

RETHINKING OF THE SOCIAL MEDIA AS A PLATFORM FOR MARKETING

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ABSTRACT:

This actively demonstrates that in one world we live in, we are experienced different types of scenarios for the exact purpose of every action we make. But since 2020, we all share the pandemic and adoption of Technology is the option we all must keep things going. Education, the corporate world and even the political world adopted new ways to provide their goods and services to their consumers. To make these new ways of providing goods and services to the consumers. Does the following research show why social media marketing will be the most efficient way of marketing in the future? This actively demonstrates that research is based on the four Ps of marketing, and we discuss the merits and the demerits of social media marketing. Social media is growing at a rapid rate and it has established a huge place in the field of marketing. In the research study, the role of social media on digital marketing and its implication on business had been discussed. The study shows the growing importance of social media marketing in today's business world. The concept of marketing has also been clearly discussed in the research study. Some theories have also been used in the study to understand the factors in the process of marketing. The

importance of social media marketing has been conveyed through the research study. Due to its various benefits, marketing organizations use it on a huge scale to increase the profitability of the business. The four pillars of marketing which is an essential element for marketers have also been discussed in the research study. It has been identified that cyber-bullying are the most significant among them. The study has highly focused on the four pillars and their importance in the field of marketing. Social media holds an important place in today's world and it has also changed the way of marketing to the customers. A wide range of customers highly relies on the platforms of social media for the purpose of marketing. Thus, its growth is also increasing accordingly. Several organizations also use it as a way to increase their sales and brand awareness. The research study had also identified, that social media marketing often allows market access of the product to customers in all parts of the world. In comparison to the traditional forms of marketing, it is costefficient and also helps in reaching out to more number of customers. Thus, in this regard, social media marketing has observed a huge growth in all parts of the

world which has been conveyed through the research study.

Keyword: Social Media Marketing, Technology development, Drop shipping, Evolution, Digitalization.

I. INTRODUCTION:

The civilizations started when man started to invent the rolling rock from a hilltop. He discovered the wheel necessary for the exact purpose of our automobile to run or an aero plane to land and take off safely. Slowly these findings lead to the other, so a chain of the invention is created for the exact purpose of the comfort of human beings. Gradually, human beings mastered their action and led to the innovations of gravity, electricity, telephone, vaccine, computers, etc. So basically, these things evolve every day to make human being life easier on earth. One of the perfect examples is the evolution of money. The currency became barter to bartering with set mediums of exchange, coin exchangeable representation goods, coins stamped in precious metals along the lines of gold, silver, copper, etc., and paper representing coins, from writing to cryptocurrency. So, evolution is a much-needed process in every event of Human beings. So business is also not an exception for the exact purpose of evolution. Technology evolution is the keyword for the exact purpose of future companies. When a company have their store available online and focus on marketing their product online, leads to great success. Marketing process from newspaper commercials, television commercials to influencers marketing, social media marketing is the more efficient way of marketing which will cost the companies very little. Evolution is one of the processes which cannot be stopped by anything because it will be keeping on going again and again and again evolutions is can also be known as the innovative way which will make the life of the man be humans and other living

organisms around us to live a comfortable and easy life. This is very important to know what we are looking forward to in the future for our young generation to adapt and live accordingly to life ethics. So, it is a more efficient and adaptable way for a company to move forward with the change and adopt the difference according to their customers. Let's dive into the world of marketing and know why social media marketing will be the most efficient way of marketing in the future?

II. MATERIAL AND METHODS:

"The marketing strategy lays out target markets and the value proposition that will be offered based on an analysis of the best market opportunity." the misconception of marketing is that marketing is always catchy and entertaining advertisements, intrusive salesperson trying to sell the products or services of a particular company or an institution to the consumer, spam promotional emails or unwelcome solicitation of a smartphone. Marketing can also be defined in these words, is the activity set of institutions or companies and processes for the exact purpose of creating, communicating, delivering, and exchanging offerings that have value for the exact purpose of customers, clients, partners, and society at a large area of view. Let's try to answer the question of what can be marketable? According to the American marketing association, any growth service says events, experiences, persons, places, properties, organization information, and ideas are marketable to potential customers. They are willing or wanting to buy the goods or services. If we have a product or service or an idea to sell, we need a marketplace. Different types of marketplaces exist in this action demonstrates that world. They are consumer markets, global markets, business markets, and non-profitable and governmental organizations. In consumer markets, the consumer goods and services are bought to the marketplaces for consumers' consumption. In a global context, the market of a

