THE INFLUENCE OF SOCIAL MEDIA AND THE EFFECT ON DIGITAL MARKETING

Ahmed Danasabe Suleiman & Luisa Osasere Akingbade
Department of Computer Engineering, Federal Polytechnic, Ilaro, Ogun state, Nigeria
Ahmed.suleiman@federalpolyilaro.edu.ng; luisa.akingbade@federalpolyilaro.edu.ng
+2348080329807

Abstract

Social media has proliferated in recent years, yet marketing is the oldest human science for discovering, generating, and exchanging needs and partnerships that benefit both the seller and the buyer, fostering and enabling the exchange of commodities and services. Social media marketing, which involves marketing on social media, has made it feasible for businesses to quickly, conveniently, and successfully contact their target audiences. New digital channels were quickly adopted in recent years, enabling billions of people to communicate, share, and work together like never before. These new mediums created a challenging new marketing climate, but with big problems also come great opportunities. This study will illuminate the necessity for a comprehensive response to the weak knowledge and comprehension of marketing that may cause certain issues between marketing and analytics. Identified issues, such as the value of customer data, the influence of social media on branding, the skills gap, and the impact of digital analytics via social media platforms can influence the building of brands visibility through social media platforms and reaching a wider audience. Preference is given to popular social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and Snapchat in this study as most advertising agencies concentrate on giving a portion of your budget to more experimental initiatives with this brands. This study tends to review the influence of these popular social media platform as they form the latest tool for marketers who make use of all channels to reach their target consumers.

***Keywords*:** *Social Media, Digital Marketing, Advertisements, Content*

Introduction

The ability of humans to recognize needs, create them, and exchange relationships between sellers and buyers at a profit make marketing the oldest science that supports and facilitates the exchange of goods and services. According to (Philip Kotle, 2012), the definition of marketing is " Achieving needs and desires through a process of exchange." Marketing is a more comprehensive method of connecting with customers because it uses selling as the primary factor after considering various factors like need comprehension, brand awareness, and the completion of the sales and purchase elements. This involves various critical processes like demand identification, product development, customer reach, and retention through loyalty building, and need fulfillment, each of which when followed by a marketer results in a sustainable market (Steinman, & Hawkins, 2010). Social media is an online platform for digital marketing, which can also be done offline. Therefore, as the topic implies, social media and digital marketing refer to both offline and online marketing that utilizes social media platforms like Facebook, Whatsapp, Tiktok, Twitter, etc. Due to their importance in the digital sphere, a few particular social media platforms were used to harness the impact in this research project. As this social media platform continues to change the landscape of digital marketing, its unique advantages include its propensity to influence businesses and power of market penetration. Since today's world is becoming more social, we used social media for research. According to research, internet users spend roughly 30 percent of their online time on social media sites, which have a worldwide audience when firms advertise there quickly. Kotler & Philip (2012). Social networking sites have evolved into a channel for stores to intensify their marketing initiatives to a wider audience in today's technologically advanced world. Social media marketing is described as a " relationship between consumers and brands, supplying a private route and medium of exchange for user-centered social engagement and networking " by Philip & Kotler (2012). With the advent of social media, customer communication tools and strategies have undergone significant change. As a result, businesses need to change how they utilize social media to be aligned with their business strategy (Mangold & Faulds, 2019). This is particularly valid for businesses looking to obtain a competitive edge. This study looks at recent literature that focuses on how retailers use social media to extend their marketing strategies. This issue has only been more prevalent in the previous few years.

2.0. Digital Marketing

With the recent advancements and continuously expanding field of digital marketing, firms can now effortlessly connect with their target audiences. Such marketing can be viewed as a subset of content marketing that finishes off established Web-based marketing tactics like email newsletters and online advertising campaigns (Pietro, 2012). Social media marketing has introduced a new concept of exponential dispersion and trust to mass communication and mass marketing by encouraging users to distribute messages to personal contacts (Hafele, 2011). New tools are being created and expanded as a result of this innovative outreach and marketing strategy for businesses. Stephen and Galak (2015) demonstrated that the adoption of analytical software by official social network site platforms has improved social media marketing and given it more useful insight. There are many different social media platforms, and they come in a variety of shapes and with a variety of features.

Social Media Marketing

Social media marketing was described as a "link between brands and consumers, delivering a personal channel and currency for user-centered networking and social interaction" by Moreso, Philip, and Kotler (2012). Due to the significant changes in consumer communication methods and tools brought about by the rise of social media, businesses must learn how to use social media in ways that are consistent with their company strategy (Mangold & Faulds, 2019). Social media refers to computer-based technology that makes it easier for people to share thoughts, ideas, and information through online communities and networks. This allows users to quickly share items like videos, photos, personal papers, and other material over the internet. In contrast, digital marketing, also known as online marketing, promotes brands to connect with potential customers using the internet and any other digital communication, including e-mail, social media, and web-based advertising. Users engage with social media via computer, smartphone, etc. through web-based software or application (Hart &Neil,2002).

