

Social Media Intervention in the Digital Marketing: Recent Trends and Opportunities

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Abstract

Social media has become an integral part of digital marketing strategies for businesses of all sizes. Social media allows businesses to reach their target audience in a more personal and interactive way. Platforms such as Facebook, Instagram, and Twitter offer features such as comments, shares and direct messaging, which allow businesses to engage with their audience and build relationships. This can lead to increased brand loyalty and customer retention. Social media is the cost-effective way to reach a large audience. Traditional forms of advertising, such as television and print ads, can be expensive and may not reach the desired target audience. Social media, on the other hand, allows businesses to target specific demographics, such as age, location, and interests, at a fraction of the cost. Thus, social media is an essential tool for businesses looking to enhance their digital marketing efforts. With its vast audience, cost-effectiveness, and ability to measure success, social media offers a powerful way for businesses to connect with and engage their target audience. By leveraging the features and tools offered by different platforms, businesses can create effective campaigns that drive growth and increase their bottom line. In this article, we will explore the various ways in which businesses can use social media to enhance their digital marketing efforts. The article will also highlight the recent trends in social media usage by Indian marketer, its benefits and the challenges ahead along with some suitable suggestions to overcome these challenges.

Keywords: [Social Media, Digital Marketing, Marketing, Facebook, Instagram]

Introduction

Social media is a powerful tool for businesses looking to enhance their digital marketing efforts. With its vast audience, cost-effectiveness, and ability to measure success, social media offers a powerful way for businesses to connect with and engage their target audience. As the number of active social media users continues to grow, it is more important than ever for businesses to have a strong presence on social media in order to reach and engage their target audience cost.

Social media also offers businesses a way to measure their marketing efforts and track the success of their campaigns. Platforms such as Facebook and Instagram provide analytics that show businesses how many people have seen their posts, how many have engaged with them, and what type of engagement they received. This data can be used to adjust and improve future campaigns. Another advantage of social media is that it allows businesses to showcase their products and services in a creative and engaging way. Platforms such as Instagram and Pinterest offer businesses the opportunity to share images and videos of their products, which can be a powerful way to attract and retain customers. Businesses can also use social media to host contests and giveaways, which can increase engagement and encourage customers to share their experiences with friends and family.

Social media also allows businesses to listen to their customers and respond to their needs. Platforms such as Twitter and Facebook allow businesses to monitor men-

tions of their brand and respond to customer complaints and questions in real-time. This can help businesses build trust and improve their reputation.

Thus, social media is an essential tool for businesses looking to enhance their digital marketing efforts. With its vast audience, cost-effectiveness, and ability to measure success, social media offers a powerful way for businesses to connect with and engage their target audience. By leveraging the features and tools offered by different platforms, businesses can create effective campaigns that drive growth and increase their bottom line.

Literature Review

Here are a few studies on social media in digital marketing and their major findings:

Goyal (2016) found in his study that social media marketing has a positive effect on consumer behavior, increasing brand loyalty and purchase intent. The users are moving away from the traditional marketing channels and relying more on social media to retrieve the relevant information regarding their required product and services.

Dankwa (2021) investigated the effect of social media advertising on consumer decision-making including the emotional appeal, informativeness and advertising creativity of advertisement on consumer behaviour. The study recommended that firms must focus on crafting advertisements that are creative and informative in order to influence decisions that consumers make on so-

cial media platforms.

Gupta et al. (2020) This study found that social media plays a significant role in consumer purchasing decisions, with consumers using social media to research products, read reviews, and interact with brands before making a purchase. The study also found that social media has a greater impact on the purchasing decisions of younger consumers.

Devia et al. (2022) found that social media marketing has a positive impact on sales performance, with businesses that use social media marketing seeing increased sales and revenue compared to those that do not. The study also found that businesses that use a well-coordinated, multi-platform approach to social media marketing see the greatest results.

Anand and Krishna (2017) studied that Social media marketing has a significant impact on consumer behavior, including purchase decisions and brand loyalty. Hye Jin Yoon (2011) found that social media has become an important source of information for consumers in the decision-making process. Tingting Fan (2016) is of the view that social media marketing can increase purchase intentions by creating brand awareness and building trust with consumers.

