

**A Study of Social Media Marketing Strategies used by Micro Small and Medium Enterprises
(MSMEs): Special reference of Banswara District**

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Abstract

The essential goal of the specialists is to consider and comprehend the idea of online networking advertising and its part in the Micro Small and Medium Enterprise (MSME) division. It is likewise planned to think about the connection between's the deals got by a fruitful advertiser and the time spent via web-based networking media showcasing. Information was gathered from 50 Micro Small and Medium Enterprises (MSMEs) utilizing judgment testing. Exploratory research is utilized to concentrate on the online networking promoting procedures utilized by these MSMEs for client securing and maintenance. It is found that online networking cooperation affects mark mindfulness and brand trust, which thusly, impact client procurement and client maintenance. Additionally, there is a solid positive relationship amongst deals and measure of time spent via web-based networking media.

Keywords: social media, brands, brand awareness, brand trust, customer acquisition, customer retention

INTRODUCTION

Media Platforms and Its Effect on Digital Marketing Activities

E-Marketing eludes to the utilization of the Internet and computerized media abilities to offer your items or administrations. These advanced innovations are an important expansion to customary promoting approaches paying little respect to the size and sort of your business. E-Marketing is likewise alluded to as Internet marketing (I-marketing), online marketing advertising or web-promoting. Likewise, with traditional advertising, E-Marketing is making a

technique that helps organizations convey the right messages and item/administrations to right crowd (Anderson G 2008). It comprises of all exercises and procedures with the reason for discovering, drawing in, winning and holding clients.

Marketing activities – vertical One-To-One approach

Web 2.0 offers a chance to connect with purchasers for marketers. A developing number of marketers are utilizing Web 2.0 apparatuses to team up with shoppers on item advancement, benefit upgrade, and advancement. Organizations can utilize Web

2.0 apparatuses to enhance cooperation with both its business accomplices and purchasers. In addition to other things organization representatives have made wikis, Web locales that permit clients to include, erase and alter substance, to rundown answers to much of the time made inquiries about every item, and buyers have included huge commitments (Antion T 2005).

Changes & Risks of Digital Media Marketing

The rise and notoriety of computerized systems administration sites and advanced media have made it generally as simple for a person to convey continuously with a great many aggregate outsiders as with a solitary dear companion. Interpersonal interaction sites have likewise been an extraordinary equalizer, making it pretty much as simple for a person to fabricate or break an advertising brand concerning an extensive company – and in addition making it simple for an expensive enterprise to impersonate an earnest "grassroots" person who needs corporate thought processes.

The Effects of Digital Marketing Communication on Customer Loyalty

Marketers are figuring out how consistent reaching influences the building and maintaining of client connections. The prevailing rationale of advertising is moving from the trading of merchandise toward administration, intuitiveness, network and

continuous connections (Bresciani S. and Eppler MJ 2010). Mechanical developments, new stations, and changing media situations encourage this move (Bhattacharya and Bolton 2000), and the subject of how firms ought to interface with their clients is picking up in significance, particularly as firms consider the cost contrasts between customary correspondences media, for example, TV and deals strengths, and electronic media, for example, the Web and email.

Definition of Digital Marketing Communication

The utilization of Digital Channels to fortify client devotion has gotten shockingly little consideration, regardless of the conspicuous open doors for utilizing these channels to keep as a part of touch and serve clients cost-successfully (Birmingham City University 2009). It appears like the idea of "computerized advertising" has been utilized all the more operationally, while the hypothetical understanding and extensive models of how and why to utilize distinctive advanced channels are as yet creating.

What Are Digital Advertising?

Advanced promoting is marketing that makes utilization of electronic gadgets (PCs, for example, PCs, PDAs, PDAs, tablets and amusement consoles to draw in with stakeholders (Brown J Broderict AJ and Lec

2007). Advanced Marketing applies advances or stages, for instance, sites, email, applications (high and versatile) and interpersonal Business FICCI-KPMG Report on

Media and Marketing 2013 has anticipated the development of Digital Marketing over the common medium @ 32% CAGR for next five years.