Social Media Strategy

Many organizations are looking into how social media may help them sell their products and services to both potential and existing clients, according to Pietro (2012), who notes that the popularity of digital marketing is rising. Sheth & Sharma (2014), stressed the need to diversify a social media strategy to ensure that messages are delivered to the right people without using a particular method to achieve a certain goal. Facebook and Twitter are two examples of social networking services that have changed how some firms view advertising. Some business strategies focus more on driving clients to their social media pages than they do on driving traffic to their websites. Social media marketing has several benefits, but there are corresponding drawbacks as well (Steuer,2010).

Advantages of Social Media Marketing

The main benefits of social media marketing are cost savings and increased reach. In comparison to other marketing strategies like face-to-face interactions, the use of intermediaries or distributors, salesmen, the distribution of flyers, etc., the cost of a social media platform is often lower. Additionally, social media marketing fills the gap by enabling businesses to connect with clients who might not otherwise be reachable due to the spatial and temporal constraints of current distribution methods. According to Taylor & David (2012), the marketing company can give customers an infinite amount of information without the need for human participation. There are five key benefits to succeeding in social media marketing that will help you comprehend the benefits of this medium better.

1. Cost-related: Compared to other forms of marketing, social media marketing has relatively few financial constraints (Stephen, & Galak., 2015). The majority of social media platforms allow for free registration, profile creation, and information posting. In contrast, traditional marketing campaigns can cost millions of dollars and involve activities like handing out flyers, printing billboards, holding road shows, and conducting door-to-door campaigns, among others. On the other hand, many social media technologies are accessible to businesses for free, allowing them to market their brands to a far larger audience.

2. Social Interaction: In fact, many of the cited advantages of using new media (improved reputation, expected reciprocity, etc.) are directly related to its social interaction features (Hafele, 2011).

3. **Interactivity**: One of the defining features of modern media technologies is that they enable better user control and involvement with social media content while also facilitating wider access to information (Steuer, 2010). According to studies, more interaction can result in greater involvement.

4. Targeted market: With the use of social media, marketers may target audiences and customers based on site visitors' particular interests and what their friends enjoy, streamlining user preferences based on their search parameters and history (Steinman, & Hawkins, 2010).

5. Customer Service: Another critical component of social media marketing is customer service (Sheth, & Sharma, 2014). As a result, offering customers a toll-free number should be taken into consideration. Different methods of product distribution should be permitted by the logistics system depending on delivery speed. Some clients choose to use parcel delivery services like FedEx and UPS to receive their products. Others might prefer to purchase a product in person so they can connect closely with a customer service representative, expanding the awareness campaign for the target goods or services. An enormous disadvantage of shopping online is that customers are unable to touch, smell, or otherwise experience the goods before making a purchase. As a result, customers are more hesitant to subscribe to a certain service or buy a product. A social media marketer should provide well-known brands, high-quality products, and of course, warranties to lessen this insecurity (Taylor & David,2012).

3.0 Review of Active Users of Digital technology

Platforms like Facebook, Twitter, Youtube, and Snapchat provide the digital infrastructure that enables billions of people to connect, share, and collaborate in ways that have never been possible in a world that is rapidly changing and where a tsunami of data is being generated every second (Bucy, 2013). Facebook has a potential user base of around 1.13 billion daily active users and 1.57 billion monthly active users (Roberts, & Kraynak, 2008). To put that figure in perspective, it represents 21% of the planet's 7.4 billion people. Over 10 billion videos are watched daily by Snapchat users, who number 100 million daily active users. And on any given day, Snapchat reaches 41% of all Americans between the ages of 18 and 34. whereas there are over 310 million active members on Twitter. In addition to social media, smartphones are essential in the digital age. By 2020, Cisco projects that there will be 11.6 billion mobile-connected devices, resulting in an 8-fold increase in mobile traffic. Even while it is untrue to predict that by 2020, the video would account for 75% of all mobile data traffic worldwide (Hart, & Neil, 2021).