Brennan and Chen (2013) in their study found that social media is a powerful tool for businesses to reach their target audience and achieve marketing goals.

Sahoo and Barik (2015) have analysed that social media has transformed marketing strategies by enabling businesses to directly engage with their target audience and receive immediate feedback.

Dasgupta and Das (2020) states that social media marketing is an important research area with significant implications for both theory and practice, and there is a need for further research to fully understand its effects. These studies highlight the importance of social media in digital marketing, and suggest that businesses can reap significant benefits by effectively utilizing social media to reach and engage with consumers.

Objectives of the Paper: The paper aims

1. To give an in-depth insight to the concept of social media use in digital marketing and the recent trends
2. To highlight the social media marketing being used by Indian marketers
3. To delve into the benefits and challenges of using social media for digital marketing
4. To give some suitable recommendations to further promote the social media marketing safely and effectively.

Data Sources and Research Methodology

The study, being the descriptive study, is based upon the relevant literature and secondary data available on various online data bases such as statista.com and some other websites. Simple statistics of percentages and frequency distribution have been used.

Recent Trends in Social Media as a Tool for Digital Marketing

Social media has become an essential tool for businesses looking to enhance their digital marketing efforts. According to a survey conducted by the Social Media Examiner, 96% of marketers believe that social media is important for their business. Additionally, a survey by Hubspot found that 71% of small businesses reported that they use social media to generate leads.

Table 1. Social Media Users Worldwide

Years	No. of Social Media Users (billion)
2017	2.73
2018	3.1
2019	3.51
2020	3.9
2021	4.26
2022	4.59
2023	4.89
2024	5.17
2025	5.42
2026	5.64
2027	5.85

Source: Statista 2023

The use of social media for business purposes is also on the rise, with the number of active social media users projected to reach 5.85 billion in 2027. This represents an increase of 89% from 2020. As a result, it is more important than ever for businesses to have a strong presence on social media in order to reach and engage their target audience.

In terms of ROI, social media advertising has been found to be one of the most effective forms of digital advertising. According to a survey conducted by AdEspresso, social media advertising has an average ROI of \$18 for every \$1 spent. This is compared to an average ROI of \$2 for every \$1 spent on traditional forms of advertising such as television and print ads.

In addition, social media has been found to be an effective

tool for improving brand awareness and customer engagement. A survey by Sprout Social found that 70% of consumers are more likely to purchase from a brand they follow on social media. Moreover, 82% of consumers reported that they are more likely to trust a brand that has a strong social media presence.

Social Media Trends in Indian Digital Marketing Social media has become an essential tool for businesses looking to enhance their digital marketing efforts in India. The number of active social media users in India is projected to reach 829 million by 2023, making it a key market for businesses looking to reach and engage their target audience. Following are the top social media apps being used in India:

Table 2. Top Social Media Apps and their Users in India, 2020

App Name	Active Users per Day	Link
Facebook	2.934 billion	https://www.facebook.com/
Instagram	230.25 million	https://www.instagram.com/
Snapchat	332 million	https://www.snapchat.com/
LinkedIn	830 million	https://www.linkedin.com/
Twitter	237.8 million	https://twitter.com/
WhatsApp	487 million	https://www.whatsapp.com/
Telegram	214 million	https://telegram.org/
Moj	160 million	https://mojapp.in/
Share Chat	1.17 billion	https://sharechat.com

Source: <https://www.91mobiles.com/hub/best-social-media-apps-in-india>

The above table shows the no. of active users per day on different social medias. Facebook is the top most social media having maximum number of users on daily basis followed by Instagram, Snapchat, LinkedIn, Twitter and WhatsApp. On the basis of their usage by the people, the most of the business houses have started using these platforms for advertising and marketing their brands.