specific or a respective country is marketed to the whole world and demonstrates that product or service is available to people from all over the world. Professional buyers buy goods and services related to the business or are available for the exact purpose of sale in the business markets. In the nonprofits or government markets, the focus is on the services provided by an institution or a company and overlooked by the government. These marketplaces play a significant role in multi-corporate companies. This study demonstrates that it helps a marketer understand the marketplace where the product is suitable to be sold and promoted and helps the company or the institute learn about consumer behaviors. According to New York (Aug 10, 2021), we can segment the social media management market into social media marketing, social media listening, monitoring and analytics, social media assets and content management and social media risk and compliance management. We can also segment the organization size based on the social media management market in two small research enterprises medium-sized enterprises and large enterprises. Social media management is growing robust due to the increasing number of smartphone and savvy device users. The features in social media help social media management to help organizations make a rapid and easy solution. The rising number of customers on each social media platform tends to increase the growth rate of large enterprises, which always focus on customer retention. The evolution of social media management tends to be helpful to companies to understand the customer behaviors and sentiments about brands trends and competitors in the markets and gather and analyze a vast amount of data from various channels such as Facebook, Twitter, LinkedIn, Instagram etc. This actively demonstrates that also helps the company gain insights into what their competitors are doing, check their competitor's activity, and any conversation that

may be happening between a company and its competitor's customers on social media networks. Social media channels can gather a plethora of information about the customers and their experiences, needs and perception. With the help of a social media management solution, a company or an institute can track and filter these conversations based on itself and its competitors. If we consider the banking and financial institutes, they are moving their business, digitalizing their banking process, and marketing it via social media. For example, one of the Chinese central banks launched an integrated digital coronavirus program that included bank services, wealth management services, tutorials for students' timely advisory content, and non-banking-related services ranging from doctor appointments to online shopping assistance. This actively demonstrates that market study covers social media management across different types of segments.

III. RESULT

The transmission from the 20th century to the 21 century was tremendous. People were started to involve themselves in this action demonstrates the so-called Technology. Before, we all were communicating through letters to share, invite, promote, etc. But in 2000, the whole world was gifted with an exclusive new technology called social media. People utilized social media for the exact purpose of interacting with other users all over the world. Later, this action demonstrates that social media is used for the precise definition of an exchange and many purposes along the lines of business, sharing one idea with new people, sales, marketing, etc. Later this action demonstrates that social media creation leads business firms and entrepreneurs to focus more on marketing via social media. They focused on social media marketing for the exact purpose of the circumstance the whole world enjoyed the newly found Entertainment, allowing them to connect socially via the Internet, etc. People

started to spend more time on social media. There were several social media applications people used back then, along with Orkut, Myspace, Friendster, etc. But now they have narrowed it to Facebook, Instagram, Twitter, Tok-tok, etc. Companies use different social media applications for the exact purpose of various purposes. Each social media application has its unique way of services to its customers. People use social media platforms for the precise purpose of different types of definitions based on the service provided by social media users. Researchers study social media to create a demographic strategy to market the product to their potential future customers. Social Media Marketing is a massive sea of technological activity where the impossible can be changed into possible. It's a pathway to a new Era where people will experience and cherish technological growth. Human surgeons are replaced by world-class machines research can operate on a human heart in this technological world. Accordingly, marketing has its software analytics to perform its way into the market and help the multi cooperate companies succeed and attain its goal. This software enables the marketers to overview, optimize and campaign the firms, products, and services to potential customers. So, the global marketing, the analytic market is expected to grow 1.20B € to 2.10B € in 2019. At a compound annual growth rate (CAGR) of 11.84%. According to Market Forecast to 2019 2015, New York. This analytical software helps the company grow along with the technology and make life easier and profitable for the multi cooperate company. Before seeing about the marketing process, we need to know "What is the Market?". So, a market is an intermediate place where people gather to buy and sell products and services. The transmission from the 20th century to the 21 century was tremendous. People were started to involve themselves in this action demonstrates the socalled Technology. Before, we all were communicating through letters to share, invite,

promote, etc. But in 2000, the whole world was gifted with an exclusive new technology called social media. People utilized social media for the exact purpose of interacting with other users all over the world. Later, this action demonstrates that social media is used for the precise definition of an exchange and many purposes along the lines of business, sharing one idea with new people, sales, marketing, etc. Later this action demonstrates that social media creation leads business firms and entrepreneurs to focus more on marketing via social media. They focused on social media marketing for the exact purpose of the circumstance the whole world enjoyed the newly found Entertainment, allowing them to connect socially via the Internet, etc. People started to spend more time on social media. There were several social media applications people used back then, along with Orkut, Myspace, Friendster, etc. But now they have narrowed it to Facebook, Instagram, Twitter, Tok-tok, etc. Business companies use different social media applications for the exact purpose of various purposes. Each social media application has its unique way of services to its customers. People use social media platforms for the precise purpose of different types of definitions based on the service provided by social media users. Researchers study social media to create a demographic strategy to market the product to their potential future customers. Social Media Marketing is a massive sea of technological activity where the impossible can be changed into possible. It's a pathway to a new Era where people will experience and cherish technological growth. Human surgeons are replaced by world-class machines research that can operate on a human heart in this technological world.