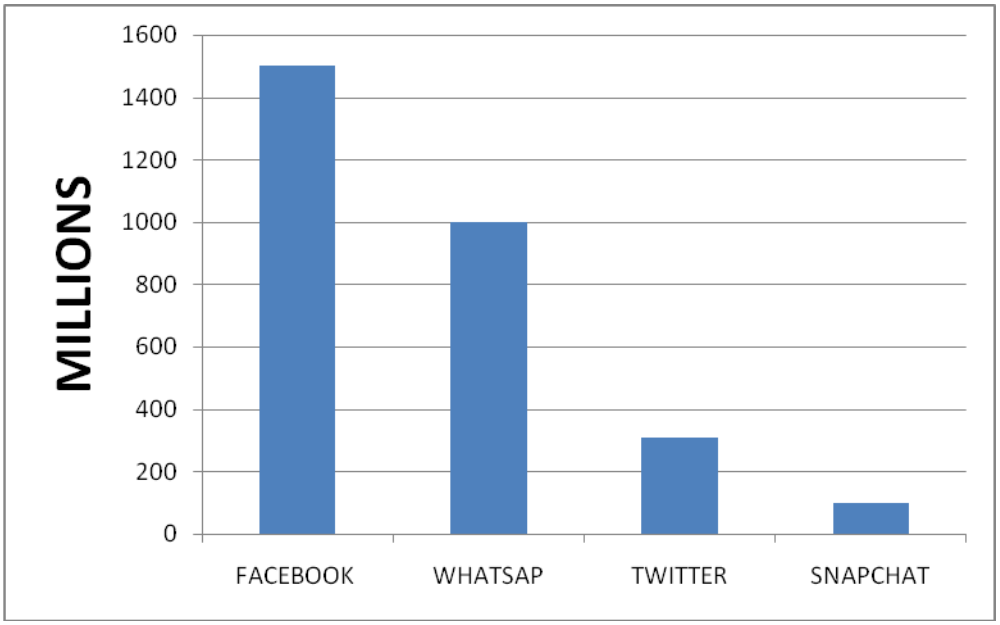


Fig.1.1. Barchart showing the number of users using various social media platforms in a month

It defines a new marketing environment, which is defined by the new era of digital infrastructure that lies underlying it. And the rapid development of digital media made the internet one of the most significant markets (Stephen, & Galak, 2015). In the first quarter of 2015, online consumer expenditure in the United States reached $92.8 billion, and the growth rates of online demand for informational products like books, magazines, and software are between 25% and 50% Pietro (2012). Since social media and mobile devices will dominate the future of marketing, it is essential to integrate digital tools and technology into current company models. The sector of digital advertising is predicted to reach $537 billion by the end of this year (Steinman, & Hawkins, 2010).

Content Strategy:

Good content for you is anything that aids in getting your business message out to your audience. You may educate, communicate with, and engage your customers through content. Additionally, it promotes the creation of content that vehemently supports a corporate purpose so that the message can be distributed online in the most engaging way possible.

Table 1.1: The Popular Content channels

Articles	Webinars	Press Release
Podcast	Newsletters	Images
Videos	Reviews & opinions	Forums
Blog posts	Integrating Networks	

By syndicating this content to the largest number of legitimate social networks, experts have been successful thus far. The strategy will prove to be the most effective method of increasing traffic because it ensures maximum exposure across the many social media channels and platforms.

Table 1.2: The Popular Social Networks

Facebook	StumbleUpon	Tagged	Open film
MySpace	Vimeo	Delicious	LinkedIn
Digg	Twitter	Dailymotion	Bebo
Metacafe	Google Reader		

Audience Communication:

The goal of this stage is to establish a rapport and connection with potential readers. Consistent effort is being made to establish a personal connection with the audience and use that connection to establish and deepen rapport. One of the most important tasks during this phase is to engage and keep an eye on the audience.

The Different Types of Social Media Platforms to Serve Ads:

Steuer (2010), noted several social media networks, each of which offers potential and particular benefits for usage in marketing. According to Pietro (2012), blogs run by individuals or businesses are another popular marketing platform. Businesses can increase brand awareness by using blogs to share insider knowledge, tell clients about new items, and provide links to the primary sales channels. Fans will periodically receive updates about any special events, competitions, or new promotions planned by the brand or item, it makes it easy to post comments and criticism, letting both supporters and opponents ask producers questions and express their ideas. This promotes open communication between people of like minds and can help businesses and individuals improve their defaults (Stephen, & Galak, 2015). To maximize your chances of success with social media marketing, take into account social media tactics.

Social networking (Facebook, LinkedIn, Google+).

-Microblogging (Twitter, Tumblr).

-Photo sharing (Instagram, Snapchat, Pinterest).

-Video sharing (YouTube, Facebook Live, Periscope, Vimeo).

Six social networks are best for advertising or e-commerce. Weekly, new social media platforms are introduced, the majority of which never develop any kind of following. In this study, it is typically advised to use the most well-liked platforms. Once you have effective systems in place, you can consider allocating a portion of your budget to riskier campaigns, which are the best places to invest your advertising dollars and, as a result, produce the necessary marketing penetration and exposure for the company brand.



Facebook  Instagram. Twitter.



