

Social Media- A Promotional Measure By Indian Companies

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ABSTRACT

With the growing popularity of internet and its multiple uses, internet has become a daily routine habit of multiple Indians and has given a large scale of growth to the online tools. With this, the popularity of social media tools has also come along a long way with Facebook and Whatsapp at the top most position in this long race. Specially the young people are more found of this social site and are also easily accessible on the mobile phones too.

This paper makes an attempt to identify the benefits of social media as being used by the mass and thus should be used by maximum corporate houses to promote their products, concepts and ideas in a more effective and efficient manner, as a marketing strategy.

Key words: Social Media, Internet, Communication, Information, Knowledge.

INTRODUCTION

Though internet is now a very old concept being used since 1980's but it was social networking sites which came into existence in the last decade and became a popular and regular practice. LinkedIn was the first ever launched site in the year 2003, followed by MySpace, Facebook and the YouTube in the year 2005 with twitter in the year 2006.

Thus the social Media can be defined as

"An online source of communication that helps people, community and companies to connect with each other in order to share their views, thoughts, ideas or information, in the form of text messages, audio or video mode."

We can thus say that it is a form of communication which can take place among two people or a group of person having common goals, ideas or concepts. The idea behind it is to share information and knowledge among the mass in least possible time.

Social media is meant for all, no matter they are house wives, students, corporate people, professors, business man, a doctor or an engineer, every one finds their own space in the social network and this is the best part of it. But the only thing which needs to be taken care of is what subject or matter is being shared on it. Sometimes it is being misused having bad impacts on the society.

According to a recent survey Facebook contains a total number of 1.65 billion monthly active users, which makes a total of 15% increase in

the number of users per year (Source: Facebook as of 4/27/16). On the other hand according to The Statistics Portal 2016 the mobile messaging app, it was announced that in the month of February 2016, that Whatsapp has a total of 1 billion monthly users worldwide.

Along with the whole world, India is also moving forward, the December 2014 statistics says that there are 302 million Indians who use Social media in some or the other way (Reference Social Media 2014). These finding clearly shows that the social media is a very popular and much talked about network and every corporate house and company must actively participate and get involved into it so as to use it as a tool of promotion and marketing.

Now companies and business houses has become more alert and conscious about social media. "Companies have realized that they were callously investing in social media without expecting a return on investment. Now clients have begun to demand more," said Advith Dhuddu, founder and CEO of AliveNow, a Bangalore-based social media management agency.

According to Economics times, a number of companies in all Sectors starting from Automobile, to telecommunication, to pharmaceuticals to FMCG all have jumped into the social network. Ching's Secret Soups an FMCG company constantly uses Facebook as a promotional tool and has found a growth of 8 to 9 percent month by month over the year.

On the other hand JustDial constantly uses Facebook, Whatsapp and Twitter as a social marketing tool to promote itself though it has a vast presence on the internet. "Since the connect between buyers and sellers happens in real time, the seller gets an audience who wants to buy. This shortens his sales cycle, increases return on investment and makes them keep investing in JustDial," says VSS Mani, founder & CEO of JustDial.

Club Mahindra uses various content, visuals and campaigns in order to connect with its audience with through various social media channels and networks. "When social media is so easy to access and a quick tool of communication, why not use it for our

company's promotion and we have earned a huge profit too" - Deepali Naair, Chief Marketing Officer, Mahindra Holidays and Resorts India Ltd.

CONCLUSION

In the world of marketing, where customers are alert, educated and conscious, there is no harm in adopting the social network channels to reach the customers. No doubt new environment always poses new challenges but after all the success of every business lies behind risk. Social media is a very simple less expensive method of connecting a direct link with the target audience and can result into great benefits if used in a smart and intelligent manner.

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