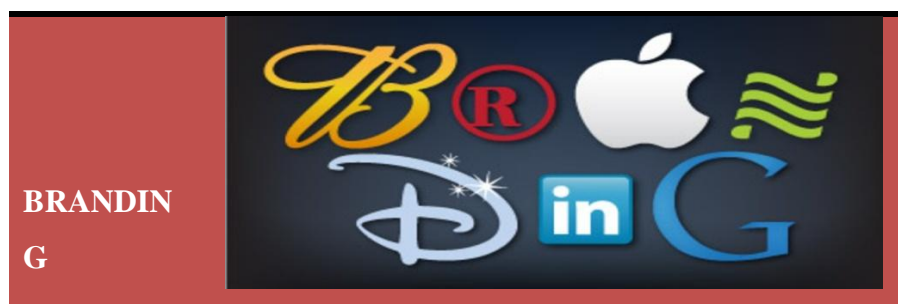
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## **ADVERTISING**

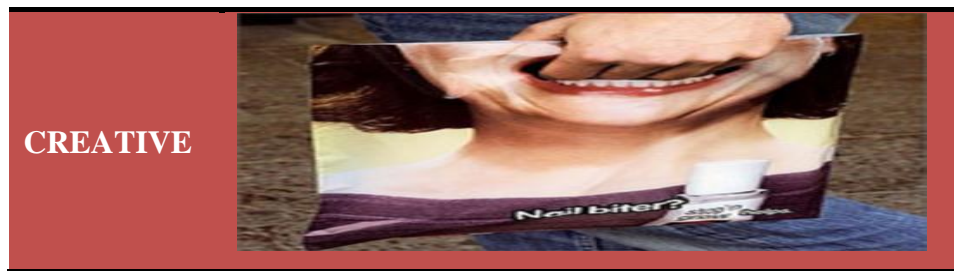
Today Social media is an emerging technology for advertising industry which is being used by big or small business brands for moving faster than any other. Social media is becoming more and more of a necessity each day for businesses to achieve their growth in the global market. Social media advertising is an outstanding element of modern marketing with the platforms like Facebook, Twitter, Google+, LinkedIn and YouTube etc. Brands using social media advertising for a competitive advantage over the others. Social media advertising is not only a platform for the companies to advertise their brands only, this is a platform which is making a chain for advertising by using “Share or Like” even by the individuals or by the groups from one to other and even of in many more.

“Advertising is the price companies pay for being un-original,” (Yves Behar)



## **“BRANDING”**

Social media is like magnum opus for the big or small brands to create a new playground to explore. Branding is what about your business is, what you do and how you portray your brand to the world. Social media gives a consistency to build business relations around the globe and reach to the target audience at the end, through social media platforms one can easily represents itself by having authenticity and create brand loyalty among its audience to convert them in customers. Social Media also helps in building trust for Branding perspective. Social Media Marketing can create a recognisable identity for your product or service. This is extremely important for a small business. Social Media tools can get the word out about your brand in a way that promotes online conversation and creates buzz.



### “CREATIVE”

Social Media is a creative amphitheatre which is having an open space for everyone, business using social media for an excellent and cost effective way to attract large audience towards its product and services. Social media creativity provides platforms for advertising, branding, marketing, direct relations with customers and even real time interaction with customers to improve services or brands better. Social Media is creative tool for marketing with having different perspective:

