

# Scope of digital marketing in Social Media: Review

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**Abstract** - Social media is a platform that connects people worldwide and provides a medium for digital marketing. Social media is rapidly evolving as the internet becomes more accessible in different parts of the world. As per report [1] by "Statista," social media user base is expected to reach 3.43 billions active users, which is one-third of the entire world's population. With such a large user base, it provides a perfect platform for digital marketing. In this article, we will focus on the history of social media and discuss the scope of social media when considering market-related topics and issues.

**Key Words:** Digital Marketing, Social Media, History of Social Media, Facebook, Issue in Social Media.

## 1. INTRODUCTION

### 1.1 Definition of social media [2]:

It is an internet-based technology where users can share his opinion and information through the internet. Users can share multiple contents like personal information, photos, videos and document through social media via smartphones, computers, tablets and web-based software and applications.

### 1.2 History of Social media [3]:

Year	Description
1844	Samuel Morse was an inventor and painter as a profession known as the inventor of social media in history. He sent his first telegram from Washington and Baltimore over a telegraph line [4]. Morse's first message read, "what Have God Wrought?"
1969	ARPAN (Advanced Research Project Agency) used to connect Universities on a proto-Internet.
1997	Social sites start coming to a market where people can create their profiles and make friends.
1999	People start sharing their views with friends through LiveJournal.
2002	Friendster, one of the first social media sites is created and launched by Peter Chin, Jonathan Abrams and Deve Lee.
2003	LinkedIn gave users a place to post their resumes and private messages with a business-oriented mind.
2004	Google created its email services and also Mark Zuckerberg launched Facebook along with his college friends.
2005	YouTube, a platform where users can share videos, was made public in Feb 2005.
2006	Myspace became the most popular social network in the US in 2006.
2010	Sixty-five million tweets a day are sent out on Twitter, that's around 750 tweets per second.
2011	Snapchat, an image messaging app is launched.

2013	Vine, a video hosting service specializing in short videos, goes in public, further acquired by Twitter.
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Earlier Myspace and Orkut were popular among people before Facebook come to the market. Apart from these platforms, we have messaging and sites related to specific types of interest like Reddit. In recent times, we have seen the transformation of social media platforms, now image and video replace traditional text messages like Snapchat and Instagram.

Social Media has now become one of the essential technologies and is used by billions of users. With such a large user base of an active user who is spending many hours a day across various platforms, it provides a perfect platform for sellers and buyers. Research body such as word of mouth (WOM) researching on social media marketing and related topics. It is important to consider digital marketing through Social media; it has become an essential tool for marketing and communication.

In today's world, social media becomes a very significant part of life through which they receive information, share content and aspect of their lives with others. Social media is changing very rapidly due to constant innovation taking place on the technology side and user/consumer side.

### 1.3 Top Social Media network as of Jan 2021 in terms of active users [5]:

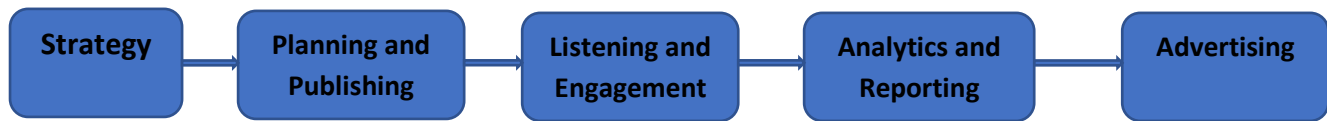
Rank	Name	Active users (in Billions) approx.
1.	Facebook	2.74
2.	YouTube	2.29
3.	WhatsApp	2
4.	Instagram	1.22
5.	Weixin / WeChat	1.21
6.	TikTok	0.68
7.	QQ	0.61
8.	Douyin	0.6
9.	Sina Weibo	0.51
10.	Telegram	0.5
11.	Snapchat	0.49

## 2. SOCIAL MEDIA MARKETING

### 2.1 Definition [6]:

It is using social media platforms to interact with your consumer or potential consumer to increase your sales. It has five steps: publishing content on your social media accounts, interacting with your followers, analyzing user feedbacks, and running advertisements on social media.

## 2.2 Main components of Social Media Marketing.



### Strategy:

Before publishing something on social media, you need to decide three things:

What are your goals?

