Social Media: Changing the Way Businesses Interact and Engage Customers

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Abstract: **- The social media has changed the way individuals communicate and how the world conducts business. Facebook, Twitter, YouTube, Instagram, LinkedIn and many other such platforms have emerged as megaphones. And all these are complimenting and amplifying the performance of other elements of communication mix used by companies. Social media now has become an integral part of integrated communication mix. The appearance of Social Media has gotten amazement, experimentation and customary promoting correspondence. New patterns influenced correspondence as of late, changing the essential angles and demeanors of firms and customers. Numerous organizations trust that their presence on online networking stages is the key fixing to an effective method for action in the web. Be that as it may, these new inclinations involve nearsightedness in procedure for organizations that don't incorporate these devices.**

From another outlook, it grants of the expansion of promoting correspondence opportunities both in a business-to-business (B2B) and a business-to-customer (B2C) angle. Online networking bolsters firms to reexamine the conventional restricted correspondence stream of their advertising messages. Hence, business performing artists need to consolidate another, intelligent correspondence stream into their promoting system. In such a domain, clients can make, adjust, share and examine a huge piece of substance on the web. In our exploration, our point is to upgrade the importance of online networking marvel as a device, which can affect an organization's execution, deals and notoriety level also. Additionally the organizations are utilizing online networking as a vital device to availability to their customer. Be it HUL,P&G, ITC or some other company, all have embraced social networking advertising as their correspondence blend system.The present paper is an attempt to understand the role of social media in communicating with the target customers through various interactive and engagement strategies used by companies. This paper is an effort to put forth implementation, execution and outcomes generated of some social media marketing strategies used by various brands in different product categories.

Keywords: **Social Media, Business to Business, Business to Customers.**

I. INTRODUCTION

The majority of social media sites are free to access, create a profile and post information. The advantage of reaching targeted market for little or no cash investment is substantial, and the audience wanting information voluntarily joins or follows such platforms. Pay-per-click advertisements on sites such as Facebook are "geo-targeted" according to specific criteria, to reach the correct audience. The viral nature of social media means that each person who reads posts of any company has the capability to spread the news farther within his/her own network, so information can reach a large number of people in a short span of time. "To succeed in our over communicated society, an organization must make a position in the prospect's brain, a position that contemplates an organization's own particular qualities and shortcomings, as well as those of its rivals also." (Ries – Trout, 1981:24).And this is made possible to a large extent by Social Media. There are more than 2 billion individuals online at any given time. Around 23% of the aggregate time spent on the web is spent on skimming or interfacing inside of online networking locales. The current year's tablets, iPads, and Android-worked telephones will just make web scanning all the more available for customers, and online networking promoting will permit organizations to connect with more target markets. For whatever length of time that the web exists, online networking will remain an essential piece of showcasing methodologies.

Benefits of social media

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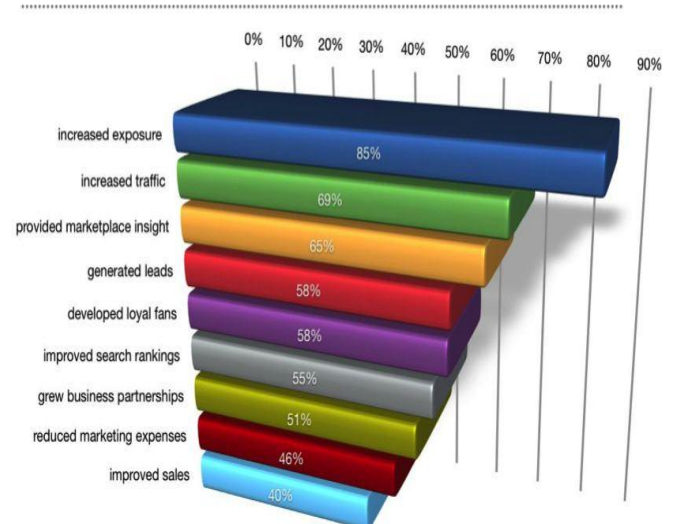
II. APPROACHES TO SOCIAL MEDIA MARKETING

There are two basic approaches of social media marketing:

1) The Passive Approach

Online networking can be a valuable wellspring of business sector data and client's voice. Sites, content groups, and discussions are stages where people share their surveys and suggestions of brands, items, and administrations. Organizations can tap and break down the client voice created in online networking for advertising purposes. In this sense the social networking is a modest wellspring of business sector knowledge which can be utilized by advertisers to track issues and market opportunities. Dissimilar to conventional statistical surveying techniques, for example, reviews, center gatherings, and information mining which are tedious and immoderate, advertisers can now use online networking to acquire "live" data about shopper conduct. This can be to a great degree helpful in a profoundly dynamic business sector structure in which we at present sustain.

