

The Role of Social Media in Promoting a Micro Business Online

*Dwivedi Manoj Ramashankar, ** Prof. (Dr.) Prakash Divakaran

*Research Scholar, **Research Supervisor

Department of Management,

Himalayan University,

Itanagar, A.P.

ABSTRACT

Users are able to discuss their consumption habits, product preferences, views, and experiences obtained via use of online social networking sites as a means of communication, which is used to evaluate the usefulness of this convenience. In order to be successful in social media marketing, micro, small, and medium-sized enterprises (MSMEs) need to adopt a strategic approach to the selection of the social media platform that will be utilised to communicate with their target audience. According to the findings of previous studies, social media marketing activities have the potential to improve brand recognition. This results in a brand, product, or service being constantly brought to the thoughts of consumers.

INTRODUCTION

Social Media Marketing Strategies

The practise of using social media in an effort to convince customers that a particular business's offerings (goods and/or services) are valuable is an example of social media marketing (SMM). Marketing that makes use of Marketing strategies that make use of online communities, social networks, and blog promotion. Social media marketing refers to generating leads and sales by promoting a business or brand on social networking sites like Facebook, Twitter, LinkedIn, and other similar sites to attract new consumers and expand their reach (SMM). Since social media networks were not as widespread, businesses preferred to promote their commodities using more archaic methods like billboards, pamphlets, and direct mail. Online marketing has largely replaced traditional offline marketing, which has been displaced by social networking sites like Twitter, Facebook, and Pinterest in the previous decade. For your social media marketing efforts to be fruitful, you need to do more than just get it on the first page of Digg or any other popular social news site. It takes a methodical and well-planned strategy to build up a company's credibility, name recognition, and brand name among target audiences who could become customers, readers, or backers. Social media

marketing refers to the practise of generating interest in a website or drawing attention to a brand via the promotion of that website or brand on social media. Content creation that is engaging to readers and encourages them to share the information with their own social networks is a common focus of social media marketing campaigns.

LITERATURE REVIEW

Rehman, Shakeel & Gulzar, Rafia & Aslam, Wajeaha (2022) Due to the importance of maintaining a positive Company reputation, Brand Recognition, and Financial Success Because of the cutthroat nature of modern marketing, businesses have included social media into their marketing communication strategy. The purpose of our research was to record the evolution of the IMC concept and how it prompted changes in marketing communication procedures. Social media's potential to greatly alter consumer behaviour is also highlighted, demonstrating the research's importance. This study integrated the existing conceptual framework of IMC with SM and offered implications for comprehending the manifestation as a tool of augmentation for marketing practise via a systematic examination within the context of social media (SM), also known as consumer generated media (CGM). In this post, we'll look at how IMC relates to the rise of social media and user-generated

content, specifically how these developments have led to better IMC results in today's approach to marketing communication. The study's results may be used as a jumping-off point for further studies and practical applications of marketing mix theory and practise, with the end goal of solidifying the brand's position in consumers' minds and in the real world.

Singh, Kanwal (2022) Many young people nowadays use the internet as a family "time-pass," and this has led to social media's quick adoption within the demographic. Companies have wised up to this possibility and are beefing up their social media profiles in an effort to attract a broader consumer base. This research aims to shed light on how young Punjabis use various social media platforms online. In addition, the research seeks to establish whether or not there is a connection between social media use and, by extension, brand choice. Therefore, the massive amounts of money that corporations spend promoting their most recognisable brands online on social networking platforms may be rationalised by the findings of this study.

J, Shrilekha & Sharmin i, Kamila (2022) In the twenty-first century, folks who don't have regular opportunities to work together might benefit greatly from the proliferation of material available online. It is now possible for individuals to live in different parts of the world and yet maintain close relationships via the use of online media and informal long-distance communication platforms. Further, platforms like Facebook foster an emotional investment between consumer and brand, opening up vast new avenues for promotion. In a similar vein, blogs, forums, and other social media sites, provide a forum in which anybody may share their thoughts on any topic they desire. Additionally, this may be used as a marketing strategy to encourage new customers to sign up. As there may be a lag between when a social event occurs and when it is broadcast, these media have a competitive advantage over other popular public media like television. This study focuses on the methods that may expand the reach of this kind of viral advertising outside the realm of conventional social media. Therefore, it may aid firms in constructing a robust enough network to improve the efficacy of their marketing and buying.

