RECENT TRENDS IN SOCIAL MEDIA MARKETING

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Introduction

For far too long marketing players have used social media has a tool exclusively for advertising and the end user is bored rigid now. What matters now is to engage consumers on a more factual level. It is commonly observed that people like to do business with the party that they trust, so it is essential to build relationship that have potential. So, to build this trust consumers must be now involved using deeper social aspects.

Personal data can be tapped into effectively by marketing players to build connections on a more personal level. Sending out content that can touch the consumer on an emotional level is a great tool. Delivering new and exciting content frequently keeps the consumer updated about the organization rather than advertising new product offerings which seems to be assertive. Generally talking to the consumers and slowly working your way ensures building of stronger and long-lasting relationships.

Social networking is the use of Internet-based social media sites to keep on connected with friends, family, colleagues, customers, or clients. Social networking can have a social objective, a business purpose, or both, through sites such as Facebook, Twitter, LinkedIn, and Instagram, among others. Social networking has become a significant base for marketing players seeking to attract customers.

Despite some intense competition, Facebook remains the most popular social network, with a reach 90% of U.S. mobile users, as of October 2018, the most recent data available, as of early 2020. As per Statistica.com it was followed, in order of popularity, by Instagram, Facebook Messenger, Twitter, and Pinterest.

Literature Review:

Kaplan and Haenlein (2010, 61) define social media as "a group of Internet based applications that build on the philosophical and technological foundations of Web 2.0 and allow the creation and exchange of user generated content."

Sinclaire and Vogus (2011, 294) cite O'Reilly's (2005) definition: "social media is a broad term that describes software tools that create user generated substance that can be shared." 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. (Gross & Acquisti, 2005; Ellison, Steinfield & Lampe, 2007; Lenhart &

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Madden, 2007; Winder, 2007; Boyd & Ellison, 2007 as cited in Cox 2010).

Consumers' Sentiment toward Marketing (CSM) is a factor consider by researchers to determine how well consumers will understand social media marketing. CSM is defined as a concept which refers to the general emotions that consumers have for marketing and the marketplace (Lawson et al. 2001as cited by Mady 2011).

Objective of the Study:

The primary objective the study is to analyse the recent trends of social media marketing lies when considering marketing-related topics and issues.

Research Methodology:

The study is based on secondary data, which was composed from various prepublished Articles, Printed sources, online websites, Social Marketing blogs, and Survey reports available by various E- Commerce websites.

Social Networking Works:

Marketers use social networking for increasing brand recognition and encouraging brand loyalty. Since it makes a company more accessible to new customers and more recognizable for existing customers, social networking helps promote a brand's voice and content.

For example, a frequent Twitter user may hear of a company for the first time through a news feed and decide to buy a product or service. The more exposed people are to a company's brand, the greater the company's chances of finding and retaining new customers.

Marketers use social networking for improving conversion rates. Building a following

provides access to and interaction with new, recent and old customers. Sharing blog posts, images, videos or comments on social media allows followers to react, visit the company's website and become customers.

Advantages and Disadvantages of Social Networking in Marketing

- Customers may complement the company's offerings and encourage others to buy the products or services.
- The more customers are talking about a company on social networking, the more valuable the brand authority becomes.
- As a brand grows stronger, more sales result. Increased company posts rank the company higher in search engines.
- Social networking can help establish a brand as legitimate, credible, and trustworthy.

A company may use social networking to demonstrate its customer service level and enrich its relationships with consumers. For example, if a customer complains about a product or service on Twitter, the company may address the issue immediately, apologize, and take action to make it right. However, criticism of a brand can spread very quickly on social media. This can create a virtual headache for a company's public relations department.

Although social networking itself is free, building and maintaining a company profile takes hours each week. Costs for those hours add up quickly. In addition, businesses need many followers before a social media marketing campaign starts generating a positive return on investment (ROI). For example, submitting a post to 15 followers does not have the same effect as

submitting the post to 15,000 followers.

Augmented Reality and Virtual Reality

Technology that has already started penetrating social media is augmented reality (AR). Perhaps the most identifiable examples of this are Snapchat's filters, which use a device's camera to superimpose real-time visual and/or video overlays on people's faces (including features such as makeup, dog ears, etc.). Accordingly, whether viewed through glasses or through conventional mobile and tablet devices, the future of social media is likely to look much more visually augmented. Whereas AR allows users to intermingle within their current environments, virtual reality (VR) immerses the user in other places, and this technology is also likely to increasingly permeate social media interactions. Whereas the Facebook-owned company Oculus VR has mostly been focusing on the areas of immersive gaming and film, the company recently announced the launch of Oculus Rooms where users can spend time with other users in a virtual world Concurrently, Facebook Spaces allows friends to meet online in virtual reality and similarly engage with one another, with the added ability to share content e.g., photos from their Facebook profiles. In both cases, avatars are customized to represent users within the VR-created space. As VR technology is becoming more reasonable and conventional, we believe social media will inevitably play a role in the technology's increasing usage. Whereas AR and VR technologies bring visual richness, other expansions suggest that the future of social media might also be more audible. A brand-new player to the social media space,