2) The Active Approach

Social Media can be utilized not just as advertising and direct promoting devices additionally as correspondence channels (focusing on particular groups of onlookers with online networking influencers) and as client engagement tools. Facebook and LinkedIn are driving social networking stages where clients can hyper-focus on their advertisements. Hyper targeting utilizes open profile data as well as data clients submit however avoid others. There are a few illustrations of firms starting some type of online dialog with people in general to encourage relations with clients. Business administrators like Steve Jobs CEO of Apple Computers, and McDonalds Vice President Bob Langert post frequently in their CEO web journals, urging clients to cooperate and uninhibitedly express their emotions, thoughts, recommendations or comments about their postings, the organization or its products". Using client influencers (for instance mainstream bloggers) can be an exceptionally proficient and financially savvy technique to dispatch new items or services. Narendra Modi current leader of India positions just second after President Barack Obama in various fans on his authority Facebook page at 21.8 million and counting. Modi utilized online networking stages to bypass customary media channels to connect with the youthful and urban populace of India which is assessed to be 200 million. His allure was further buttressed by the late group turnout at Madison square garden.

III. OBJECTIVE OF THE STUDY

The present article aims at developing an understanding of the social media marketing strategies and their contribution in creating a buzz and engaging customers with the brands they like to interact and stay tuned. This paper also attempts to discuss some real life instances of various brands of different companies, using social media as interactive communication tool to lure their target customers. This paper tries to focus on role of social media in changing the way businesses inform, persuade and reinforce their customers. The present study also attempts to throw light on how social media compliments the productivity output of other tools of communication.

IV. RESEARCH METHODOLOGY

The research methodology is based on descriptive arguments, statistical data, comparative study and analytical logic developed through the understandings from various research papers, reports, books, journals, newspapers, business magazines and online data bases. Secondary data is widely used to accomplish the objective of the present study.

V. EVOLUTION OF SOCIAL MEDIA MARKETING

When Facebook began pulling in consideration from the year 2004, more online networking promoting methodologies were created. Today, this promoting apparatus has permitted new businesses and set up organizations to pick up consideration without spending a huge number of dollars on ads. The website rise of 1995 – 2002 was a basic occasion that permitted the web to wind up a reasonable promoting device. It started with pursuit showcasing, inciting brands to make sites to set up an online nearness.

At the point when web 2.0 destinations – online journals specifically – expanded in fame, advertisers started to perceive the capability of substance promoting. Inbound showcasing, where more esteem is included for the client and business is earned, begins supplanting age-old "purchase, ask or bug" outbound promoting systems.

In 2003 – 2004, the entry online networking locales like Facebook, LinkedIn and My Space starts the movement of web clients from multiplayer web amusements into long range interpersonal communication destinations. In the years that took after, client's ideal state of mind towards online networking promoting gradually changed business advertising inclination from the all the more forcefully proactive outbound showcasing to the more responsive inbound promoting. These days, more than 90% of advertising officials use online social networking as a component of their showcasing systems, and effective organizations use social networking promoting for marking, lead era, client maintenance, examination and e-trade. Not just does online networking figure out how to essentially decrease advertising costs and the time expected to market items and administrations, it additionally expanded the viability of showcasing and general consumer loyalty. 83% of clients who post dissensions on a brand's social site like twitter and get an answer express that they are fulfilled. This helped organizations hold a greater amount of their clients, coming about to expanded existing client exchanges.

VI. EXECUTION AND OUTCOME OF SOCIAL MEDIA MARKETING STRATEGIES OF VARIOUS BRANDS OF DIFFERENT COMPANIES IN INDIA

1. Mahindra Gusto #GoGustoRides

Mahindra Two Wheelers launched a unique initiative called '#GoGustoRides'. In this Mahindra brought together foodies from all walks of life to experience a 'Go Gusto Ride'. Mahindra arranged a food ride with eminent food bloggers like Amrita Rana and Kalyan Karmarkar at the forefront. The video and a gallery of the food ride were uploaded on website created by the agency which provides information on Gusto features as well as a link for those interested in taking a test ride. The campaign began building buzz in the market using the social media. Mahindra Scooters geared up passionate folks on Twitter inviting them for a ride. The company by way of Twitter asked people what their gusto in life was, while informing about the food ride. The features of the scooter were also shared amidst all this excitement. The influencers tweeted about its adjustable seat and other useful features while building up the buzz for the ride. The brand then shared the food ride with its live tweets, giving a virtual experience to fans. Content shared for the food ride was neat and organized, so much so that any Twitter follower could easily follow the excitement, while gaining some knowledge about the Gusto features.