TABLE 1.1: OVERALL INDUSTRY SIZE AND PROJECTIONS

overall industry size (INR) billion (for calamder years)	2007	2008	2009	2010	2011	2012	Growth in 2012	2013p	2014p	2015p	2016p	2017p	CAGR(2012-2017)
Tv	211	241	257	297	329	370	12.5	419.9	5.1.4	607.4	725	847.6	18.00%
print	160	172	175	192.9	208.8	224	7.30%	241.1	261.4	285.6	311.2	340.2	8.70%
films	92.7	10.4	89.3	83.3	92.9	112	21.00%	122.4	138.3	153.6	171.7	193.3	11.50%
radio	7.4	8.4	8.3	10	11.5	12.7	30.40%	14	15	18.7	22.7	27.4	16.60%
Music	7.4	7.4	7.8	8.6	9	10	18.10%	11.6	13.1	15.3	18.3	22.5	16.20%
OOH	14	16.1	13.7	16.5	17.8	18.2	2.40%	29.3	21.1	21	23	25	8.40%
Animation of VFX	14	17.5	20.1	23.6	31	35.3	13.90%	40.6	46.9	54.2	63.1	73.5	15.80%
Gaming	4	7	8	10	13	15.3	17.70%	20.1	23.8	37	48	65.1	32.10%
digital advertising	515	580	547.4	651.9	728.4	821	12.80%	917.4	1059	1237.5	1438.5	1661	15.20%

Social Media in India

The number online networking clients in Urban India would reach 86 million in October this year, and 91 million before the current year's over, as indicated by the report 'Web-based social networking in India 2013' by the Internet and Mobile Association of India (IAMAI) and IMRB discharged in Oct 2013. Online networking clients in urban India are relied upon to develop by 19% amongst June and December 2013. The

report encourage found that 19.8 million clients utilize cell phones to get to web-based social networking stages in urban India.

LITERATURE REVIEW

Adam Braff, Passmore and Simpson (2003) center that telecom benefit suppliers even in the United States confront an ocean of inconveniences. The viewpoint for US remote bearers is testing.

Dutt and Sundram (2004) concentrated on that with a specific end goal to support correspondence for business, new methods of correspondence are presently being presented in different urban communities of the nation.

T.V. Ramachandran (2005) broke down the execution of the Indian Telecom Industry which depends on volumes instead of edges.

Rajan Bharti Mittal (2005) clarifies the outlook change in the way individual's impact. There are more than 1.5 billion cell phone clients on the planet today, more than three times the quantity of PCOs.

Marine and Blanchard (2005) recognizes the explanations behind the surprising blast in versatile systems. As per them, PDAs, in view of Global System for Mobile Communication (GSM) standard require less speculation when contrasted with settled lines (Chaffey D, Ellis Chadwick F Johnston K & Mayer R).

ADVERTISING EFFECTIVENESS

Theoretical Background of Advertising Effectiveness

The data see, exemplified by Stigler (1961), is that non-value promoting gives data about the presence of a brand or about its quality. This prompts expanded purchaser attention to the qualities of accessible brands, decreasing inquiry costs, and extended thought sets, which, thusly, brings about the more flexible request. The market control

perspective of advertising is that it makes the apparent level of separation among brands.

Evaluating Advertising Effectiveness

There is no single measure of promoting viability as it is influenced by various variables. As a rule, there are two methodologies utilized: correspondence impact research and Sales impact inquire about. Specialists have attempted to gauge the impacts of promoting on brand deals utilizing field information (Chaffey D & Smith P.R. 2008). More profound examination of these studies finds that the impacts of advertising are fundamentally more noteworthy than zero yet do change by market and item qualities. Media advertising viability must be caught by the extra offers of an item far beyond those that would have happened without any advertising or advancement (Bande 2012).

