Name

Instructor

Course

Date

EFFECTIVENESS OF MARKETING ON SOCIAL MEDIA

*Introduction*

The marketing process incorporates the production, product promotion, sales, and managing a customer-producer relationship. It revolves around creating, communicating, delivering, and exchanging valuable offerings to an organization's customers, shareholders, clients, and society. Organizations explore avenues for expanding their market to increase profitability and attain a competitive advantage. According to Emarketer (2017, July), 2.46 billion accessed social media in 2017. With the increase in the use of the internet and social media, an organization has resolved to use the media for marketing their products. Felix et al. (2017) the escalating number of media users has changed the behavior of society, redefined the purposes of social media, and influenced brand awareness, forcing marketers to redesign their marketing strategies.

*Change of Customer Behavior*

The advancement in social media and internet connectivity, including the use of Wi-Fi, has changed consumer behavior. Consumers tend to explore different alternatives for products and relate the need to the effectiveness of the product before arriving at the purchasing decision, Ferrell et al. (2017). Markets have rapidly responded by redesigning their approach to social media to keep consumers engaged. Organizations develop media platforms that host several products' graphics and detailed explanations of the product's specifications. In addition, marketers have developed product features that quickly capture the consumer's attention Felix et al. (2017). Availing various products from which consumers make choices promotes a consumer's instant purchasing decision.

*Influence of WI-FI on Social Media Marketing*

The introduction of WI-FI has enhanced the reliance on social media and the internet. First and strong internet connectivity has promoted the development of more appealing and creative features on the products (Richer 2018). Incorporating pictures, audio, and short video clips playable over strong connectivity captures the attention of potential consumers. In addition, creativity expands the target market. Numerous organizations settle for the media and ignore the verbal communication approaches of marketing since the traditional marketing strategies rapidly lose market to the media-supported marketing strategies (Richter, 2018). The internet supports a two-way communication system. Consumers seek clarifications on the products and expect immediate feedback from the markers making the interrelationship effective for promoting products. Consumers believe that information displayed on the organization's profile tends to be realistic and accurate. Therefore, most consumers prefer using the media in accessing product specifications.

Effects of Social Media on Sales

Media users increase rapidly. According to (eMarketer. 2017), the number of internet users has increased from 2.46 billion in 2017 to 2.77 billion in 2019. Deductively, the number of consumers targeted maximizes with the use of media in marketing. The probability of influencing the attitude of a section of the huge number of users increases. (Richer 2018) the media hosts consumers from different backgrounds and with varying preferences, enabling the organization to deliver its products worldwide. When the market scope expands, the consumers increases and improve the sales volume.

*Customer Management Relationship*

Social media platforms have enhanced the customer-management relationship and improved direct and indirect advertisements. Felix et al. (2017) the customer management relationship aims at convincing the customers to purchase the marketers' products and the justification of the purchasing decision. Felix et al. (2017) media have allowed the consumers to take control over the market by making a decision on the media platform to choose, whether to receive and view the content of the ads. Appealing content rapidly attracts potential consumers. (Richter, 2018) persuading a potential consumer occurs after a short and quick engagement. Therefore, marketers have increasingly relied on the Twitter platform in engaging customers. (eMarketer. 2017) twitter enables instant replies to the consumers' inquiries and complaints. In addition, it accommodates limited visually designed content that reduces the efficiency of two-way communication. Instagram allows businesses to use features likely to draw more followers. The inbound traffic becomes limited to those familiar with an organization's brand in the absence of active involvement of social marketing Felix et al. (2017). Media users search for the products' information using keywords or distinct features. (eMarketer. 2017) linking a product to a celebrity increases the chances of influencing the attitude of celebrities' followers. Followers develop social traffic when accessing the ad's content through the brand's website. Usually, organic traffic comes from followers accessing the brand's website from the search engines. Felix et al. (2017) direct traffic comes from users directly looking for the brand's information on its website.

*Brand Awareness*

Marketers utilize the media to get more people to acknowledge their products. Brand awareness incorporates unique developing products that easily sell, convincing people to view the brands, and keeping consumers engaged in brand activities. Ferrell et al. (2017) marketers aim at influencing the consumers' attitudes to accept the brand and develop social media-supported dialogue boxes that enable them to keep consumers frequently connected to brand information. When marketers implement the engagement strategy in social marketing, the brands' details shift from a transactional perspective to an interactive perspective where the consumer identifies the brand at a personal level Ferrell et al. (2017). Creative strategies in the development of brand messages in both traditional and social media encourage consumers to engage in brand activities producing desired brand output. Organizations redesign brands into branded entertainment in which the product information is transformed into audio, video, graphics, or a social game that invites customers to experience the brand content Ferrell et al. (2017). Such creative transformation increases the time a consumer is likely to spend with the brand content. Consumer attitude changes gradually to the point of developing a desire to experience the product. The use of logos and slogans enables consumers to visualize the products for a long time. Improved public communication attracts customers regardless of the publicity hence improving the organizations' reputation.

In conclusion, the rapid increase in the use of social media has influenced consumer behavior. Social media has changed the customers' approach to making purchasing decisions and evaluating available alternatives. Consumers tend to explore various alternative options before making a purchasing decision. Business platforms that provide various options maximize sales since consumers make instant decisions on the available options. Branding offers various approaches to engaging customers through direct dialogue options and indirect advertisement options. With the increasing number of media users, organizations enjoy the diverse market and have the opportunity to market their products globally hence improving their sales. Customers access reliable and accurate information on the products before purchasing the products improving their level of satisfaction. Due to improved consumer management relationships, organizations tend to develop consumers that are more loyal to their products.

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