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The internet has altered the way people communicate, receive information, and conduct social and business activities. Through social media, marketing routines and strategies have been affected. Marketing refers to the activities employed by a business institution to promote and sell its products and services. Based on another article written by (Chen, 2011), the quality of its product and their price range has an effect how the purchaser will reply to the advertising approaches. Marketing approaches may involve advertising, social networking, utilization of social media, marketing via email, and SMS, and discount marketing. Therefore, this paper aims at analyzing the differences and similarities between mobile marketing and online marketing, analyze how social media impacts the consumer decision process by analyzing three major social media sites.

Mobile marketing refers to a marketing channel that reaches their customers through their smartphones, tablets, featured phones, and any other portable devices through SMS, MMS, email, and advertisement in mobile applications. Mobile marketing has been considered a more reliable marketing source because lots of messages are frequently opened and read. Many consumer business marketers depend on the concept of messaging. For instance, mobile marketing provides easy access to clients, is more personalized, cost-effective, and there is little room for errors in an advertisement. On the other hand, online marketing refers to the process of advertising goods and services via digital sites like Linked in, Instagram, Facebook, Twitter, YouTube, Google, Snapchat, and WhatsApp. The major idea of social media marketing is driving increased traffic or visibility of an organization's products to customers. Both online and mobile marketing are considered important and accessible because they all transmit information concerning the business, although mobile marketing is mostly used. After all, it is easy to text, and the information is more direct despite that there have been fraud cases reported facing the consumers. Online marketing

has given rise to many profitable business campaigns, although other online channels are unreliable, and consumers keep ignoring information that they find to be useless. However, the major difference between the two is that mobile marketing does not require the customer to be online all the time. According to Chaffey and Smith (2017), Mobile marketing uses both online and offline to reach out to the targeted audiences; thus, it is not limited, whereas online marketing is limited to using the internet to pass information. Because mobile marketing relies on mobile phones, the given information can be read on time if sent as a text message compared to the use of emails by the online consumer marketers because many people take too long to access their mailboxes. Online marketing requires customers to be constantly connected to the internet, therefore, organizations cannot meet customers that cannot reach the internet.

Moreover, to comprehend how social media facilitates consumer buying processes, a business organization needs effective knowledge about the organization. Understanding the knowledge of the consumers, what their needs are, and what inspires them to choose that organization will ensure that they understand the stages that a consumer goes through before, during, and after they purchase products and services. Social media has been used to facilitate the consumer decision process by building awareness about a product available in the market. The only way customers get to know about what the consumer is marketing about is from the information updated on social media, and for this reason, it is best for all consumers who need to grow their products and services to make use of social media platforms so as to attain several followers and make an influence over them. Social media has helped to impact people who may be interested in buying the marketed product. In most cases, people purchase products from trusted persons in which they seek advice from social media influencers and, late on, are convinced to purchase the product. That is, people trust those recommendations which could help in improving

the attitudes of the customers and building the brand of the business. Based on research by (Nyagucha et al, 2017), consumers are most likely to get the opinion of social media regarding a product by reviewing the ratings, and number of purchases which have proven to have a great deal of personal impact.

Since most of the youth spent most of their time—using social media as a marketing site to influence lots of people, thus promoting the marketer. Therefore, the major social media sites to ensure effective marketing involves Facebook, Instagram, and WhatsApp. Facebook allows business institutions to market their products and services through advertisements, and posts that are organic, thus permitting them to put their services and products before of bigger obedience within a short time. Facebook marketing is beneficial because it has global coverage, it offers highly targeted paid advertisements since promotions can be based on age, location, gender, demography, and behavioral data, and makes organic reach possible. Moreover, it allows effective interaction with other channels since Facebook is not singularly an isolated system therefore, can be combined with email marketing, search engine marketing, and Facebook messenger ads to develop a promotion mix that improves the outreach of the brand. Instagram marketing is difficult but not impossible. It allows business organizations and individuals that want to promote their businesses to switch to a business profile so that they great a priority on searching, utilization of free marketing tools provided by Instagram, using of post product teasers that will people to continue buying their products. Instagram marketing is beneficial because it offers sponsored ads where a business can control how much they want to spend on marketing, Instagram stories that can be saved and reused at a later point, and allows individuals to create partnerships with influencers for a greater reach of the customers. Moreover, the business can create an interactive hashtag that creates instant engagement where Instagram users can use a hashtag to be exposed to

the company and other followers can get a clue of what your organization is about. WhatsApp marketing involves promoting business through WhatsApp. Users and businesses can either switch to a business account or post their products and services through the status to share promotions and flash sales. WhatsApp marketing is important since it offers better engagement with the customers, and effective communications between the seller and the buyer.

In conclusion, mobile marketing is mostly preferred for the success of marketing products because it can be applied both online and offline. If sent via a text message, then the possibility that the information has reached the specific response is high because many people open up text messages compared to those in the mailboxes. Understanding the behaviors and buying patterns of the customers can help in improving how customers are attracted to your business and how often they refer their friends to your site. For instance, the utilization of Facebook, Instagram, and WhatsApp can ensure that a business can reach the maximum amount of customers within the shortest time possible.

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