

A STUDY OF SOCIAL AND DIGITAL MEDIA IN MARKETING

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ABSTRACT

The study of this paper is to know that how both social and digitalization takes place in the field of marketing over the period of time. recent years have witnessed a very fast adoption of new digital channels that allowed billions of human beings to connect, share and collaborate like never before.

INTRODUCTION

We live in the era of rapid changing world where the data is generated every second. platform like Facebook, twitter, YouTube and snapchat provide the digital infrastructure to allow billions of human being to connect. People are exposing themselves to more social and digital media.

There are 4.39 billion internet user in 2019, an increase of 366 million versus January 2018. There are 3.48 billion social media users in 2019, with the worldwide total growth by 288 million and 3.26 billion people use social media on mobile devices in 2019. Social media and mobile will carry the future of marketing, hence the field of digital advertising is expected to reach \$537 billion (2016).

In early days of world wide web, the majority of companies used website as an advertising tool that reflects the corporate brochure. the participatory and collaborative culture of web 2.0 caused three effects that a shift in locus of activity from desktop to the web, a shift in locus of value production from the firm to the consumer.

The technical infrastructure of web 2.0 offered a number of benefits to the consumer, including richer information, a broader selection of products and product diversity.

- To increase the size of social communities and accurately target audiences
- Strengthen engagement strategies to increase customer loyalty.

- To convert social followers into qualified leads and new business.

The study is conceptual in nature hence, we used secondary data modify comprises, research, publication and internet has been used to achieve the objectives.

CONCLUSION

Social media will carry the future of consumer marketing, and rapid changes in media landscape and the very fast adoption of new digital channels has brought both opportunities and challenges for marketers. marketing executives should invest in analytical capabilities to generate a leverage deep customer insight, and manage brand health and reputation in social media, a great opportunities rise from implementation an efficient tracking of capture, store, share, transfer, analyses and visualize data.

REFERENCE

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