



**“A STUDY ON SOCIAL MEDIA MARKETING OF
VERIDICAL TECHNOLOGIES”**

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Abstract:

Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media.

Keywords: Social Media, Brand Awareness, Drive Engagement



INTRODUCTION

Veridical Technologies Institute is a computer training institute located in Pitampura, Delhi. All computer courses are conducted in this institute and the teachers here are very good, they give one-to-one teaching to all the students. The Mentors of Veridical Technologies believe in providing best Academic Training Programs (India-Delhi) to score good percentile in IT Course curriculum. More than 15 years of experience in imparting Academic training to School / College students. More than 15 years of experience in imparting Academic training to School / College students. We'll help you to provide support throughout your academic to help in scoring good academic percentage.

Founder of veridical Technologies

Rajni Bhasin mam is founder of Veridical Technologies and She also founder of Meraki.edu.in with the intention to guide the youth towards the right direction and help them choose the appropriate field of study, to further their career pursuits.

Aditi Sindhwani mam she is co-founder of Veridical Technologies and Meraki.edu.in to support the cause of guiding the youth of our nation to pursue the relevant career path so as to achieve the desired goals.

What is the meaning of Social Media Marketing?

The meaning of the term 'social media' can be derived from two words which constitute it. Media generally refers to advertising and the communication of ideas or information through publications/channels. Social implies the interaction of individuals within a group or community.

Taken together, social media simply refers to communication/publication platforms which are generated and sustained by the interpersonal interaction of individuals through the specific medium or tool. Wikipedia has a general definition of the term: Social Media is the democratization of information, transforming people from content readers into content publishers. It is the shift from a broadcast mechanism to a many-to-many model, rooted in conversations between authors, people, and peers.

Social Media Marketing in India

Overview India has 95 million active internet users. Social Media is really picking up new heights in India. According to the 2010 Regus Global Survey of business social networking, India tops the usage of social networking by business – it has the highest activity index, 127, far more than the US'97, and 52% of the Indian respondent companies said that they had acquired



new customers using social networks while 35% American companies managed that. Many companies are coming up for Social Media Optimization for their Product or Services nowadays.

During Election 2014 Social Media was used to Influence Indian Voters. Social Media Marketing in India is being undertaken by all e-Retailing & e-commerce organizations and many brands like Tata Docomo, MTV India, Channel V, Clear Trip, Tata Photon, Axe deodorants, Microsoft, Naukri, Shaadi, and many more. Besides, numerous Indian celebrities are also using the SMM platform to promote their movies, music and events via Twitter, Facebook and personalized blogs. Social Media Marketing is also boosting public relations business.

Several PR agencies in India are undertaking brand building exercises for corporate organizations, brands and celebrities. However, to the delight of many among us, the biggest gainers from SMM till date have been the organizations from the Not-for Profit sector. Several Campaigns like 'Bell Bajao' and 'Jaago Re' have been quite successful on 12 Social Networking Sites. These campaigns have been spreading the word about their cause through blogs, Twitter and Facebook.

Need of Social Media Marketing

Social media marketing has become increasingly indispensable in India's business landscape due to its unparalleled ability to reach and engage with a vast audience. With a population of over 1.3 billion people and a burgeoning digital community, India offers a fertile ground for businesses to leverage social media platforms for brand promotion, customer engagement, and market expansion. From established corporations to emerging startups, organizations recognize the need to establish a robust online presence to remain competitive in today's dynamic market. Social media platforms such as Facebook, Instagram, Twitter, and LinkedIn provide cost-effective avenues for businesses to connect with their target demographics, build brand loyalty, and drive sales. Moreover, with the rapid proliferation of smartphones and affordable internet access, social media has become an integral part of the daily lives of millions of Indians, further underscoring the importance of social media marketing as a strategic tool for businesses to thrive in India's digital economy.

Scope of Social media marketing

The scope of social media marketing in India is vast and promising, reflecting the country's rapidly evolving digital landscape and its burgeoning online population. With over 700 million internet users and counting, India presents a massive opportunity for businesses to harness the power of social media platforms for brand building, customer engagement, and revenue generation.



