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**Traditional-to-digital media shift – Social Media in Advertising and Sales Promotion**

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**Abstract:**The social networking sites are gaining a lot of popularity these days with almost all of the educated youth using one or other such site. The Social Networking sites are used heavily by the organizations in order to market themselves distinctively. The era of one-way marketing communication is slowly coming to an end and traditional marketing techniques are being replaced by modern techniques which have two-way communication with incorporated target

groups. This happens most frequently with explicit approval given by customers. The goal of our paper is to study effects of Social Media sites in Influencing Consumer. This paper discusses the comparisons for the successful advertisements on websites or social networking sites. It also considers Social Responsiveness, Information Search, Time Spent, Peer Group Influence and Satisfaction as a parameter to see the influence of Consumer.

**Keywords:** Social Networking, Advertising, Sales promotion, Consumer behaviour, Business process

**Introduction:**Traditional-to-digital media shift was mainly driven by technological breakthroughs which have made communication possible “anywhere”. Marketers’ primary task has always been to be in the same place as their consumers, which is why they have been forced to adjust their techniques to modern times and circumstances. Social Networking sites are new tool of marketing that has gained its popularity in last couple of years. Probably it has emerged as one of the most significant tools that provide a platform where you can network and gain new customers. This form of advertising online has become a must for any business who wishes to market their product or service over the internet.

Along with other form of advertising and promotion, the social networking sites also have been always the leading ideas to promote business. The purpose of the Online marketers is seriously to gain output through social networking slowly and steadily not through a business which creates through its own brand but also can create a lot of additional traffic, which would have been difficult or impossible to attain. In the initial stages the business may be slow, but latterly can build a solid foundation for a brand to fix properly through social online marketing, considered as great free advertising tool. The new age internet sites provided online properties to allow people to communicate with each other, unlike dead internet sites,

and hence create meaningful relationships over a period of time. It may be on the ground of hobby or business, it can be anything.

**Review of Literature:** Social media in marketing is a communication tool that makes the companies access to people who are interested in their product and makes it aware to people who are not aware of it. Social media is so different that it is used for the interest and the needs of the business. (Social Media Marketing, may 2011). (Chung *et. al*, 2010) States Social media provide marketers interactive communication environments with opportunities to enhance existing relationships with consumers. (NEVIN AND TORRES,) In this study, three banner advertisements and corporate websites of varying creative content and message appeal were used (Lee and Miller, 2005). Data was gathered through an online survey with a sample size of 245 respondents. (Amallesh Sharma) Addresses the purpose of this research is to study the emerging nature of on-line marketing and define the next generation strategies for online marketers. Tells Social Media is the hottest new marketing Concept (R Packer 2011). Use in every aspect of their daily life. Typical day in which social media fits is in Twitter or status update service ,Use online classifieds, Social networking sites, S. Subba Rao (1997) describes the Internet as a global phenomenon and outlines its current utilities and future applications. Mary Ellen Gordon

and Kathryn De Lima-Turner (1997) addresses that Advertising on the Internet can be viewed as a social contract between advertisers and Internet users.

#### **Benefits of Social Media:**

**Consumer Buying Behaviour:** Many decisions are being made by the consumers daily. 'What consumers buy where they buy, how and howmuch they buy, when they buy, and why they buy' are the main concern of big companies to research on, theyneed to know about consumers buying decisions. Actual consumer purchases can be studied by the Marketersto find out what they buy, where, and how much. The answers are often locked deep within the consumer'shead hence learning about the why's of consumer buying behaviour is a bit difficult. The main focus of themarketers is on the question that: How do consumers respond to various marketing efforts the company mightuse? The company that really understands how consumers will respond to different product features, prices, and advertising appeals has a great advantage over its competitors. The starting point is the stimulus-response model of buyer behaviour. Marketers have to understand a lot before marketing strategies can be developed.

People using consumer markets buy goods and services for personal consumption. The varied consumers differ tremendously with age, income, education, tastes, and other

factors. The buyer's characteristics and by the buyer's decision process influences the consumer behaviour. Buyer characteristics include four major factors: **cultural, social, personal, and psychological**. Similarly, we can say that following factors can influence the buying decision of the buyer area. Cultural, Social, Personal, Psychological Consumers making buying decisions mainly affect buyer.

#### **Reasons for Social Networks Used as Advertising Tools:**

1. **Cost efficiency**- It is relatively cheap for advertising on social networking as compared to other Traditional media, it gives a wider reach at a much lower cost involved. Also, it is possible for companies to have free publicity through different Advertising techniques. There has been a number of successful marketing Campaigns through YouTube and Facebook. Creating a page for a brand in Facebook is free and along with it gives huge followers.