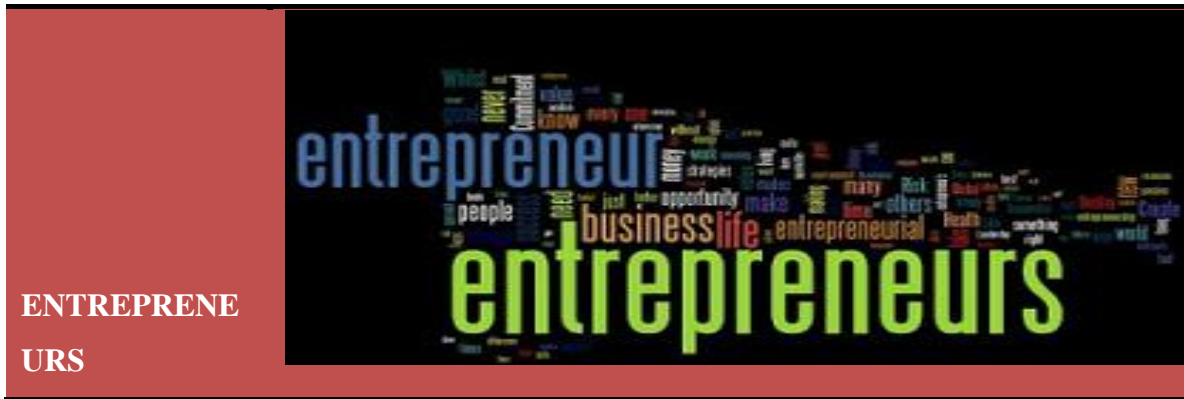
- Search engine marketing.
- Strategic content.
- Smart web development.
- Online call-to-actions.
- Social media marketing.
- Audio marketing.
- Video marketing Photo sharing.
- Social bookmarking.
- Strategic landing pages.
- Email marketing.
- Brand monitoring.
- Analytics



### “DIRECT MARKETING”

According to Steven Lacks Direct marketing is a proven method for targeting leads and optimizing return. The idea is to target, track, and offer relevant products and services to the people most likely to buy. Direct marketing can take the form of printing, mail, email, and now social media is beginning to mature and become an integral part of direct marketing, and vice-versa. Using information and organization, marketing can become more effective as it

goes from mass communication to targeted and personalized sharing. Social media provides information about contacts, it offers new channels of communication to build brand recognition, and offers new modes of sharing. Extracting and converting that information into useful tidbits for your business can help identify opportunities. Social media provides tools to get in touch with customers and leads.



**“ENTREPRENEURS”**

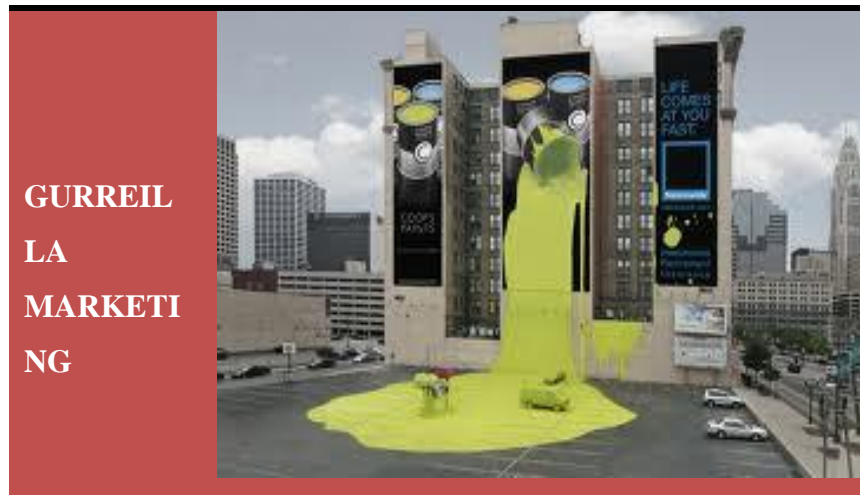
Social media marketing is a natural fit for the marketing space, providing an opportunity to interact and engage customers in a social setting where an entrepreneur get an exposure, build relationships, and establish a report in the greater community. Social media has grown tremendously in variety and has been adopted by hundreds of millions of entrepreneur.