2) Pepsi #CrashThePepsiIPL

In Pepsi's Crash the Pepsi IPL campaign the company invited fans to make a 30-second commercial showing their love for Pepsi, with the promise that the best ads would be aired during the IPL matches along with cash prize. In the first phase of the launch, Pepsi created an ad to invite fans to make ads for them and associated it with the campaign website Crash the Pepsi IPL. The buzz was built with engagement contests on social media that invited users to share their idea for the next Pepsi ad. In the second phase, the brand tapped into the communities of content creators on the internet – bloggers and Youtubers, to help spread the buzz. To add to it, it also roped in IPL teams to crash the Pepsi IPL. Pepsi launched a blogging contest where bloggers were given the creative freedom to select a theme and write about the ads they have watched. Pepsi also managed to get people connected to it on Google Plus by hosting Q&A hangouts with popular video creators like The Viral Fever and Being Indian. Aspiring people could ask questions to the team regarding tips to make good ads and these were answered via the Hangout.

3) Tata Sky Daily Dillagi

To promote the Daily Recharge Voucher, Tata Sky has launched an innovative campaign : a disruptive storytelling effort via TV and social media. Tata came up with a campaign idea that would not be based on one or two TVC' but a young love story that would unfold every day, promoting everyday usage in an interesting manner. The video was uploaded on YouTube with 216K views is the first episode where Mannu meets Neelu for the first time and falls for her. The brand roped in the use of social media by making facebook profile of the characters to give the campaign a personal touch by asking people regarding should the characters do to proceed further in love. Tata Sky not only went ahead with a series of episodes to tell a story but also used social media innovatively and became successful in engaging the customers.

4) Bajaj Alliianz life Insurance Tax Monster

Bajaj Allianz Life Insurance teamed up with Bangalore-based digital agency, Webenza to create series of visual teasers introduced the Tax Monster on social media and contests maintained fan engagement. This was followed up by sharing Tax Trivia called as the #TaxGiri series. Bajaj Allianz Life Insurance also created a Facebook game called 'Defeat the Tax Monster'; the Facebook app added the much-needed interactivity to the campaign. The insurance brand also leveraged cricket season with the ICC world cup series with an array of contests like #PaisaVasool moment, #MaukePechauka moment and #Befikar moment. Cricket jargon was shared as interesting visuals. The campaign got Bajaj Allianz Life Insurance more takers for the Fortune Gain and Future Gain schemes with 68,920 new fans on Facebook & 14,384 followers on Twitter. 227,382 users engaged with the brand creating a whopping 673,996 impressions. #TaxMonster and #PictureAbhiBaakiHai had 2,413 & 5,471 mentions respectively.3,938 enthusiastic players shot the Tax Monster.

5) Britannia #5050Feeling

Britannia 5050, an Royal Challengers Bangalore (RCB) sponsor launched #5050Feeling to connect with IPL fans during RCB matches. Social media was used to reach out to targeted influencers who helped #5050Feeling gain the required reach. Cricket buffs like Gautam Bhimani, cartoonist Gaurav Sethi and Apoorv Sood commonly known as Tendulkar on Twitter, among others were roped in to boost

reach. Social media has been majorly used for promoting the videos, website and conducting Twitter contests to keep the engagement going. "Content has been the key in this campaign and the cumulative number of videos and other content tells us that we have done well. The idea was to create short and easy to consume videos because the target was also on the mobile audience.

6)TaxiForSure #MadnessForCricket

The brand extended its previous campaign #MadnessForSure to #MadnessForCricket, in order to connect with IPL fans on social media. Fans need to tell their #MadnessForCricket and share it through the Facebook page or Twitter Handle. "Two winners would be selected who can bowl over Gautam Bhimani, will get a chance to challenge him on a one-on-one quiz. They can ask him anything in cricket and he will answer. If they manage to stump him, the winner will win an exciting TaxiForSure voucher."The brand's social media properties – Facebook and Twitter were used extensively to promote exciting visual content to create buzz for #MadnessForCricket and the challenge to bowl over Gautam. The results have also been encouraging with Twitter, impressions have increased beyond seven hundred thousand plus.