Navitha Sulthana, A. & Evangelin, Ruby & Shanmugam, Vasantha (2021) Selling and purchasing items online through social media is a proven business model. Digital marketing refers to any marketing strategy that makes use of the internet or electronic devices to complete the objective at hand. Companies are updating their sales techniques to include the usage of social media platforms. The study's goal is to examine how social media advertising performed during the COVID-19 pandemic. Online marketing is encouraged during the post-COVID-19 period using various social media outlets to increase brand awareness and sales. A survey of 207 randomly chosen internet users provided the primary data for this study. Using social media effectively has been shown to increase revenue. In the wake of the COVID-19 pandemic, consumers have been wary of venturing out to brick-and-mortar stores, which has contributed to the rise of e-commerce.

Beqiri, Gonxhe & Bello, Kreshnik (2021) In this study, we will compare the results of using and not using influence of social media marketing techniques on the return on investment (ROI) of more conventional approaches to marketing (such ads, promotions, PR, campaigns, and consumer services). We use a method predicated on the statistical analysis of primary data. Information was acquired from 120 different businesses in Kosovo by means of organised questionnaires, most of which were administered in the marketing department with important marketing management members. Sampling was conducted using methods similar to those used in deliberate selection. A variance coefficient analysis, more specifically a paired sample t-test analysis in SPSS, was conducted to assess the study's primary hypothesis, which posits that the sales of the business will alter because of the use of social media techniques for advertising. As far as we can determine, each and every paired sample t-test result was significant. Therefore, there existed a difference that could be measured statistically, on average, between every pair of groups. By every metric used to compare the two types of competitions in this study, sales were greater in the social media contest.

INFLUENCE OF SOCIAL MEDIA MARKETING ON THE SUCCESS OF A MICRO BUSINESS WEBSITE

Small online firms, also known as micro-entrepreneurship, cannot succeed without adopting e-business strategies, like online advertising. Marketing using social media platforms is one tactic used in electronic marketing (SMM). There have been major transformations in the marketing industry and new problems for both the public and private sectors with the advent of a new medium known as social media marketing (SMM). SMM encompasses a wide range of resources and is widely acknowledged as essential to the success of social businesses. Methods like as online or group purchases, customer reviews, ratings, referrals, social media, and message boards all fall under this category. By providing consumers with the means to exchange information with one another, one of the objectives of the SMM is to boost the level of interaction that customers have on these channels. Among them include finding new avenues for financial gain, disseminating information to the business community and organisations, collecting feedback from customers, and forming new associations. Companies now have a greater variety of options from which to choose when deciding on marketing strategies, including the ability to build relationships with customers, engage in communications, utilise online content distribution platforms, run their businesses at lower costs, and maintain advertising flexibility.

Consequently, this is particularly useful for marketers that wish to influence or direct clients at various stages along the process buying anything. The Malaysian economy is supported by its many small and medium-sized businesses, sometimes known as SMEs. They are often characterised by limited resources and the acquisition of capital, despite the fact that they play an essential role in the economy. Small and medium-sized businesses are an essential component in the process of reducing unemployment and generating new employment opportunities. Internet use now accounts for 41.7% of annual contributions to the domestic economy, and Get Malaysian Business Online (2015) predicts that this figure will continue to rise over the course of the next three years. Many different types of small companies are going to have to modify their

approaches to doing business because of the rise of technology. It is anticipated that small and medium-sized businesses would serve as the primary driving force behind nations achieving the position in the category of developed nations and high-income nations. Malaysia's Department of Statistics reports that SMEs' share of GDP rose from 37.8% in 2017 to 38.3% in 2018, and that the country's GDP, which grew by a robust 6.2% in 2019 compared with year 2018's just 4.7% growth, is forecast to continue its upward trend in 2019. Because small companies constitute a significant category of entrepreneurs in practically every nation and contribute to the growth of entrepreneurship, many governments have instituted policies to assist and facilitate the business sectors. These policies have also been introduced because small businesses contribute to the development of entrepreneurship.