**“FOCUS MARKETING”**

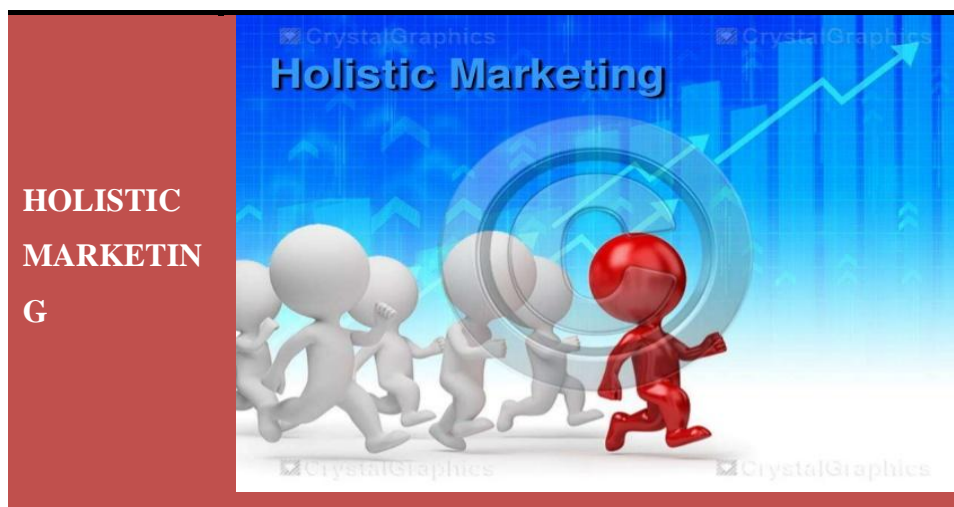
Social Media has become the new frontier for marketers, who are focusing their strategic artillery on winning consumers. 'Wise companies Focus...' an old saying about marketing. Focus marketing is all about to concentrate on specific segments or niches. The mass market is made up of many niches. Social media marketing helps in focus marketing by providing many tools and platforms, through social media marketing, many different segments can be focused simultaneously with the creation of groups and with the help of that group target segment could be meet. Customers in a niche are happy that someone is paying attention to

their need and wants and satisfy them. Marketers need to focus their marketing efforts which give them valuable success.



### **GUERRILLA MARKETING**

Guerrilla Marketing: Secrets for Making Big Profits from Your Small Business, and is defined as a creative, non-traditional and many times interactive type of advertising that is typically a low-budget production. These imaginative creations do not require placement in the usual advertising outlets making them an emerging potential alternative to traditional advertising. The creativity is the heart of the campaign rather than the budget. The whole idea is to get the consumer to interact with the product in a way that is unexpected yet memorable (**Wanner 2011**) Social media marketing helps in building relations with directly to the customers. It gives a way to the guerrilla marketing to create innovative marketing strategies and advertise on any of the social media platforms which helps in attracting customers and drive profits.



### **HOLISTIC MARKETING**



By the words of Kotler, “The Holistic Marketing Concept is based on the development, design and implementation of marketing programs, processes and activities that recognizes their breadth and inter-dependencies”. Holistic marketing is a marketing philosophy that believes ‘everything matters’. This is an approach which proposes that marketing should be looked from a broad and integrated perspective and not as an isolated management function. Holistic marketing not only considers the fact that customers have varying requirements but also caters to these individual customer requirements, with the relation of social media marketing and Holistic Marketing, Social media marketing can be faster and cheaper than any other form of marketing and with the integration of social media marketing and holistic marketing marketers can easily create a philosophy of interrelationship and it gives a right direction to the marketers for fulfilling the varying customer’s needs and wants and also their individual customer requirements which focuses in customer value and generate maximum revenue at the end.