7) Johnson & Johnson's Nicorette campaign

In 2011, Johnson & Johnson's launched its advertising campaign for Polacrilex Gum, an anti-smoking Nicorette with an innovative Facebook application. **Penn-Olson** reported that its Facebook page gathered about 33,500 fans in a period of just two months of its launch. The Facebook page featured an application known as Nicorette Support through which the user could enter their quitting timeline or could invite loved ones to quit smoking. The app also encouraged existing quitters to help others do the same.

8. Frooti #TheFrootiLife

FROOTI campaigned in its social media for its rebranding exercise to give consumers a taste of the new Frooti Life. On the social media front, Frooti has embarked on building maximum visibility through its bright visuals, gifs and social engagement tactics. Social media timelines created all the buzz about the new Frooti. A Promoted Trend '#TheFrootiLife' was run on the day of the TVC launch, while apart from sharing the TVC, social buzz was created by the Twitter handle. Frooti asked people on Twitter to tell them about a friend who's having a bad day, and it promised to cheer up that person.

9) Ford Figo Aspire #WhatDrivesYou

For the launch of its compact sedan Figo Aspire later this year, Ford had kick started a pre-launch campaign called "What Drives You?" The objective was to discover the aspirations driving modern India, much like the new sedan that reflects the needs of the young consumer. The Ford India social media properties have been put to good use to spread the word. #WhatDrivesYou has been driving the social conversations on Facebook and Twitter, while driving people to the campaign website. The buzz started with a teaser video and then a complete video featuring Farhan introducing the campaign. Users' stories of passion have been weaved around strong and positive qualities like ambition, accomplishment,

challenge, creativity, etc., thereby building positive sentiments for #WhatDrivesYou on social media and a positive aura for the new Ford Figo Aspire.

10) MRF Tyres #MRFRainDay

Prior to the launch of the advertising campaign, MRF took the digital route to create buzz and connect with the millennials of Mumbai. With predictions running high that monsoons could hit Mumbai by mid June, the brand in association with its digital agency Experience Commerce, launched a self-tweeting smart cloud with #MRFRainDay – a smart cloud that answers all doubts about the rain while you win and have fun asking questions. To create buzz around the #MRFRainDay, social media channels such as Facebook and Twitter were used.

11) Oreo India #PlayWithOreo

Oreo is strengthening its brand philosophy of playfulness through its global campaign 'Play with Oreo'; pop art styled visuals speaks of the new campaign on social media. A website 'Play with Oreo has been built for the campaign; it offers a peak into the fun world of playfulness with Oreo from around the world. One can create Oreo cookie characters and check out the creations submitted by other Oreo fans on the site. The campaign has been spreading the idea of playfulness in creative ways. Globally, Oreo has launched the second

phase of the campaign, in which it recruited 10 emerging artists from around the world to create a piece that represented the brand. #PlayWithOreo content pieces are being shared on the social media properties of the cookie brand.

12) India's Got Talent #ChallengePappu

Colors TV teamed up with digital agency, Flying Cursor to introduce a video of the funky Pappu on the social media. He brags about the many trophies and awards he has won and how nobody stands a chance against him in 'India's Got Talent'. Viewers get a taste of who should not be winning IGT at all. Pappu's character was further emphasized with visuals; his achievements were plastered all over our social timelines. The team created and shared a number of visuals highlighting his tall claims on Facebook and Twitter. Soon the second video was shared which asked people to challenge Pappu's talents on Facebook or Twitter using the hashtag #ChallengePappu. And the challenges started pouring in. Clearly everyone was keen on stopping Pappu from winning India's Got Talent! And as soon as these challenges started pouring in, the team began replying on behalf of Pappu with fun and witty comebacks. The brand managed to engage fans with relevant visuals and hilarious video responses, ensuring a decent buzz on social media. The activity #ChallengePappu got an overwhelming response with a total of 541 challenges on one day on Twitter and generated a reach of 7.5MN on Facebook.