Media Impact on Advertising

Advertising clearly relies on upon both the nature of the item being promoted and the nature of the advertisement itself. Be that as it may, the third and similarly imperative calculate is the medium which the promotion shows up. The medium itself is regularly seen as a vehicle that gives presentation, or "eyeballs," for a promotion any thought of the nature of the medium itself as something that may influence responses to an advertisement, if considered by any stretch of the imagination, is commonly in light of

subjective judgments of option, and generally equivalent, media purchases. Few studies have tended to the impact of advertising consequences for deals. Little has been inquired about on catching the effect of how the impacts shift by imaginative medium or vehicle. It is all around inquired about that shopper have exceptionally clear thoughts regarding the media and their promoting substance and they hold diverse assumption about various media.

Indian Advertising Industry

The most prompt of ads that can be seen, appeared in every day papers, from England around the mid-1700s. With a beginning that way, Indian advancing has gained some stunning ground in today rapidly growing all around educated the world in the 21st century (Berthon, P Ewing MT and Napli J 2008). In the midst of this journey, it saw the dispatch of independent advancing workplaces, the section of multinational associations and begins of India's solitary publicizing school, RICA (R Institute of Communications, Rajasthan). This portion highlights the striking segments of the advancing business in India and how globalization has accepted a key part in making Indian publicizing industry so clumsy (Berg BC 2007).

RESEARCH METHODOLOGY

Primary data collection

Primary source is a source from where we collect first-hand information or original data on a topic. Interview technique was used with structured questionnaire for the collection of primary data.

Secondary data collection

We have collected secondary data from the published financial statements of the firms, newspaper and articles. This is the minor part of this research but important as well. In this part data would be collected from the websites, journals, books, published articles, records of an organization. This type of data have been collected and recorded by another person or organization, sometimes for altogether different purposes.

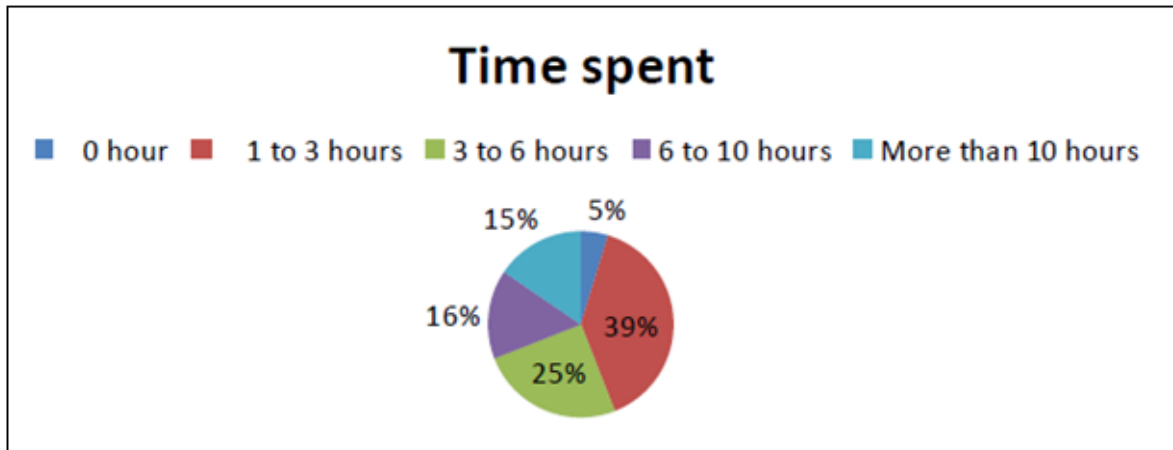
SAMPLE DESIGN

This study estimates the impacts of the strategies of Digital Media on Advertising Markets for Small Scale Business in Banswara District. This study uses 95% of confidence interval estimate for the population mean. The population size we use is 500 employees. Sample size is needed to be 296 (rounded up from 295.04) and the mean and sample of 300 (rounded up from 299.96).

