

SOCIAL MEDIA IMPACT ON SMALL MEDIUM ENTERPRISES

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Abstract - Social Media sites such as blogs and social networks permit people to form connections with other users and brands and share content such as messages, news, video and photos. Sites such as Facebook, Twitter and YouTube have knowledgeable unprecedented growth over the last few years and are some of the most talked about destinations on the web. Social media offers an opportunity to connect and interact with your customers, analysis about your product, promote your brand and drive traffic to your website. Getting involved in social media can also create a more human face to your business. The companies which have not realized the role of brands in global competition for the past two decades has lost some of their market power and also lost the customers. Today, the companies producing technology or analytics products really need "branding" as a key in order to differentiate themselves from their global challengers. Therefore, the companies focusing on producing innovative and technology products should invest on "branding" and should implement an effective "brand management" strategy.

What are the major social media sites?

Many online services now have a social element, the five most important social media sites for businesses are:

- **Facebook.** Social network available in 70 languages with over 800 million members worldwide, and more than 425 million monthly active users logging in with mobile smartphones.
- **Twitter.** Micro blogging site where users post frequent 60 character messages with over 1 billion tweets sent a week.
- **LinkedIn.** Business focused networking site with over 8 million members in the UK, and 2 million companies profiles worldwide.
- **Youtube.** Video sharing site owned by Google, with 8 million unique visitors each month and 100 million people taking a social action (likes, shares, comments etc) every week.

- **Google+.** Social network launched in 2011, attracting 25 million members in its first month!

How social media can help your business

Interactive discussion with customers

Alongside using the above services to help promote your business, it is possible to add a social dimension to your own site by adding a blog. A blog consists of a chronologically ordered list of entries where readers can add comments. These comments are important as they change a post from a simple article into a discussion. Blogs are great for adding motivating, original and frequently updated content to a site. The best brands follow their stakeholders' journeys so that they provide effective, consistent and appropriate messaging throughout the experience. The turnaround brands all show a sense of understanding consumers' needs and desires, and rediscovering the appetite to meet their customer promise.

Inter brand Best Global Brands

Closer relationships with customers

Using social media is a great way to make your business seem friendlier and to form closer relationships with your customers. By engaging in social media, your company can interact directly with customers and by creating interesting and useful content you can position yourself as an expert in your market. With the reference of customers creating new connections

and openly sharing ideas, experiences and opinions about product or company. We require customer participation for Listening and learning, joining the conversation to contribute value and build relationships. For Goals of brand participation we require gain deep customer insight, grow, and facilitate consumer power.

Drive website traffic and promote recommendations

It's quick and easy to set up a company profile on the major social media sites and then start publishing your own content. If your content is interesting, other users will share it with their family and friends, which will generate interest in your business and click-through to your site. Such personal recommendations are a highly effective way to promote a business and using social media has the potential to massively expand your reach.

On Facebook, for example, companies can create their own 'page'. Other users can 'Like' the page itself and any posts on it or share it. Blogging on your site is also a great way of driving traffic. Blog posts tend to be unique and the interactive nature of blogs means that they tend to attract incoming links. These two factors cause blog posts to frequently appear in search engine results, generating natural search traffic. By sharing relevant information in a blog, you give your customers the chance to get to know you and learn valuable information. A blog on your Web site filled with interesting, useful

information will give visitors a reason to return. As an added benefit, your blog and business page posts will serve as fresh content that will get your site more highly ranked by search engines like Google, Yahoo, and Bing.

Social has become a disruptive force...

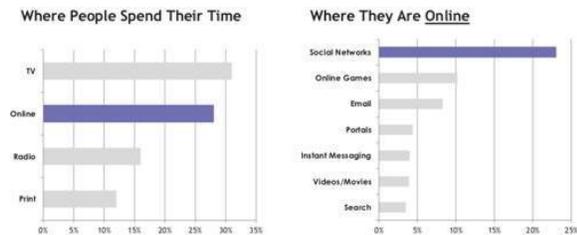


Figure 1: How Much User Online and spend time

Get direct customer feedback

Social media is not just a way to talk to your customers, but also a great way to listen. By monitoring what people are saying about you on Twitter, blogs and other social networking sites and talking to customers directly, you can get real time feedback on what customers are thinking about your products and services. Lots of free tools exist for monitoring and listening on the social web, including Google Alerts, Google Analytics etc.

