



"Impact of Social Media in Digital Marketing" -a Survey Study

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ABSTRACT

Social media in digital marketing is a modern way for businesses of all sizes to reach prospects and customers. Customers are already familiar with brands through social media, and if you're not using it directly to your potential customers through social platforms like Facebook, Twitter, Instagram, and Pinterest, you are out business. Marketing on social media can bring remarkable success to the business, creating brand advocates and even driving leads and sales. This survey paper attempt summarizes and provide an organized view of recent research results in a novel way that integrates and adds understanding of the current state of the social media in digital marketing.

Keywords: Digital marketing, Marketing practice, Mobile marketing, Research agenda, Social media

I. INTRODUCTION

Social media marketing, is a form of digital marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement, as well as paid social media advertising.

II. PURPOSE OF STUDY

The purpose of this survey is to study the Impact of Social Media in Digital Marketing thoroughly, and to summarize the existing studies in an organized manner. This will provide us the opportunity to become closely familiar with the current work being done in social media in digital marketing and provide research gap that, why the area is of interest and what work remains to be done in that area.

III. REVIEW OF LITERATURE

This review provides an overview of current knowledge, what we believe are the key social media marketing trends for 2020 that marketers need to be aware of in order to ensure their marketing strategy is up-to-date and allowing you to identify relevant theories, methods, and gaps in the existing research. . This development enables customers and businesses to collaborate on the internet (Füller et al. 2009). There are a number of social platforms that have facilitated information sharing. For instance, Wikipedia, a free online encyclopaedia, is one of the most popular platforms and has the facility for users to collaborate on information sharing (Chen et al. 2011a). Other platforms with the ability to generate reviews and ratings, such as Amazon, com, enable customers to review and rate products. In addition, members of these platforms are cooperatively interdependent (Chris et

al. 2008). By using social media, consumers can create content and offer valuable advice to others (Füller et al. 2009). This new development has seen online communities and an electronic network of individuals emerge on social platforms where members share information globally and quickly (Molly McLure & Samer 2005). With the rise in social networks, a new era of content creation has emerged, where individuals can easily share experiences and information with other users (Chen et al. 2011a). The next generation of online businesses will be based on communities - a good tool for new customer attraction (Bagozzi & Dholakia 2002; Ridings & Gefen 2004). Online communities offer an opportunity to organisations to have a better customer relationship management system (Ridings & Gefen 2004), for instance, giving rise to a new development where businesses can improve Moreover, on those platforms where consumers have social interaction, members can become familiar with one another, providing a possible source of trust (Lu et al. 2010). This can greatly influence users' intention to buy (Gefen 2002). At the same time that psychology was recognizing perils of choice overload and the downsides of self-determination (e.g., Iyengar and Lepper 2000; Schwartz 2000) and retailers were struggling with assortment decisions (e.g., Broniarczyk, Hoyer, and McAlister 1998, e-commerce presented essentially endless virtual store shelves. Consequently, it is important for companies to have a business model adapted to social commerce (Lorenzo et al. 2007; Liang &c Turban 2011). Social commerce is a new stream in e-commerce, which encourages the social interaction of consumers through social media (Hajli 2013). Social media provide opportunities for businesses to become more attractive universally (Chen et al. 2011b).

IV. METHODOLOGY

The main emphasizes will be on classification of the existing literature, is to differentiate between approaches, each approaches are presented using same template and same type of tables (for easier understanding) by developing a perspective on the area, and evaluating trends.

V. CLASSIFICATION

Each of the 12 articles was classified according to its broad topic (e.g., digital decision aids, social networks, mobile marketing, search advertising). For each article, we also collected the published keywords (usually determined by authors, though sometimes also with input from editors and/or reviewers).

The keywords were been identified first which is used to categorize the articles in our set. We compiled our keyword set from keywords given by authors for the articles. We also grouped keywords that referred to the similar entity. Following observations are made.

1. We identified approximately 20 diverse keywords in the surveyed articles, 12 (83.5%) of which are used only once.
2. The two most common keyword types are related to data analysis methods and empirical model types (both of which we consider to be primarily methodological), as well as advertising, which is a substantive topic. For the former, it is important to note that keywords related to a modelling or data analytic techniques are usually only assigned to an article if the study's approach is nonstandard in some way.
The occurrence of this keyword reflects the
 - (1) General importance of paid media.
 - (2) Continuing digital transformation of advertising,
 - (3) Emergence of new advertising channels such as social media and mobile, and
 - (4) Digitally enabled advertising techniques such as retargeting.
3. Research related to social networks was fairly uncommon in the early years of our time frame, but it has quickly risen to importance as platforms such as Instagram, Facebook and Twitter, have risen in popularity.
4. We identified the focus on consumer behavioural topics, for which we identified 6 distinct terms. In this category we include terms such as "preferences" "learning," "perceptions" and "emotions," which differ from those in. The frequency of such keywords underscores the broad importance of understanding the consumer's role in digital marketing—as individuals and as mutually dependent decisions embedded in social networks.

VI. FINDINGS

In the above papers, following are the findings:

- Increasing website traffic
- Building conversions
- Raising brand awareness
- Creating a brand identity and positive brand association
- Improving communication and interaction with key audiences

The bigger and more engaged your audience is on social media networks, the easier it will be for you to achieve every other marketing goal on your list.

VII. SUGGESTIONS

Before you begin creating social media marketing campaigns, consider your business's goals.

Here are some questions to ask when defining your social media marketing goals:

- What are you hoping to achieve through social media marketing?
- Who is your target audience?
- Where would your target audience hang out and how would they use social media?
- What message do you want to send to your audience with social media marketing?

VIII. DISCUSSION AND CONCLUSION

We have seen an explosion of topics, an evolution of methods, and continued enthusiasm for this domain. This study reveals Social media marketing from its roots on the border of marketing research and practice, Social media marketing is now represents a mainstream subfield within marketing on the academic side, drawing interest across methodological and philosophical boundaries. So far few theories have been developed but less literature is available on its application. The principles of marketing are applied in social marketing. The main focus of social marketing has been shifted from behavior change to change in attitude of target audience. Through incorporation of social media, social marketing entered a new stage. But, in our society there is digital divide. Our hope is that this article provides insights about the way this domain has developed, as our perspective on social media marketing has increasingly highlighted its transformational power in business and consumer life.

IX. SCOPE FOR FURTHER RESEARCH

Digital marketing is made up of a lot of moving parts. You can increase visibility and organic traffic through SEO, and build a brand with your social media presence. Marketing automation can save you time and provide more personalized engagement. Managing PPC can mean "jumping the line" on search engine result pages. These moving parts, along with many others, are continually changing as new technologies, techniques, and near-endless Google and Facebook algorithm updates keep many digital marketing teams on their toes.

We know that what worked in 2020 may not work the same way in 2021, and to get the best possible results for our clients, we have to stay on top of these trends. As we enter a new decade and tech continues to change rapidly, we want to take the opportunity to share the digital marketing trends we're excited to see more of in 2021.

Digital marketing is constantly changing. We think the above tactics and ideas are going to be huge game-changers for the foreseeable future.

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No potential conflict of interest was reported by the authors.

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