INTERPRETATION

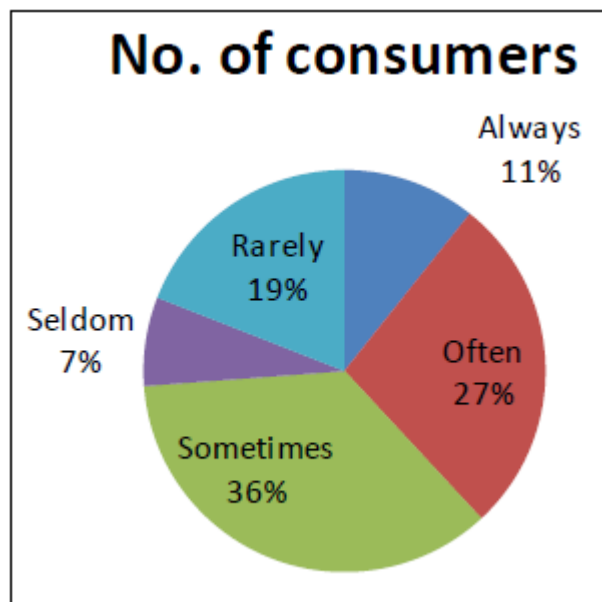
According to data collected WhatsApp spar for prime position that is used by almost 93% of the consumers followed by Facebook that

is the most popular social media site among consumers of Banswara city which is near about 88%. Micro blogging site such as twitter is used by 25%.



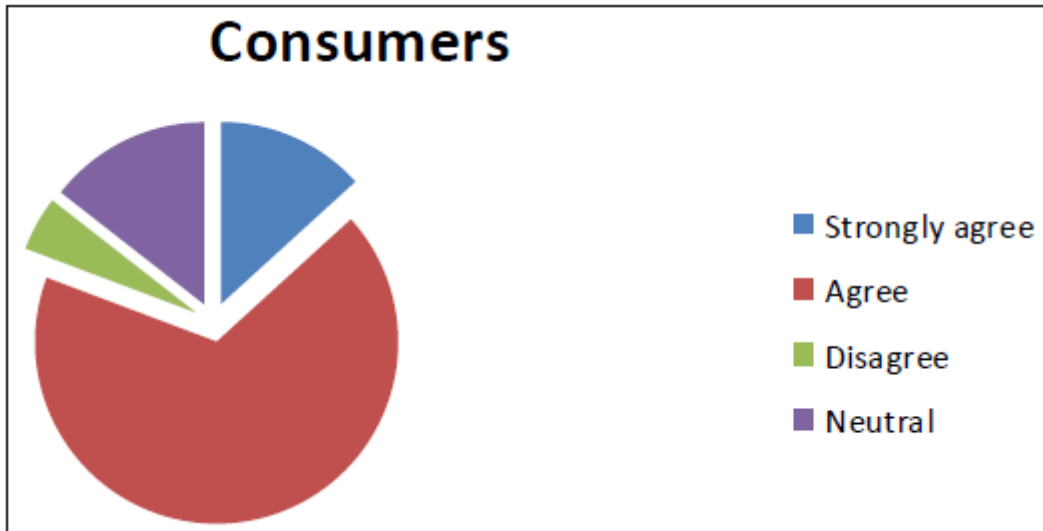
According to data collected 5% of consumers doesn't only nearly 39% of the consumers use media for 1 to 3 hours on daily basis. 25% use

for 3 to 6 hours and 15% use for 6 to 10 hours and more than 10 hours.



Almost 36% of the consumers agree that through media, they are sometimes able to seek out restaurant related information initiatively. 27% of them often use media

where as only 19% rarely seek out restaurant related information through media initiatively.



And the 67.5% of consumers were agreed that information searching is easier via social media as compared to mass media where as 14.5% are neutral.

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