2. **Large reach**- Social media sites have become extremely popular and have a wide reach due to regular users. The impact for a social network reach of an advertisement is on a large scale. With its demand for advertisement is increasing, showing an advertisement is important in such networks is essential for its improvement in areas. The reach by a social network is more than any other mass media.

3. **Targeted advertising**- Advertisers have access to a lot of information about Users and their interests, allowing them to personalize and target the advertisements to a large amount of customer base not yet seen in any other advertising medium. However, there are Privacy issues: Facebook's Beacon targeted advertising system suffered a great deal of backlash and had to be modified heavily to appease its users.

4. **Time spent online**- on social networking sites people are spending large amount of time online, at the sacrifice of traditional advertising media such as television and newspapers. This can be seen as a result of many of the traditional functions – news, television shows – of the old Media being shifted online to social networks such as Digg and YouTube. Advertisers are increasingly looking for methods to reach out to consumers who are spending more and more time online.

#### **Best practices for successfully engaging customers and promoting small business through social media:**

1. **Ask conversation-starter questions**. Most people enjoy sharing their opinions, so ask Facebook fans to weigh in on topics that are relevant to your business and interesting to them.

3. **Share your expertise**. Post little-known, fun facts in the form of questions with a special

offer presented to the first person to answer correctly.

**4. Provide value.** While including fun posts that reflect your personality is a must, it's important to create content that benefits your followers.

**5. Enhance the rewards for virtual check-ins.** For a specific period of time, double the points each time a customer checks in on Foursquare and triple the points each time he or she brings a friend.

**6. Create a Pinterest board.** Make sure the board has eye-catching visuals and run a contest through it that will inspire and reward customers for their participation. Be sure to encourage them to re-pin and create their own boards that reflect the initial contest for additional social amplification of your campaign.

**7. Avoid syndicated messages.** While you can use tools that allow you to write one message and have it appear on a variety of social media outlets, you risk losing the sincerity behind the message. You can use similar language as you promote your offer on different sites; just be sure to change up the words while reflecting the tone of each network.

**The Advantages of Social Networking Promoting a Business:** Social networking allows us to reach out to potential customers without spending exorbitant amounts of

money on advertising while staying in touch with current customers. Having a presence on a popular social network suggests to people that the business is on the cutting edge or at least is able to keep up with the changing times. Using social networking to promote our business has many advantages but also requires some dedication and work on our part.

**i. Connecting with Current Customers:** Using a social network allows us to connect with or "friend" those who already make use of our services. Convince current customers to join our network by posting a flier about it at your place of business.

**ii. Finding New Customers:** A social network gives the chance to reach out to new customers, as well. One way to use social network to find new customers is to reach out to current ones. Tweet or post on the wall, offering a special discount to current customers for every new person who follows or likes your business. Also offer new friends or followers a discount on your services if they join your network.

**iii. Open Communication:** A social network lets you inform friends or followers of secret sales or special offers quickly and simply. It also allows customers to contact us easily. If a customer has an issue, he/she can post on our wall or write a short message explaining the problem. This allows us to respond quickly and attempt to ameliorate the situation.

Customers also can post positive experiences with your company on your page, which is one of the best types of advertising. You also can use the site to ask your customers what they like and dislike about your company or about the world in general.

**iv. Costs:** Almost all social networking sites are free to use and put you in direct contact with potential customers without having to pay a penny. We may only need to send an email to current customers, asking them to join, follow, like or friend you, to get things under way.

**Conclusion:** Advertisement in social networking sites is getting more successful in generating interest towards the product/service and convinces the consumer towards the final purchase. With today's internet speed and advancements in technology, public relations professionals must work harder to create and maintain relationships with busy consumers. The new social media trend created a great opportunity to build interactive relationships

with consumers. Advertising on social networking sites is a new way to connect with people and get involved in targeted advertising. Social networking sites have a huge database of people and therefore advertisers can target their ads to their target group. There are millions of people who visit social networking sites every day. It is very difficult to get various websites noticed with all of the content that is being produced every day therefore companies must take advantage of these social networking sites to bring in traffic to their website. The popularity of social networking sites is growing day by day and number of users on these websites is also increasing, therefore it is a good opportunity for advertisers to advertise their products / services on these sites. People will pay attention to advertisements appearing on these websites but in order to grab their attention advertisers need to put in lots of efforts. Young generation today are more prone towards online buying through the advertisements shown on the social networking sites.

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