SMM and the Future of Internet-Based Startups

The term "Social Media Marketing" (SMM) refers to "any form of direct or indirect marketing that can be used to raise awareness, popularity, recall, and action for a brand, business, product, person, or other organisation by utilising the social networking tools such as blogging, micro blogging, social bookmarking, social networking, and content sharing." This type of marketing increase people's exposure to a brand, company, product, person, or organisation; stimulate interest in; and motivate people to take some kind of action. As an added bonus, social media marketing (SMM) is a game-changing strategic innovation that may provide your business a significant edge in the market. This may be a game-changer for businesses of all shapes and sizes. According to the newly issued Dasar Keusahawanan Nasional 2030 by the Ministry of Entrepreneur Development, the overall performance of small and medium businesses in Malaysia is on track to fulfil the aim of 41% of GDP by 2020. In 2018, small and medium-sized enterprises (SMEs) contributed RM521.7 billion, or 38.3% of GDP, up from RM491.2 billion, or 37.8%, in 2017. This was mentioned by Digital News Asia (2019). This shown that small firms are the major drivers of economic growth throughout the globe, which helps to lower the level of economic growth and decreased unemployment (GDP). As a direct consequence of using social media, small businesses now have a global presence. This presence enables them to gain

exposure to their competitors, promote their products, cultivate relationships with customers and suppliers, encourage employee participation, and market their goods and services. The implementation of SMM by smaller and more established businesses (known as SMEs) is very important because of the more competitive and technologically advanced marketplaces.

Plan for Promoting Your Business on Social Networking Sites

"The scope of marketing activity, sales, customer service, and public relations using social networking, online communities, or other online collaborative medium to achieve improved performance," is the definition of social media marketing strategy. In addition, the methods behind successful small enterprises include innovation, the acceleration of consumer value, and the creation of new products or services. Understanding how firms may establish and maintain a competitive edge, which can relate to any company that operates in a hard environment, is the ultimate goal of marketing strategy.

Customers' Feedbacks

Previous studies have shown the importance of listening to and considering the opinions of consumers via feedback and reviews. The availability of feedbacks from previous buyers has an influence on the judgements that are made about purchases. E-word-of-mouth (EWOM) is a marketing strategy that uses the Internet to spread recommendations for businesses, products, and services among consumers via means such as tweeting, writing reviews, and posting blog entries. Customers are able to speak with one another through online rating conversations and reviews while using EWOM, which is a potent marketing tool that provides a number of contact channels. In addition, the greater the number of times a product is seen by consumers on an online store, the greater the likelihood that more customers will become aware of the presence of the things. Customers are more engaged in the conversation since the message is brought up again and again via EWOM, which draws their attention to the issue of interest. In addition, the dialogues that take place on EWOM channels have an influence that is dependable,

meaningful, honest, and realistic on the experiences that consumers have while making purchases. According to the findings of this research, strong customer Product quality might be enhanced by listening to customers' suggestions and learning from the experiences of successful internet firms, which in turn will attract more consumers and boost sales. In addition, it is essential to have an awareness of the development and evolution of the feedback provided by clients, which plays a role in the sales of online small enterprises.

Sales Performance Discussions

According to research, interacting with customers is crucial for the success of small businesses operating online. Communication with customers may be accomplished via SMM, which is beneficial because of this research. The transition from one-to-many solutions to many-to-many solutions is facilitated by social media, which enables a closer connection between a firm and its clientele via direct contact. In addition, SMM makes it possible for owners of online small businesses to successfully engage with their clients and consumers. The use of SMM will provide more open communication, which will create mutual value. In addition, those aspects of interaction styles that were friendlier had the greatest impact on customer loyalty, while those that were more professional resulted in little change in client loyalty. In order to build a more trustworthy business community and society as a whole, communication is crucial for internet small enterprises. In light of this, it's clear that effective communication is crucial for internet startups. So, this study aims to find out whether a small online business may increase its revenue by fostering personal connections with its customers via various forms of communication.