LinkedIn  Snapchat 

TikTok

Benefits of Advertising Through Social Media Include:

1. Expand your customer base and revenues.

2. Use user-generated material for advertisements (they also perform better!).

3. You can reach 50,000 people in a single day.

4. There is no upper limit to how high you can go.

Which social media network you choose will depend on 3 VERY important factors:

I. Where your target clients are most concentrated (in terms of usage, groupings, etc.)
II. most reachable (preferred media, ad targeting, etc.)
III. Where your target customers interact with advertisements the most (testing required)

Getting a better understanding of what each of these 6 platforms has to offer can help you choose where to put your time and money

Facebook Advertising

Facebook is the most widely used social media platform, hosting more than a quarter of the world's population and offering advertisers an unmatched chance to reach practically everyone. It has more than 2 billion monthly users. When it comes to e-commerce advertising, Facebook is effective. If you need email addresses, Facebook is the place to go, with many advertisers claiming costs of less than $1 per lead. Additionally, this platform offers marketers the ability to target users based on location (within a 5-mile radius), job description, interests, previous activity, and a host of other extremely useful factors, making it the most powerful targeting platform in existence.

Instagram Advertising

More than 500 million people use Instagram every month, making it one of the social media platforms with the highest audience engagement rates (58 percent greater than Facebook and 2000 percent higher than Twitter). Instagram is, of course, a platform that focuses on images and videos, so businesses that sell aesthetically appealing products or can use visual media in their marketing campaigns typically do better on this social media platform.

Twitter Advertising

Twitter has transformed breaking news and given users unmatched access to both specialized and mainstream influencers. It continues to be one of the most widely used social media sites with 328 million active users each month.

LinkedIn Advertising

Another distinctive social network focused primarily on the B2-B industry is LinkedIn. The estimated 227 million monthly active users of LinkedIn are equally split between men and women. 61 percent of users are between the ages of 30 and 64.

Snapchat Advertising

With 301 million monthly active users, Snapchat is one of the more recent platforms to establish itself as a formidable force in the market. While it's unclear if the business will give in to Instagram's drive for social video, as of right now, it's a viable advertising platform with a sizable user base.

Ways to Manage Social Advertising Campaigns

It's time to make a management decision for our campaigns now that we have examined our top social advertising sites.

Social media campaigns can be managed in one of three ways.

I. You can conduct your advertising campaigns manually
II. with automated tools,
III. by hiring a managed service

Social media advertising management costs will vary depending on whom you hire. Agencies and freelancers often charge fees based on 5 percent -20 percent of your total monthly ad spend and will often include a management fee.

4.0. Conclusion:

Social media have an impact on all facets of the Internet and changes how people use it in their daily lives. Given this fact, businesses, particularly those with marketing departments, would benefit from incorporating social media into their campaigns. Social media is the latest tool for marketers who use every available channel to reach their target consumers. Depending on their company, the medium has numerous benefits and few drawbacks, but many businesses are still having trouble figuring out how to use it effectively. The future of consumer marketing is social media and mobile, and with the media environment changing quickly and new digital channels being adopted quickly, marketers are faced with both opportunities and challenges. Social media has developed to the point that it cannot be ignored anymore.

References

Bucy, E.P. (2013). *Media Access: Social and Psychological Dimensions of New Technology Use.* London, England: BBC

Hafele., N. (2011). "Social Media Marketing: Interaction, Trends & Analytics. *International Journal of Internet of Things, 50*(19), 563-740.

Hart, C., & Neil, D. (2020). Retailer adoption of the internet – implications for retail marketing, *European Journal of Marketing,70*(34). 954-74.

Mangold, G., & Faulds, J. (2019). *Marketing 2.0 Bridging the Gap between Seller and Buyer through Social Media Marketing. (First Edition ed.).* Tucson, Arizona: Wheatmark.

Pietro, L. (2012). An Empirical Investigation of Social Network, Influence on Consumer Purchasing Decision. *Journal of Direct Data and Digital Marketing Practice,30*(16), 700-802.

Philip, R., & Kotler, M.(2012). The Effects of the Social Structure of Digital Networks on Viral Marketing Performance. *International Journal of mobile computer, 20*(10), 663-700.

Roberts, R., & Kraynak, J. (2008). *Walk like a giant, sell like a madman,* Hoboken, NJ: Wiley.

Sheth, N., & Sharma, A. (2014). International e-marketing: opportunities and issues, International Marketing, *International Journal of Marketing, 90*(30), 363-490

Steinman, M., & Hawkins, M. (2010). When marketing through social media, legal risks can go viral. *Intellectual Property & Technology Law Journal, 44(*22), 1-9.

Stephen, A. T., & Galak O. (2015). The complementary roles of traditional and social media in driving marketing performance. *International Journal of Technology, 30*(15), 463-590.

Steuer, J. (2010). Dimensions determining telepresence, *Journal of Communication, 88*(*70),4* 73–93.

Taylor, G., & David, S. (2012). Self-Enhancement as a Motivation for Sharing Online Advertising, *Journal of Interactive Advertising,* 34(12), 13-28.