ABSTRACT

The main purpose of the present paper is to understand online marketing and different tools used by consumer on social media. Online marketing revolution is a new revolution for virtual communities and crucial aspect of their life. Marketing is an important aspect of our daily life since from our traditional society. Now a days different tools and strategies are available for marketing. Online marketing, which is also called internet marketing or online advertising, is one tool, strategy or method of getting the company name out to the public. By taking advantage of the online tools and resources, it is possible to get the company name out to the public. This paper aims to explore different tools of social media for online marketing such as Facebook, YouTube, LinkedIn, Twitter. Thus, all these Social media tools for marketing involves using peer recommendations, sharing, building brand personality and addressing the market as a heterogeneous group of individuals. It also encourages customers to create content for a product. Online marketing is the fastest growing branch in today’s digital world.

Keywords: Social Media, Online Marketing, Consumer, Digital World, Online Advertising,

INTRODUCTION

Online marketing revolution is a new revolution for virtual communities and crucial aspect of their life. Marketing is an important aspect of our daily life since from our traditional society. Online Marketing makes use of social media tools to show visibility through the internet and to promote various products. Social media tools are useful for building social networks, and for exchanging ideas and knowledge for marketing purposes. Online marketing is the fastest growing branch in today’s digital world.

Social media networking is part of a trend known as Web 2.0, which refers to changes in the way users and software developers use the Web. It is a more creative use of the Web that enhances skills of creativity and knowledge exchange. It is a more interactive and user-driven way to help users to participate and interact over the web through open applications and services social media.

Social Media Marketing makes uses different tools like podcasts, wikis, blogs, online videos, photo sharing, news sharing, message boards and posts on social networking sites to reach a large or targeted audience throughout world.

Online marketing is an interesting marketing strategy for every business sector throughout the world, and plays a vital role in any company’s multi-channel marketing strategy. Online marketing uses the internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing, social media marketing, many types of display advertising, and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates
OBJECTIVES

Research is undertaken to study Facebook, Twitter, YouTube and LinkedIn as tools of social media which are useful for online marketing and to analyze advantages and disadvantages of online marketing for its consumer.

RESEARCH METHODOLOGY

The article is based on Secondary Data from Books, Articles, journals and websites. Twitter, Facebook, Google, YouTube and other web’s, are useful for online marketing. Facebook is one of the most popular platforms, not only for personal use but business as well. Facebook is actively used for creating and increasing the brand or company awareness for worldwide consumers. Through social media companies create web pages and post news, share photos and videos, make updates of important changes and events for online marketing. Also companies use personal details such as demographic data, job titles, marital statuses, age and hobbies that users have in their profiles. There are groups, personal pages and public pages in Facebook. Every user has his or her personal page. Any user can create a group or a public page in addition to his personal page. Groups are intended for creating communities and public pages represent business, brand or product. Facebook has advertising possibilities inside its network. Facebook insights are the ultimate marketing tool to be used for analyzing the results on social media marketing campaigns.

Twitter is another most popular social network. In Twitter messages can be post that are no longer than 140 characters. This network is good for marketing companies, sport-related businesses. Users use Twitter because they want to be on top of latest trends, news and events. Posts should be on information about latest trends and technologies, future sector development, events that important for the company. Twitter helps to monitor feedback of companies, customer support, in order to learn more about customers’ problems and reviews. Twitter is a real time micro-blogging social network. Users follow other users in order to be up-to-date to latest trends, news, ideas, business or casual insights, events and other happening.

YouTube came to an existence in 2005. YouTube was the biggest video hub on the web. YouTube is a video social network and the second biggest search engine. YouTube attracts its users with possibilities to watch free videos on various topics, events, products and to perform various activities such as liking, commenting, favoring and sharing of videos to the friends or web-visitors. This social network is good for all types of businesses. YouTube videos can have different topics and formats. The topic of the video can help to communicate with customers different topics. Various organizations can post different videos about products, education video, entertainment video, or commercial videos depending on the business segment.

LinkedIn is a one of the social media to build business relationships that enhance the business which include relationship of employees, past employees, customers, distributors, suppliers, and thought leaders. It’s specifically designed for business and professionals. It is one of the platforms to show job experience and professional thoughts for business men and professionals.

Thus, for social media Shares, Comments and Favourites are direct online marketing strategies for feedback to the provided content. All are very useful for understanding audience for marketing purposes. It can include word of mouth strategy, viral content, comments and videos.

ADVANTAGES OF ONLINE MARKETING

Internet gives you a wide access to worldwide customers. Online marketing business to such online community is only possible through internet.

1. Internet is the only medium that is able access customers cross - geographical and national boundaries for online marketing.
2. The cost of promoting online marketing on the internet is cheaper than other mediums of marketing. Therefore it is easy for small and mid-sized businesses to advertise their products.

3. Internet allows the customers to stay online connected on a real-time basis. If any discount offer going on, then it is easier to send an email to multiple customers and they can buy the product instantly.

4. Online marketing facilitates and allows every customer an instant feedback. Customers can share and rating about their experience after using the product.

5. Online marketing saves a lot of time and effort on part of customers. Customer service representative to answer the different queries of customers. The most common way of doing it is to have a section dedicated to frequently asked questions (FAQs) about the product so that customers get all the required information about the product or the service. Social media helps to listen customers’ grievances and suggestions.

6. Online marketing allows your business to be available 24/7, which means increased sales and profits.

**DISADVANTAGES OF ONLINE MARKETING**

1. Online marketing allows a wider reach the start-up costs of a website can be high. This includes the high cost of the required software and hardware, and maintenance costs on part of customer.

2. There are a lot of customers who are not proficient in using the internet and online marketing can cause to lose these customers.

3. The rules of the trade for online marketing in terms of refund, warranty, replacement policy subject to change rapidly and it requires constant attention and monitoring to read trade policy.

4. One of the harmful disadvantages of online marketing is fraudulent activities on certain websites. There are a lot of illegitimate websites out there which look similar to original websites and rob the customers of their money. Spamming is also one of the biggest challenges for online marketing and confidential data can be easily stolen by hackers.

5. Online marketing lacks the human touch that is involved when in a reality customer buys a product from a salesperson. This hampers the relationship between customer and business man.

6. Online marketing depends heavily on technology, which is vulnerable to technical faults.

**CONCLUSION**

Thus Social media uses web-based technologies to turn communication into interactive dialogues for online marketing. Social media plays important for individuals and businesses. Today, it is impossible to separate online marketing. There are some challenges involved in online marketing, it can be safely said that online marketing has led to increased transparency and ease of buying products. The need of the hour is to counter the challenges so that online marketing proves to be truly beneficial for all. Thus, all these Social media tools for marketing involves using peer recommendations, sharing, building brand personality and addressing the market as a heterogeneous group of individuals. It also encourages customers to create content for a product.

**REFERENCES**


