A New Marketing Paradigm-Social Media or Web 2.0: An Empirical Analysis to Study the Awareness, Key Deliverables, Engagement and Usage of Social Media by Small and Medium Enterprises in Delhi

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Abstract

The new wave of social media marketing mainly done through social media/Web 2.0 tools like Blogs, Wikis, RSS, Social Networks, Forums/Communities is no longer limited to only large organizations, but is also gaining hold in Small and Medium Enterprises in India. Capturing the voice of the customer has significantly become important as he has more power than ever. Consumers tweet, blog, share, use Facebook or some other forum to dissect every detail of what brands claim and promise in marketing - right from product performance to customer service. The key deliverables that social media promises to provide is not just restricted to large organizations but also to SMEs in creation of brand awareness, developing initial level of trust in the organizations, generation of sales, engaging customers in interactions, and influencing customer purchase decision in a major way. This paper attempts to study the awareness, understanding levels of different social media tools in present times among small and medium enterprises in Delhi and determining the key deliverables of social media to SMEs and the various activities these organizations are engaged with, using various social media tools like Blogs, Social Networks like Facebook, Micro blogging sites like Twitter and professional networks like LinkedIn.

Keywords
Social Media, Web 2.0, Small and Medium Enterprises (SMEs), Social Media Marketing (SMM), Blogs, Social Networks, Engagement.

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References


Social media as a group of Internet-based applications that build on the ideological and technological foundation of Web 2.0, which facilitates the creation and exchange of user generated content (Kaplan & Haenlein, 2010). Moreover, social refers to activities, practices, and behavior among communities people contribute freely, to create, share information, knowledge, and opinion using conversational media which covers web-based applications that make it possible to create and easily transmit content in the form of words, pictures, videos, and audio (Neiger, 2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. Journal of Business Research, 65(10), 1480-1486. Social media was a completely new thing four years ago, many people did not know what social media was and the effect it would have on all in our lives. It was an exciting interactive medium which suddenly took the world by storm to such an extent that it became something that no business, small or large, local or global, could afford to ignore. Media marketing The study thus attempts to integrate definitions and meanings of Marketing, micro and small businesses from various different streams of contemporary research. The report presents detailed analysis to describe various aspects related to Social Media Marketing and its influence on businesses and consumers, based on which certain findings and conclusion on the research topic are penned down. Abstract - Innovation in social networking media has revolutionized the world in 21st Century. Social networking media presents potentially opportunities for new forms of communication and commerce between marketers and consumers. It is necessary to study the effectiveness of brand communication strategy followed in social networking media which are mainly accessed by European Union users. This study would help the advertisers to understand the effective communication strategy to communicate their brand among the users. The awareness of internet marketing campaign for brand X was 93%, so the campaign for brand X has been recognized. Our study could easily be replicated in other countries and other brands, to assess the generalisability of the results.