Are they already using Facebook, Twitter? To find out, ask your customers where they are online and ask how they found you. Try using Tweet Search or similar tools to search for your business name. You might be surprised to see how many existing customers comment on your business on Twitter or Facebook. These can be both positive and negative comments, so it is

important to see what people are saying and react appropriately. There are some researches companies give the feedback about how much like, click and sharing required to know about the actual opinion.

1. 91% say consumer content is the #1 aid to a buying decision - JC Williams Group
2. 87% trust a friend's recommendation over a review by a critic - Marketing Sherpa
3. Social network users are 3 times more likely to trust peer opinions over advertising when making purchase decisions – Jupiter Research
4. 1 word-of-mouth conversation has the impact of 200 TV ads – Buzz Agent
5. Social media sites are the fastest-growing category on the Web - doubling their traffic over the last year- Comscore
6. Information Technology buyers trust social media more than any other content source - PJA IT Social Media Index

Broadcast products, news and offers

Social media sites allow companies to share news and ideas and distribute promotions. Here are some ideas for what you could write about:

1. **'How to' articles and videos:** display your knowledge of your products and

provide useful information that other users will want to share.

2. **Company news:** Publish interesting news and developments, achievements, about your company even a picture of a team fundraising event to give a feel for the people behind your brand.
3. **Competitions:** Competitions generate lots of excitement and are fun to do.
4. **Special offers:** Everyone loves a bargain so share frequent special offers exclusively with your social media connections.
5. **Product launches and reviews:** Keep your customers up to date with your latest products and make product recommendations.
6. Social media surrounds your marketing funnel.
7. Influences prospects at every stage and can move them forward.

Social Advertising

Facebook Ads enable businesses to advertise to Facebook users based on their profile information. These adverts are charged on a cost per click basis and require a minimal initial spend. Start small and experiment with different adverts and target audiences to get the best results.

Just as you interact with your customers offline, engaging with them online is increasingly important. After all, that is where 65 percent of

them are looking for you. Make an explicit commitment to update your new products, website, blog and business page regularly, and check for comments and reviews there and elsewhere on the Web. Customers are happy to see you share helpful information and respond to their questions and suggestions. Potential customers will see the care you are taking and be more likely to buy from you in the future.

There are many ways such as SEO to promote an online site. But the power of rapidly growing Social Media Optimization shortly called as is still not familiar in some parts of the world. Social media optimization is similar to all the other optimization techniques that are used for the promotion of online web sites. Basically, this process increases the visibility and popularity of the website faster. The principle that work behind SMO is to draw traffic.

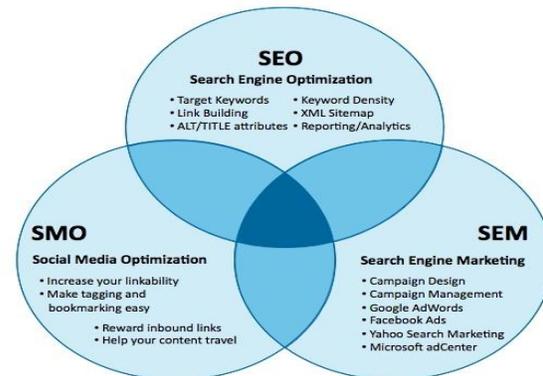


Figure 2: Functionality of SEO, SMO, SEM

Get Social Business

The majority of consumers these days get information from social network sources. According to a January 2012 Forrester Research

report titled introducing the New Social Technographics, 75 percent of online consumers read or view social content from networks. This presents a significant opportunity for small businesses to use the social Web to spread the word about their companies and build relationships with customers. But many business owners hesitate, as they aren't quite sure how to get.