Table 3: Most Favourite Social Media Platforms Used by Business Houses

Sr. No	Social Media	% of Business Houses Using the Social Media
1.	Facebook	88%
2.	Instagram	71%
3.	Twitter	61%
4.	LinkedIn	55%
5.	Pinterest	27%

Source: Statista.com

Facebook is the most popular social media platform among businesses, with 88% of them using it for their marketing efforts. Instagram is the second most popular platform, with 71% of businesses using it. Twitter, LinkedIn, and Pinterest are also popular platforms, with 61%, 55%, and 27% of businesses using them respectively.

Here are some of the current social media trends in Indian digital marketing:

- **Video Content:** Video content has become increasingly popular on social media platforms in India, with platforms such as YouTube and TikTok seeing
- **Influencer Marketing:** Influencer marketing has become increasingly popular in India, with businesses leveraging the reach and engagement of social media influencers to promote their products and services. Influencer marketing has been found to be particularly effective in the fashion, beauty, and lifestyle sectors.
- **Short-Form Video Platforms:** Short-form video platforms such as TikTok and Chingari have become increasingly popular in India, with users

a significant increase in usage. Video content has been found to be particularly effective for engaging with younger audiences.

spending an average of 52 minutes per day on these platforms. As a result, businesses are starting to leverage these platforms to reach and engage with their target audience.

- **E-Commerce:** Social media platforms such as Instagram and Facebook have introduced shoppable posts, which have made it easier for businesses to sell their products directly to consumers. This has led to an increase in the number of e-commerce businesses using social media to drive sales.
- **Regional Languages:** Social media platforms in India are increasingly catering to users who prefer to consume content in regional languages. As a result, businesses are starting to create content in regional languages to reach and engage with their target audience.

Social Media Use by Indian Companies

- There are many Indian companies that have effectively used social media in their digital marketing efforts. Here are a few examples:
- **Flipkart:** Flipkart, an Indian e-commerce company, uses social media platforms like Facebook and Twitter to engage with customers, share deals and promotions, and build brand awareness. They also use Instagram to showcase their products and reach out to customers.
- **Make My Trip:** MakeMyTrip, an Indian online travel company, uses social media platforms like Facebook, Twitter, and Instagram to share travel deals and inspiration, as well as respond to customer inquiries and feedback.
- **Oyo Rooms:** Oyo Rooms, an Indian budget hotel chain, uses social media platforms like Facebook, Instagram, and Twitter to build brand awareness and share promotions and deals. They also use platforms like Instagram to showcase the amenities of their hotels and target the youth market.
- **ICICI Bank:** ICICI Bank, one of the largest private sector banks in India, uses social media platforms like Facebook, Twitter, and LinkedIn to provide customers with financial advice, share promotions and deals, and respond to customer inquiries and feedback.
- **Amul:** Amul, an Indian dairy cooperative, uses social media platforms like Facebook, Twitter, and Instagram to share information about their products, build brand awareness, and engage with customers.
- **Swiggy:** Swiggy, an Indian food delivery company, uses social media platforms like Facebook, Twit-

ter, and Instagram to share information about their products, build brand awareness, and engage with customers. They also use platforms like Instagram to showcase the food available on their app and to reach out to customers.

- Thus, Indian companies are using social media platforms to build brand awareness, engage with customers, share deals and promotions and build customer loyalty. Flipkart, Make My Trip, Oyo Rooms, ICICI Bank, Amul and Swiggy are examples of Indian companies that have effectively used social media in their digital marketing efforts.

Benefits of Social Media in Digital Marketing

Social media can provide a number of benefits for businesses looking to enhance their digital marketing efforts. Here are a few examples:

- **Increased Brand Awareness:** Social media platforms can be used to promote a business's products or services and increase brand awareness among a target audience.
- **Improved Customer Engagement:** Social media platforms can be used to build relationships with customers and improve engagement. This can be done through things like responding to comments, hosting Q&A sessions, and running contests or giveaways.
- **Increased Website Traffic:** Social media platforms can drive traffic to a business's website, which can lead to increased sales and conversions.
- **Targeted Advertising:** Social media platforms allow businesses to target their advertising to specific demographics, which can lead to increased conversions and sales.
- **Cost-Effective:** Compared to traditional forms of advertising, social media advertising can be less expensive and more effective.
- **Better Customer Insights:** Social media platforms provide data on consumer preferences, behavior, and demographics, which can be used to create more effective marketing strategies.
- **Increased Conversions:** By creating and sharing valuable content, businesses can attract and engage their target audience, which can lead to increased conversions and sales.
- **Increased Brand Loyalty:** Building relationships with customers on social media can lead to increased brand loyalty and repeat customers.
- **Competitive Advantage:** Businesses that use social media effectively can gain a competitive advantage over those that do not.