IV. CONCLUSION:

In the final section of the research, we are on why social media marketing is the most efficient way of marketing in the future? According to Newton's third law of motion, there is an equal

and opposite reaction for the exact purpose of every action. The merits and demerits of social media marketing prove the law. It can be compared to both sides of a coin, but it always contains its value even though it has both sides. We need to take the merits and demerits into account to improve the company and bring in profits. In other words, it is called an opportunity cost. It is defined as the profit lost when one alternative is selected over another. The concept is valuable simply as a reminder to examine all reasonable options before planning. This actively demonstrates that it will help a company discuss the opportunity cost between the selection of the manual or the old ways of marketing and the new modern way, which brings in more potential future customers via social media marketing. This research clearly states that we are living in an evolving world. Based on the four-piece product, the price, the promotion and the place, this research clearly explains that with the four fundamental essential pieces the digital marketing works and will be the future of corporate and leading future companies. This research clearly states that the evolution of humankind step-by-step and the development of certain events in our life which are the milestones of every human being living on this blue planet. telephones are evolved into smart devices which will be leading the world in the future and will be helpful to the humanity in many ways. This research also describes how cost-efficient and advertisement in the social media and the adaptiveness of the social media according to the will of the companies or clearly explained in this research. It also clearly demonstrates the merits that we can count on and the counter demerits we can count on via social media marketing. Social media marketing is all about the new ideas and the new trends which people are likely to be using more often more than televisions or newspapers in the current world we are living in. the recent findings of this research are converting the traditional

way of marketing to ensure the Internet way of marketing will be a significant way for a company to move forward and to evolve in their process of marketing their products or services to their potential customers. It is very likely to explain that we are living in a technologically based way. Every move is possible with the technology that is also affordable for the citizens to buy. Smart devices are the future, and most human beings have access to them, and it's easy to use them. This actively demonstrates that 2020 pandemic, we have adopted several changes along the lines of paying with contactless payments, ordering food and groceries via applications, shopping for the exact purpose of medicines online, online consultations, online education or otherwise known as Hybrid classes, etc. are some of the recent adoptions of human beings. Research companies market these things via the Internet, which will attract new customers the reason for the exact purpose of the circumstance it's easy to adopt, and the product awareness can be sold to the customers directly. There are so many social media advertisements features along the lines of Google ads, Facebook ads, Instagram ads, etc. They have so many subscription options from which a company can market them. On the other hand, a company can produce their own advertisement stories or videos, which can be available for the exact purpose of the customers to view every time. With less investment in social media marketing, it can bring many customers in one click. The future will be based on the adoption of Technology, a new ecosystem on which human behavior depends. If the future evolves with Technology, the business company should also focus on developing with potential customers. We live in a world where paper currencies are slowly disappearing in a prolonged phase, and people are starting to invest and pay with digital currencies. So, we human beings or evolved from one thing, which is the paper currency, to the following substitutes of paper currency or the digital

currencies. Digital coins along the lines of bitcoins, thorium's etc. or the future of money, most companies accept this action demonstrates that currency as the monetary cost of the product or the good sold. Companies market their payment method according to the comfort Ness of the consumer who is consuming their products. Payment methods are also marketable to bring in more consumers and businesses to the company or the institution. Promoting a product or services to TV commercials telephone commercials notice paper commercials newspaper commercials are becoming old-fashioned where people are intended to move towards more digital versions of newspapers commercials etc. Promotion of coupons and loyalty programs for the exact purpose of a specific brand of research products is more reachable to their customers. We are digital versions rather than paper commercials or television commercials. We live in a world where Netflix, Disney plus Amazon Prime etc., play a vital role, and replace cable television. Evolution is constant, and the future of this action demonstrates the world of Technology where telephones play an essential part in a human being's life. Students use smart devices in this action indicates that 21st centuries to take notes and save them digitally to review them at any point in time. This actively demonstrates that century, we live in digitalized homes, use automatic cleaning machines and automated applications which help us turn on and off our surroundings.

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