13) Grant's India #TheAwesomeJob
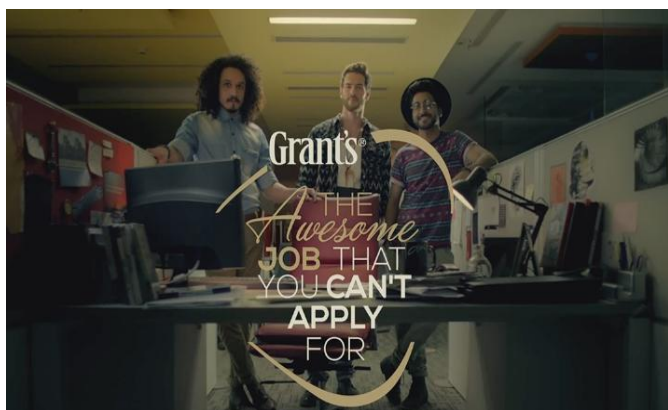
Premium whisky maker, William Grant & Sons launched a people-powered digital campaign to find the 'Grant's India Brand Ambassador'. The campaign was titled 'The Awesome Job' and it was awesome because one could not apply for it, only friends could nominate and help one to move ahead, reflecting the brand's ideology of 'Stand together'. Applications are on at the microsite for 'TheAwesomeJob' as well as on the Facebook app of Grant's India. Grant's India has been leveraging social media to create the entire buzz on #TheAwesomeJob. The brand's Facebook and Twitter pages are highlighting the top applicants with interesting visuals, while inviting people to nominate for the awesome job.The concept of #TheAwesomeJob campaign totally reflects Grant's ideology of 'Stand Together' where no achievement is big enough unless shared, and that each person owes his or her success to someone.

14) Johnson Tiles Red Ramp Project

Bath tiles maker, Johnson Tiles has launched the 'Red Ramp Project' to trigger a national debate on making India disable-friendly. The campaign is powered by a website, a film and inspiring stories of the disabled. One can sign a petition at the website of Johnson tiles to make India a disable-friendly country, by just logging in through their Facebook or Twitter account. The site captures the social media conversations around the hashtag #RedRampProject.HR Johnson has put its social media pages to good use by sharing relevant visuals and inspiring stories of disabled people, who have found success despite their disabilities. The film has been shared while asking people to join the conversation. On Twitter the #RedRampProject is gaining much appreciation from people. More than 300 petitions have been made at the campaign website till date. The campaign has also made good use of social media to help sensitize and trigger debates on the need for disable-friendly public places, a topic usually ignored by mainstream. It was a win-win for the brand and the cause.

15) Reliance General Insurance #DarkTravelTale

#DarkTravelTale sought to become the world's first Twitter-curated graphic novel. The campaign was launched by giving fans the starting point of the story and asking to them take over. They had to imagine the worst that could happen while travelling abroad to take the story forward. Apart from a chance to feature in the novel, there were Flipkart vouchers to boost participation. Reliance General Insurance created such a mind perception that insurance became interesting. The company choose the negativity while travelling or what worse could happen with you while you are travelling, as a result people begun realizing the risk while travelling. People also learned the importance of taking life insurance. The world's first Twitter-curated graphic novel is a good trigger to create engagement for an insurance brand; an otherwise boring brand.The result came with a surprise such that the campaign #DarkTravelTale began trending on Twitter within the first two hours. In all, there were 4613 tweets from 453 contributors or rather storytellers, gaining a reach of 795,179 and 23,177,642 timeline deliveries. #DarkTravelTale has the right blend of content co-creation and creative consumer engagement to instill a need for travel insurance.

VII. CONCLUSION

This would not be an exaggeration to comment that increased use of social media is ensuring enhanced brand performance in terms of brand recall, customer engagement and relationship building. Relying only on conventional media has now become an outdated trend. This widely depends upon company's capability how to unleash the potential of social media in the face of stiff competition. Social media has become an ideal medium to connect customers and maintain associations with them. Online social networks have become popular with people and companies seeking to communicate with consumers. Forrester research notes that 75% of internet users participate in some type of social media. Social media marketing is all about making a brand interactive and engaging by using social media platforms like facebook , twitter etc. Despite the fact that they are getting to be prevalent and viable showcasing apparatuses, social system locales can represent a danger and in addition a chance to organizations as they can quickly spread the perspectives of disappointed customers' remarks. Still it could be stated that exploiting these systems can help a business to assemble its

group, make promotion more viable, and incentivize purchasing.

All promoting movement should be customized to mirror a business' intended interest group. It likewise should have the capacity to show degree of profitability. Social stages each have their very own biological community. Making a fundamental online networking nearness is sufficiently simple. Informal organizations and the web offer little and expansive organizations new and one of a kind chances to connect with their client and find out about customers" needs progressively more than ever. Proof exhibited recommends that the associate gathering online interpersonal organization impact can conceivably impact buy choices on account of its viral nature. Online networking alone can't be compelling without expanding it with other customary media channels like radio, daily paper, or TV despite the fact that it is generally reported that the viability of conventional media and their utilization is strongly falling. As a rule it merits having an online networking procedure set up to deal with the standard. Companies which are using social media as one of the components of their communication mix, able to augment their customer base and enabling their brands to be the part of social discussions among their target customers.

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