Challenges in Use of Social Media in Digital Marketing

The use of social media in digital marketing can present a number of challenges for businesses. Here are a few examples:

- **Algorithm Changes:** Social media platforms frequently update their algorithms, which can affect the reach and engagement of a business's posts. This can make it difficult for businesses to predict the success of their social media campaigns and can lead to decreased visibility for their content.
- **Ad Fatigue:** Consumers can quickly become fatigued by the number of ads they see on social media, which can lead to decreased engagement and conversion rates. Businesses need to be mindful of ad frequency and targeting to minimize ad fatigue.
- **Platform Saturation:** With the number of businesses using social media for marketing increasing, it can be difficult for businesses to stand out and gain visibility among the noise. Businesses need to be creative and strategic in their approach to social media marketing in order to be successful.
- **Privacy Concerns:** Consumers have become increasingly concerned about their privacy online, which has led to stricter data protection regulations. Businesses need to be mindful of these regulations and ensure that they are in compliance in order to avoid legal issues.
- **Measuring ROI:** It can be difficult for businesses to measure the ROI of their social media marketing efforts, as it can be hard to track the direct impact of social media on sales. Businesses need to be creative in how they measure the ROI of their social media campaigns in order to gain a complete picture of their effectiveness.
- **Managing Negative Feedback:** Social media platforms are open platforms where customers can leave feedback and complaints which can be seen by everyone. Negative feedback can harm the reputation of the brand if not handled properly.

Suggestions to Improve Social Media Use by Marketers

Here are a few suggestions for marketers looking to improve their use of social media:

- **Define your Target Audience:** Understand who your target audience is and tailor your social media strategy to reach and engage them.
- **Create a Content Strategy:** Develop a content strategy that aligns with your business goals and resonates with your target audience.

- **Use Visuals:** Use visuals, such as images and videos, to grab the attention of users and make your content more engaging.
- **Be Consistent:** Post regularly and consistently to build an audience and keep your followers engaged.
- **Utilize Paid Advertising:** Use paid advertising to reach a larger audience and drive more conversions.
- **Monitor Your Performance:** Use analytics to track your social media performance and make adjustments to your strategy as needed.
- **Engage With Your Audience:** Respond to comments and messages, and engage with your audience in a meaningful way.
- **Leverage Influencers:** Partner with influencers in your industry to reach a larger audience and increase brand awareness.
- **Be Authentic:** Be transparent and genuine in your interactions with your audience.
- **Keep an Eye on Industry Trends:** Stay up-to-date on industry trends and use them to your advantage in your social media strategy.

Conclusion:

Social media is a powerful tool for businesses looking to enhance their digital marketing efforts in India. With the number of active social media users projected to reach 829 million by 2023, it is more important than ever for businesses to have a strong presence on social media in order to reach and engage their target audience. Businesses are leveraging video content, influencer marketing, short-form video platforms, e-commerce and regional languages to reach their audience and make the most of the Indian digital marketing landscapes. Social media can provide a number of benefits for businesses looking to enhance their digital marketing efforts. Increased brand awareness, improved customer engagement, increased website traffic, targeted advertising, cost-effectiveness, better customer insights, increased conversions, increased brand loyalty and competitive advantage are among the most commonly cited benefits of social media marketing.

Though there are number of benefits of using social media in digital marketing, businesses face a number of challenges too when using social media for digital marketing. Platforms updates, ad fatigue, platform saturation, privacy concerns, measuring ROI, and managing negative feedback are among the most common challenges. Businesses need to be aware of these challenges and have strategies in place to mitigate them in order to be successful in their social media marketing efforts.

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