HearMeOut, recently introduced a platform that enables users to communicate and listen to 42-s audio posts Allowing users to use social media in a hands-free and eyes-free manner not only allows them to safely interact with social media when multitasking (particularly when driving), but voice is also said to add a certain richness and authenticity that is often missing from mere text-based posts. Provided that podcasts are more popular than ever before and voice-based search queries are the fastest-growing mobile search type, it seems likely that this communication modality will accordingly show up more on social media use going forward. we believe it is only a matter of time before this modality is integrated into social media platforms.
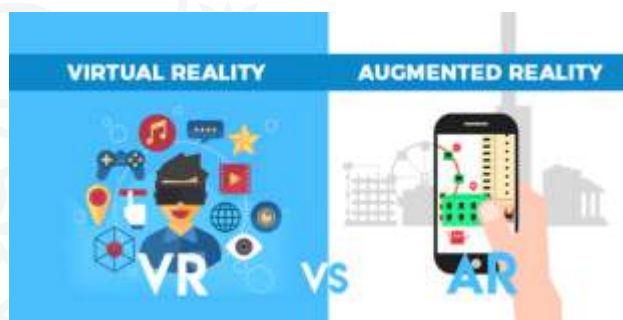
Social Media Marketing:

Social media is used by way of billions of Populations around the world and has rapidly emerge as one of the defining technologies of our time. As per Facebook pronounced having 2.38 billion month-to-month effective customers and 1.56 billion every day active users as of March 31, 2019 (Facebook 2019). Worldwide, the complete number of social media users is approximate to develop to 3.29 billion users in 2022, which will be 42.3% of the world's populace (eMarketer 2018). Given the large achievable audience handy who are spending

many hours a day using social media throughout several platforms, it is now not surprising that marketers have embraced social media as a marketing channel. Academically, social media has additionally been embraced, and a big body of lookup on social media marketing and assorted topics, such as online word of mouth and on-line networks, has been developed. Despite what academics and experts have studied and learned over the final 15–20 years on this topic, due to the fast-paced and ever-changing nature of social media—and how customers use it—the future of social media in advertising may now not be basically a prolongation of what we have already seen.

Social media marketing is a form of internet marketing that involves creating and sharing content on social media networks to accomplish marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience commitment, as well as paid social media advertising.

Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. Customers are already interacting with brands through social media, and if Company's are not speaking directly to

audience through social media platforms like Facebook, Twitter, Instagram, and Pinterest, Company is missing out! Great marketing on social media can bring remarkable success to business, creating devoted brand advocates and even driving leads and sales.
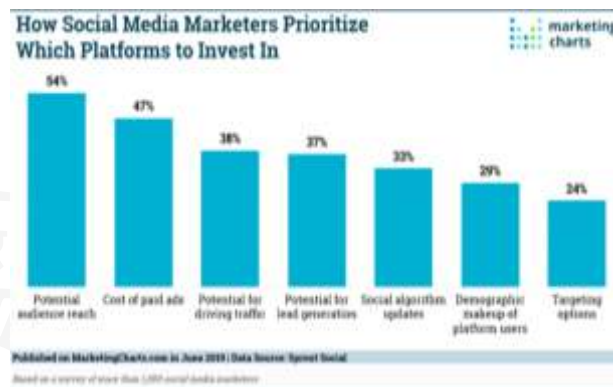
Social Media Marketing Strategies:

1. Set business goals for your social media - it's best not to experiment without a clear idea of how social media will support business goals.

2. Create a social media strategy. A strategy will help to deploy social media in the best way to reach goals by prioritizing on the channels in our RADAR which are most effective.

3. Active social listening and reputation management. Most advice on social media marketing strategies advises to start by listening to conversations. The term coined by Brian Solis in his book Engage of "Active Social Listening" since this shows the need for a feedback cycle within social media marketing.

4. Define content and engagement strategy. Encouraging engagement and participation are the biggest challenges to social media marketing, so clear strategies are needed to show how to achieve these.

5. Define communications strategy. In the social media era, a continuous communications strategy is necessary to engage your audience through the many channels available. Key issues here are defining the types of content value offer through different social channels and the frequency. Integrating different digital channels including email marketing through a social media marketing hub is also a key issue here.

6. Deploy best practice approaches for the core social media platforms. Each social media platform such as Facebook, Twitter and YouTube have unique characteristics and audience needs. There is also a bewildering array of tools to deploy and etiquette to follow then customer won't be a spammer.

7. Social media optimization. May have a presence established, but this is only the beginning in journey to optimize presence to deliver real value for business.

Apart from these major trends, the following approaches will also grab social media marketers' attention in the year 2020:

· Social media listening that addresses the goals of better customer service and online reputation management.

· Messenger apps and AI-based chatbots will play a significant role in establishing real-time communication between customers and marketers.

· Social media can play a bigger role in the sales funnel while spreading awareness and engagement about the products.

Conclusion:

The future of social media in marketing is exhilarating, but also uncertain. Here we conclude that in social media marketing is strategic differentiates to the companies. If nothing else, it is vitally important that we better understand social media since it has become highly culturally relevant, a dominant form of communication and expression, a major media type used by companies for advertising and other forms of communication, and even has geopolitical complications. Conclude that the ideas discussed here stimulate many new ideas and research, which we ultimately hope to see being mentioned and shared across every type of social media platform.

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