Content Sharing

Past research has shown that open lines of contact with customers are crucial to the success of small businesses operating online. Communication with customers may be accomplished via SMM, which is beneficial because of this research. The transition from one-to-many solutions to many-to-many solutions is facilitated by social media, which enables a closer connection between a firm and its clientele via direct contact. In addition, SMM makes

it possible for owners of online small businesses to successfully engage with their clients and consumers. The use of SMM will provide more open communication, which will create mutual value. In addition, those aspects of interaction styles that were friendlier had the greatest impact on customer loyalty, while those that were more professional had the least impact on customer loyalty. In order to build a more trustworthy business community and society as a whole, communication is crucial for internet small enterprises. In light of this, it's clear that effective communication is crucial for internet startups. So, this study aims to find out whether a small online business may increase its revenue by leveraging communication channels as a tactic for fostering relationships with its customers.

CONCLUSION

Researchers aimed to determine how social media marketing, consumer satisfaction, desire to buy and quality of relationships all contributed to online sales. The target audience was Indians who shop online. An academic analysis of e-commerce firms was also conducted, using the respondents' top three choices. The current investigation used Social Media Advertising (SMA), which included seven distinct components, as the independent variable (Informativeness, Interactivity, Relevance, Ease of use, Privacy and security, Credibility, and Celebrity Endorsements).

REFERENCES

1. Rehman, Shakeel & Gulzar, Rafia & Aslam, Wajeaha. (2022). Developing the Integrated Marketing Communication (IMC) through Social Media (SM): The Modern Marketing Communication Approach. SAGE Open. 12. 215824402210999. 10.1177/21582440221099936.
2. Singh, Kanwal. (2022). IMPACT OF SOCIAL MEDIA ON BRAND PREFERENCES OF YOUNGSTERS- THE CASE OF SELECT DISTRICTS OF PUNJAB.
3. J, Shrelekha & Sharmin i, Kamila. (2022). STRATEGIES OF SOCIAL MEDIA MARKETING AND ITS IMPACT ON SMALL BUSINESSES.
4. Navitha Sulthana, A. & Evangelin, Ruby & Shanmugam, Vasantha. (2021). Influence of Social Media marketing in post COVID-19. Design Engineering (Toronto). 2021. 6370-6377.
5. Beqiri, Gonxhe & Bello, Kreshnik. (2021). The Effect of Social Media Marketing Compared to Traditional Marketing on Sales: A Study of Enterprises in Kosovo. WSEAS TRANSACTIONS ON BUSINESS AND ECONOMICS. 18. 402-410. 10.37394/23207.2021.18.41.
6. Bashar, Abu & Ahmad, Irshad & Wasiq, Mohammad. (2012). EFFECTIVENESS OF SOCIAL MEDIA AS A MARKETING TOOL: AN EMPIRICAL STUDY. International Journal of Marketing, Financial Services & Management Research. 1.
7. Pentina, Iryna & Koh, Anthony. (2012). Exploring social media marketing strategies in SMEs. Int. J. of Internet Marketing and Advertising. 7. 292 - 310. 10.1504/IJIMA.2012.051613.
8. Rodriguez, Michael & Peterson, Robert & Krishnan, Vijaykumar. (2012). Social Media's Influence on Business-To-Business Sales Performance. The Journal of Personal Selling and Sales Management. 32. 365-378. 10.2307/23483287.
9. Agnihotri, Raj & Kothandaraman, Prabakar & Kashyap, Rajiv & Singh, Ramendra. (2012). Bringing "Social" Into Sales: The Impact of Salespeople'S Social Media Use on Service Behaviors and Value Creation. The Journal of Personal Selling and Sales Management. 32. 333-348. 10.2307/23483285.
10. Kietzmann, Jan & Hermkens, Kristopher & McCarthy, Ian & Silvestre, Bruno. (2011). Social Media? Get Serious! Understanding the Functional Building Blocks of Social Media. Business Horizons. 54. 241-251. 10.1016/j.bushor.2011.01.005.