### **INTEGRATED MARKETING COMMUNICATION**

Integrated Marketing Communications (IMC) is the term used to describe the entire program by which you communicate with your customers. Customer relationship becomes prior preference for every company now days. Social Media allows instant communications between business executives their employees and customers, even when workers and customers are disbursed throughout the globe. Marketers can immediately determine who is buying a company’s products and identify the best communication channels to reach those customers. Social media gives all the ways of marketing promotion aspects to integrated marketing communication. Today social media brings uplift to IMC and gives unprecedented opportunity for: complete multi-channel marketing integration, ongoing brand building, highly targeted messaging, higher response rates, more loyal customers and, most importantly, increased revenues. Social media IMC plans includes:

- personal selling
- consumer sales promotions
- advertising
- public relations
- corporate as well as product positioning
- customer service experience
- trade (channel) promotions



### **JUST IN TIME**

JIT means providing proper facilities for marketing at a same platform, which creates its core values as they are required for use. Just in time marketing makes it possible to achieve your sales goals. It opens doors, knocks down barriers and identifies new sales channels. Social selling is part of the modern just in time marketing process, and successful sales organizations are much more likely to adopt tools and best practices that include social. Social media marketing is an accurate platform for marketers that fulfils all the Just in Time marketing strategy includes; capture mass market around the globe, communication and relationship with the potential customers, product positioning and many more.



### **LINKEDIN MARKETING**

LinkedIn is a professional social network. It's all about career development, professional connections, industry discussions and other types of business-related activities. It is the

largest business networking site in the world, Small businesses generate leads on LinkedIn. LinkedIn can be a great way to promote your home business. Like other forms of Internet marketing, marketing a small or home business on LinkedIn is relatively inexpensive and provides a lot of bang for the buck. Simply by creating a LinkedIn profile, building your connections and keeping your account updated, you can get the attention of potential clients and customers.

LinkedIn provide possibilities for sound marketing features like:

- Giving you exposure to people hunting for products or services.
- Getting you introductions.
- Displaying your recommendations from others on LinkedIn.
- Active group participation.



## MARKETING MIX

Social media is a continually evolving realm with amazing potential for business communications and its growth, with the very frequent development of social media marketers uses social media marketing mix, the marketing mix (the four Ps) is a means of assessing how an organisation can balance the four key elements of Product, Price, Place and Promotion in order to meet customers' needs and achieve its sales objectives and social media helps in all these marketing mix prospectus. It provides social media platforms (Facebook, Twitter, Google+, LinkedIn and many more) as a “**Place**” for marketers as well as for customers where they can sell and buy any goods and services anywhere around the world. “**Product**” can be selling at a large scale with the help of social media marketing; “**price**” refers to what the consumer must do in order to obtain the social marketing product. It is one of the important determinant on which company's success, survival and profit are depends.”**Promotion**” consists of all of the techniques of communication that a marketer may use to provide information to different parties about the product. Promotion comprises elements such as: advertising, public relations, sales organisation and sales promotion and



these all are provided by social media marketing to serve good marketing prospectus to its marketers as well as to its customers.



### **NEUROMARKETING**

In the words of Roger Dooley, Neuromarketing is a new field of marketing which studies consumers' sensorimotor, cognitive, and affective response to marketing stimuli. In simple terms it combines brain science with marketing. The marketing and advertising goal has always been to grab the attention of its target audience, but today with social media the competition and attention is very much effective, therefore, marketers need to understand and incorporate the simple but powerful concepts of Neuromarketing into the world of social media.



### **OUTBOUND MARKETING**

An approach to marketing where a company and marketers initiates towards a conversation and contacts with potential customers in order to improve and develop its marketing approach. Social media outbound marketing is a new concept which directly states that it gives many platforms which invite potential customers for not only build contacts but also provide a base for building good relationship and direct conversation with marketers and customers. Social media outbound marketing provides marketing tactics which utilize a

variety of marketing channels, from traditional media to modern media like radio, print and TV to digital, web, email and social media – all working synergistically to increase the number and types of connections we make with your target audience.



### **RELATIONSHIP MARKETING**

Relationship marketing is focused on a building and sustaining a mutually beneficial connection between the business and customer. A company stands on its relationship ...with customers, employees, suppliers, distributors, dealers, and retailers, Customer relationships is an indispensable part of marketing. Relationship marketing can be enhanced by better understanding the customer's perspective; marketers enjoy the significant benefits from it. These relationships strengthen the power of company as compare to its other physical assets, any slips in the relationships will hurt the company's performance. In this technological era, new technologies are emerging day by day in which social media marketing creates its value. Marketers can create a huge network of Facebook or Twitter or any other social media marketing platform followers overnight, Cultivating relationships with fans, early adopters, companies, promoters, and key influencers.