From multinational corporations to local startups, entities across various industries are increasingly investing in social media marketing to connect with their target audience, drive website traffic, and boost sales. Moreover, the diverse demographic profile of India's population offers marketers the chance to tailor their social media strategies to cater to specific segments, whether it be age, gender, location, or interests. As digital literacy and smartphone penetration continue to rise, the scope for social media marketing in India is poised to expand further, making it an indispensable tool for businesses looking to thrive in the country's competitive market landscape.

Objectives Social media marketing

- **Increase Brand Awareness:** Expand the reach of the brand by reaching a wider audience and creating positive brand perception.
- **Drive Engagement:** Foster meaningful interactions with followers to build a community around the brand and establish lasting relationships.
- **Generate Website Traffic:** Direct users to relevant landing pages or promotional offers on the website to increase traffic and conversions.
- **Generate Leads:** Use social media platforms to capture leads and prospects interested in the brand's products or services.
- **Boost Sales and Revenue:** Utilize targeted advertising, influencer partnerships, and promotional campaigns to convert followers into paying customers.
- **Gather Insights:** Collect valuable feedback and insights from the audience to refine products, services, and marketing strategies.
- **Enhance Customer Service:** Provide timely and helpful responses to customer inquiries and concerns, improving overall customer satisfaction and loyalty.



- **Stay Competitive:** Monitor competitors' activities and trends in the industry to stay ahead and adapt marketing strategies accordingly.
- **Build Brand Authority:** Position the brand as an authority in its industry by sharing valuable content, thought leadership, and expertise.
- **Measure Results:** Use analytics tools to track key performance indicators (KPIs) and assess the effectiveness of social media marketing efforts, refining strategies for better outcomes.

Limitations of Social media marketing

Social media marketing, while a powerful tool for businesses, comes with its share of limitations.

- Firstly, the organic reach of content is often restricted due to platform algorithms and increasing competition, necessitating investment in paid advertising for effective visibility.
- Secondly, measuring the return on investment (ROI) of social media marketing efforts can be challenging, making it difficult to gauge the effectiveness of campaigns.
- Thirdly, the risk of negative feedback and public criticism on social media platforms can damage a brand's reputation if not managed promptly and effectively.
- Additionally, limitations in targeting specific niche audiences and concerns over data privacy further complicate social media marketing strategies. Despite these limitations, with careful planning and strategic implementation, businesses can still leverage social media marketing to effectively reach and engage with their target audience.



Literature Review:

Social media marketing would encompass a comprehensive examination of existing research, theories, and findings related to the topic. Scholars have extensively explored various aspects of social media marketing, including its impact on consumer behavior, brand engagement, and organizational performance. Research has highlighted the importance of social media platforms as effective tools for brand promotion, customer engagement, and relationship building. Studies have also delved into the role of social media influencers, user-generated content, and viral marketing in shaping consumer perceptions and purchasing decisions.

Furthermore, literature on social media marketing often examines the effectiveness of different strategies and tactics employed by businesses, such as content marketing, influencer partnerships, and paid advertising. Scholars have explored the metrics and key performance indicators (KPIs) used to measure the success of social media marketing campaigns, as well as the challenges and limitations associated with these approaches.

Moreover, literature on social media marketing frequently addresses emerging trends and technologies shaping the landscape, such as augmented reality, chatbots, and live streaming. Researchers also analyze the ethical implications of social media marketing, including issues related to privacy, data protection, and online transparency.

Overall, a literature review on social media marketing provides valuable insights into the theoretical frameworks, empirical studies, and practical implications surrounding this dynamic and evolving field, offering guidance for businesses, marketers, and policymakers alike.

Rationale of the Study

The rationale of the study is to identify how the companies follow Social media Marketing and its tools through various techniques and how employees fulfill their satisfaction through digital marketing techniques and processes used for them by the company.



Research Methodology

“Research methodology is a method of studying problems whose solutions are to be desired partly or wholly from the facts. These facts may be statements of opinions, historical facts, those contents in records and reports, the results of tests, answers to questionnaire, experimental data of any sort and so forth”

- W. S. Monroe

First I will review the existing literature concerned with the potential of social media as a marketing tool in business. Once I am through with the subject I will have a better understanding of it. A thorough research will be conducted among the executives in the company. The secondary data collection method was used in this research.

Secondary Data: The secondary data will be collected through Internet contents, News Paper, Sales force report, Blogs on social salesforce, Research papers and PDF, Books, Journals etc.

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