

Power Of Digital Marketing

Writing Scenario

Social networks (Twitter, Facebook, YouTube, blogs, LinkedIn, and Instagram) have now become an important component of our daily lives. This paper will explain the strategic nature of social media networks as marketing tools. This article mainly illustrates that social media networks are useful sources for information collection; the collected information can easily be used for marketing purposes.

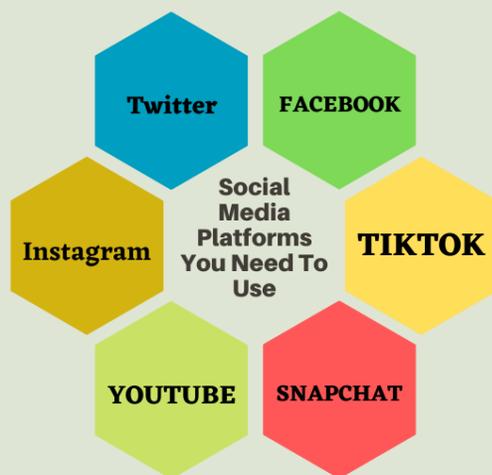
A difficult question that often arises is **"How effective is social media?"**. Social media marketing or also known as digital marketing is still relatively new concept in the market. In an industry that is a relatively new, clients (business) often do not have the knowledge to help them harness the power social media holds and use it in their favor. My paper details the industry's questions and educates audiences on the best result-oriented social media marketing strategies. I will provide adequate information and sources of my knowledge and share my expertise about the social media capabilities in terms of dramatically improving business revenues.

What is the strength of social media?

Social Media is a relatively new form of marketing that just about every business today is at least aware of, if not already utilizing it in some form or another. A research study conducted by Mass Relevance that provides a social media curation platform to clients found that 59% of consumers will more likely trust a brand that has presence in social media and 64% of the consumers interviewed have already made purchases based on social media presence and reviews **(Chaney, 2019)**. A research **by Edelman (2010)** for Harvard Business Report examine how not just the operation of companies, but also the

way customers pick their goods have changed with the internet and social marketing. Across three continents, it highlights the importance of connecting companies to customers and also examines the decisions of customers in five distinct sectors, including automotive, cosmetics, insurance, mobile telephones, and electronic systems.

According to (Dean, 2021), 3.96 billion people use social media worldwide, according to platform reports on the current number of active users. As of 2021, the number of individuals using social media globally is more than 3.96 billion and the typical user on different networking sites has 8.6 accounts. More than 66.09 percent of their monthly users have logged in to social media every day on popular sites like Facebook. 40% of all internet users worldwide utilize social media for work purposes. In the U.S., only 27% of people actively use social media in their jobs, compared with the highest by country in Indonesia at 65%, or the lowest at 13% in Israel.



Social Media Marketing

**How Can
Business
Utilize Social
Media To
increase
Revenue?**

You may improve revenues by informing your target audience about your business and what you provide by developing, managing, and planning a social media campaign. Social media may be

your vehicle and develop the faith to generate sales. You can reach your public. There are several techniques that may be developed to encourage more clients to purchase the product of your client (a business that hired you). A marketing plan may be developed and implemented depending on various criteria.

Such as:

- Budget
- Target Audience
- Time
- Outreach Method
- Skills

There are additional considerations, such as outsourcing your marketing or preferring an in-house team and much more.

Some of the more basic methods that yet could yield a big return are-

- **Content Creation,** using your social media accounts to upload videos or pictures showing off your product and creating relatable content to make the customers feel like if they are a part of your company.
- **Sharing limited time offer coupons online** are another way of attracting customers to buy your product. The coupon should be portrayed in a way that the customer cannot resist and feels as a win-win situation for them.
- **Basic Facebook Ads,** Facebook advertisements are one of the largest sources of business customer attention and sales if properly handled. These advertisements may also create huge numbers of consumers for a business, with a basic knowledge of ad placement and essential parameters.

HOW TO MEASURE RETURN ON INVESTMENT?

Return on investment simply compares the return from a digital marketing campaign to the cost of the campaign. However, it might be a challenge to measure ROI in practice. A recent white paper from Adobe found that 88 percent of marketers polled felt that the success of their social media activities could not actually be measured. (Leggatt, 2012). Some logical starting points would be to use metric tools, measure interactions such as 'likes' and 'shares' and measure traffic to the sites. If your applied methods are sound you will see a gradual change in your company and product recognition.

Conclusion

There are several studies on a variety of aspects including but not limited to effects on small and medium-sized enterprises in social media, identification of skill gaps with a focus on specific industries, general investigations of challenges to implementing them, perception of social media for enterprises, and barriers to adaptation by businesses of social media, etc. If used correctly it may shift the view on how a company performs marketing, social Media marketing has great strength.

References

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