## **SOCIAL MEDIA MARKETING**

Using social media for marketing can enable small business looking to further their reach to more customers. 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.



## **TARGET MARKETING**

Target Marketing means dividing a market into segments and sub segments and then concentrating marketing efforts on one or a few key segments. It can be the key to a small business's success. Social media is very much helpful for understanding how to target your specific audience which is an important factor for business success.



## **UMBRELLA MARKETING**

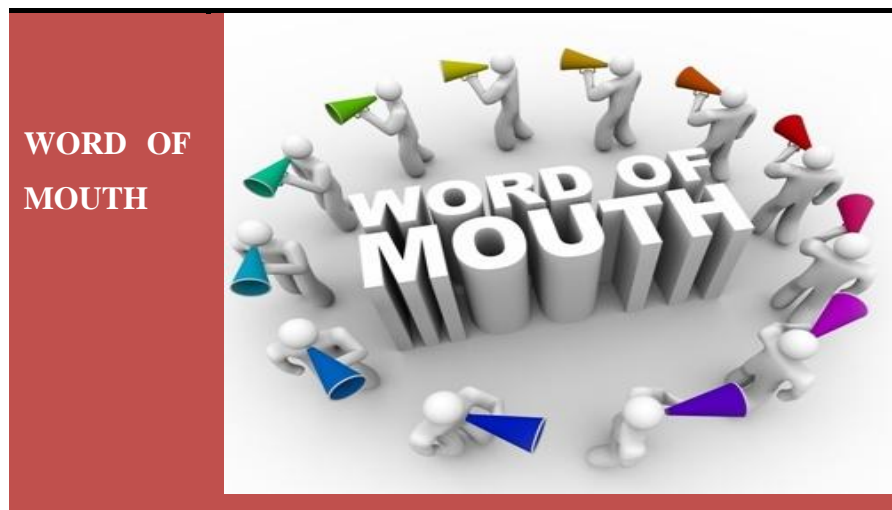
“Umbrella Marketing- completes all requirement of marketing under a single roof” for marketing, social media marketing serves many features for efficient marketing like; promotion, customer service, customer relations, advertising, marketing strategy, display etc. All these features are undertaken at single place(umbrella) for various different brands.



**VIRAL  
MARKETING**

**VIRAL MARKETING**

Viral marketing can be used for passing along adverts, animations, photos, hyperlinked promotions, newsletters, games, press releases, petitions or whatever else will advertise your business. This type of marketing encourages individuals to pass on information that they receive in a hypermedia environment to friends and acquaintances. The way in which data and information is sent between users in viral marketing creates a chain effect that spreads the message, or purpose, of the sent content onto the next user, and therefore the cycle continues onto the user after that and therefore the power of social media creates effective viral marketing.



**WORD OF  
MOUTH**

**WORD OF MOUTH MARKETING**

Word of mouth (WOM) communication is a major part of online marketing consumer interaction. Word of mouth (WOM) communication is a major part of online consumer interaction. It is consumer dominated channel of marketing, it is having powerful influence on consumer behaviour. The social media has changed the way business is done. The

variables of segmentation, targeting, and positioning are addressed differently, because of the increased role of sharing - or online "word of mouth" - the way new products and services are marketed has changed, even though the aim of business in bringing economic and social values remain the same. Marketing has evolved to include more connectedness, due to the new characteristics brought in by the social media marketing. Marketing was once seen as a one way relationship, with firms broadcasting their offerings and value proposition. Now it is seen more as a conversation between marketers and customers.



## **ZEST MARKETING**

Zest Marketing is targeted towards local small businesses, providing marketing strategy development and implementation, advertising, and social media engagement. As the social media is very strong marketing platform for small and big business and it easily can locate, connect and convert with the customers effectively.

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