Figure 3: Provide Platform for Social Media Marketing

ROI

Facebook Fan Pages, just like a brick-and-mortar business, need management consistency so as to ensure commercial success. Decisions regarding content management should be based on web metrics, not guesstimates. Set measurable business goals and monitoring progress will help you to build a Fan Page that generates revenue. Fan Page conversion rate data will illustrate how many of your visitors are being 'converted' from visitors into clients, customers, leads, or subscribers. If you purchase your Fan Page traffic through a Facebook Pay-Per-Click (PPC) advertising campaign, or invest money into Fan Page management, then a visitor who has been converted into a client, or

completed a purchase (an action known as a 'desired outcome') is a return on your investment.

A sound PPC advertising campaign on Facebook, with optimized search terms and well defined geographic and/or demographic perimeters can bring you visitors at an acquisition cost of pennies-per-click. Once visitors are on your Fan Page, optimized navigation is necessary to ensure that the traffic you worked so hard to drive to your Fan Page easily arrive at the content sought after.

Product Innovation

If we talk about innovation, we must understand that the meaning of the innovation is the process of product development, and exploiting knowledge of a particular field such as technology skills, processes, new systems, and evaluate the experience to create or improve product or services. In which these things are very helpful to give a mean value for a product or service. Innovation in business means that business practice is always changing; this can be as a response to the following:

1. Changes and improvements in technology, e.g. improvements in computer technology, internet service.
2. Services available from external companies, e.g. telephone and communication services, courier services.
3. Services and products provided by competitors, e.g. telephone banking and

insurance services.

4. Government, national and international influences, e.g. European common currency agreements, counterfeit legislation.

A company needs to be innovative in their product and service so that the company is a company that always provides valuable and beneficial products or services to social life of people or we can say to customers and consumers. Many companies are now focusing more of their product innovation by adopting the benefits of technology to create its own values for their products or services. One decisive factor in winning the competition between companies is innovation. Therefore, innovation is very meaningful for the development of a business.

Innovation is now driven by capturing, collaborating, and capitalizing on the best ideas gathered from across the social graph, all occurring within one open platform. Ideas submitted from any level of the organization are encouraged, enabled, instantly vetted, refined, and voted on by anyone interested in participating. The business now has a view into who provides fresh and needed perspectives, so the appropriate incentives and rewards can further accelerate contributions. Social Capital expands and drives the acceleration of innovation.



Figure 4: Benefit of Social Media Optimization

Reduce Support Cost

Reduce operational costs by engaging customers, employees, and super-users to reduce overall support costs. Social Support Communities make sense and this is a good reason to go social. Keep in mind that you will not always see expenditure savings, at least not initially. Sometimes the value comes in the form of higher customer satisfaction scores which do translate into higher customer retention rates, potential leads, sometimes more sales.

Providing support via social channels has a different cost structure than operating a call center. However, you need to be careful when you make the assumption that social media is cheap — it's not! Even though social tools are less expensive than phone lines and oftentimes free, providing excellent service isn't free. You need to invest in education, hiring the best possible staff, as well as investing and committing to better processes to ensure that the support queue doesn't bottleneck in search for a person to resolve it.

Visibility is one of the most significant marketing tools. Results are directly relative to visibility. The effectiveness of a marketing strategy depends on the kind of visibility it provides. Everything valuable comes at a price, and the same goes for the visibility. Ways to lower business costs via Social Media:

1. Lowering recruitment costs or employee turnover.
2. Lowering Customer Service Costs.
3. Lowering marketing and product design costs via social media.
4. Lowering restocking fees and increasing sales via customer reviews and ratings.
5. Lowering advertising and PR costs by using social media.

Social Media Marketing (SMM) has more than often than not turned out to be the answer to this particular question. Properly thought out strategies for placement on various social media have helped businesses gain visibility with the target audience more effectively.

Social Media Optimization (SMO) or Social Media Marketing can help you to restructure your marketing strategy to fulfill certain needs regarding the placement of your brand. This helps you to not only gain a presence in terms of visibility, but also to convert interest into leads. Chances of converting a lead into sales will increase this

way.