Which social media platforms do you want to focus on?

What type of content do you like to share?

### Planning and Publishing:

It is essential to have a consistent presence on social media. A constant presence on social media gives your product a chance to be discovered by your potential customer. To have a positive impression on a customer, you need to publish excellent content as per your audience's interest.

### Listening and Engagement:

As your business grows, you need to be proactive to your customer query. People will comment on your social media posts or even message you directly. So, you need to continuously check your notification and interact with them on social media.

### Analytics:

To know people's opinions about your products or brands, you can analyze your social media post response and feedback you receive from your customer. After examining, you can take appropriate action to increase your business.

### Advertising:

When you have enough funds, you can use social media to promote your products using social media influencers; it will allow you to reach a wider audience than your followers.

## 3. SOCIAL MEDIA INFLUENCER [7]

A product-based company using a celebrity or well-known opinion leaders who can influence others to reach their potential customers. The global presence of social media platforms has increased the accessibility and attractiveness of this approach. For example, Cristiano Ronaldo has 271 million followers on Instagram that he engages with each of his posts. However, he comes at a high price: one post that Cristiano Ronaldo post can cost around \$986,000.

However, putting so much valuation for online exposure or collecting likes for a specific post may not get the desired result for the company. Research shows that gaining likes on social media might not affect consumer attitudes or behaviour toward your products.

### 3.1 Instagram Top 10 Influencer in 2020 and their Income per post [8]:

Rank	Name	Location	Niche	Followers	Cost Per post
1	Dwayne Johnson	USA	Celebrity	187,300,000	\$1,015,000
2	Kylie Jenner	USA	Celebrity	181,500,000	\$986,000
3	Cristiano Ronaldo	Europe	Sport	224,800,000	\$889,000
4	Kim Kardashian	USA	Celebrity	175,700,000	\$858,000
5	Ariana Grande	USA	Celebrity	191,100,000	\$853,000
6	Selena Gomez	USA	Celebrity	180,300,000	\$848,000
7	Beyonce Knowles	USA	Celebrity	148,700,000	\$770,000
8	Justin Bieber	USA	Celebrity	139,300,000	\$747,000
9	Taylor Swift	USA	Celebrity	135,000,000	\$722,000
10	Neymar da Silva Santos Junior	South America	Sport	139,300,000	\$704,000

Celebrities like Dwayne Johnson, Kylie Jenner is the possible influence only for major brands like Nike, Adidas. Small brands cannot afford these top influencers, so they began to look at the popularity and success of "micro-influencers." Micro-influencers are not popular as top influencers, but they have a strong and loyal following. These types of influencers are considered to be more reliable and trustworthy than traditional celebrities. These peoples are experts in what they post, so their followers trust them.

## 4. CHALLENGES

### 4.1 Privacy Concerns on Social Media:

People sharing opinions and personal information has become a social norm, users also sharing private files, but the issues of privacy online still remain.

Most significant data breaches of 21<sup>st</sup> century [9]: -

Company	Date	Impact
Adobe	October 2013	153 million user records
Adult Friend Finder	October 2016	412.2 million accounts
Canva	May 2019	137 million user accounts
eBay	May 2014	145 million users
Equifax	July 2017	147.9 million users
Dubsmash	December 2018	162 million user accounts

#### 4.2 Time depletion: -

The most significant disadvantages of social media are that it is very addictive and takes a lot of time. As per a survey in Great Britain by Digital entertainment, a student under age 15-19 gives less timing for homework and more time in social media. other challenges of social media are Cyberbullying, Child Pornography, Stalking etc.

#### 5. CONCLUSIONS

Social media has become one of the most defining technologies of the 21st century; the exponential growth of social media is driven by the increasing usage of mobile devices and internet penetration across the globe. With such a high number of active users, the industry sees an opportunity for digital marketing. The future of social media is exciting but also uncertain; there are challenges associated with social media which we need to address. We need to understand that social media has become part of our life and culturally relevant, a medium of communication and expression. Companies use social media to promote their product and other forms of communication, including resolving customer queries and announcing their future development. We hope that ideas and concerns related to digital marketing and social media discussed here will be addressed in the future.

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