Twitter is one of the most popular websites worldwide. Twitter is not just used by people to keep in touch with one another; it is also used by people to stay abreast on key developments. Twitter is popular, and you can use it for your own benefit. This is exactly what you can do to help better your presence online. The best thing about Twitter is that you get to select your target audience and can choose a relevant placement option as well. Websites like Twitter can also be used to receive feedback and responses from customers. You can, for example, ask your customers to Tweet their responses after using your product. It works because people are mostly logged onto Twitter on their mobiles or computers. You can also use Twitter to send responses to your customers.

Golden Rules of Social Marketing



Figure 5: Rules for the Social Media Marketing (SMM)

Strategic Development

The key to making this work is for upper management to constantly stay abreast of what is

happening throughout the organization, to recognize and reward productive responses, and to regularly adjust and re-adjust the organization's business strategy as short term circumstances affect longer term prospects.

The ideal is to harness the best of both strategy development techniques and use them to keep the organizational goals and objectives in a consistent alignment all across the value chain.

Entrepreneurs and business managers are often so preoccupied with immediate issues that they lose sight of their ultimate objectives. That's why a business review or preparation of a strategic plan is a virtual necessity. This may not be a recipe for success, but without it a business is much more likely to fail. A sound plan should:

1. Serve as a framework for decisions or for securing support/approval.
2. Provide a basis for more detailed planning.
3. Explain the business to others in order to inform, motivate & involve.
4. Assist benchmarking & performance monitoring.
5. Stimulate change and become building block for next plan.

Succession planning helps organizations prepare for transition in leadership and puts structures in place to develop skills and competencies in employees. It is estimated that just over 55% of organizations have a succession plan in place

for senior leadership replacement. According to Wikipedia, "Succession planning is a process for identifying and developing internal people with the potential to fill key leadership positions in the company. Succession planning increases the availability of experienced and capable employees that are prepared to assume these roles as they become available."

Organizations use succession planning to forecast the supply and demand of talent for key positions. This is done by assessing the competency mix of knowledge and skill. This is achieved by increasing training as defined by competency assessments. In order for succession planning to be successful, there needs to be a formal process with procedures and an ongoing assessment of employees and their readiness for advancement within the organization.

You want to get the word out about your latest product, service, or event. You're already touching thousands of prospects and customers every day through your existing online marketing channels. Wouldn't it be great if you could engage those prospects and customers in a new social way and have them share your message with their colleagues and friends? B2B Social marketing leverages this sharing behavior, greatly increasing the reach and impact of your messages. People trust recommendations from a "friend" on a social network far more than a message from a company. Market allows you to dramatically

expand the effectiveness of your existing programs with new interactive B2B social media applications in three key areas.

Social sharing applications:

6. Easily add intelligent share buttons to existing content that only appear when prospects take action, avoiding trouble to the user experience
7. Modify the default outgoing share message and image for each share
8. Build a dominant social CRM database with social profiles and sharing behavior as prospects share your content

Social engagement applications:

1. Broadcast videos anywhere including your website and Facebook page and allow prospects to share across all their social media channels
2. Take a poll or vote or opinion on any topic, get answers, engage your audience and promote social cross-posting in the process
3. Place forms across all your marketing channels and increase submissions by offering rewards or discounts

Social promotion applications:

1. Motivate prospects and leads with a sweepstakes offer and capture the data you want to enhance your lead database

2. Put a social twist on your recommendation programs and amplify your reach by leveraging your referrer's social graph.

But don't just make social campaigns...make all your campaigns social. Market allows you to deploy these applications to all the places where you're already touching prospects – from your website, to your landing pages, to your Facebook pages, and your emails. Our unique tracking gives you the ability to build a powerful Social database that includes social profiles of individuals, their sharing behavior, and the impact to your bottom line. Tapping into this powerful channel will put a lift on all your campaigns and content, increase conversions, and set up your sales team to close the deal. Control your audience's network with apps that work right out of the box, or configure them to your detailed specifications.

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