

# **Analysis of E-marketing by using Social Media like Facebook, Twitter and Blogs for Small Scale Business and Medium Scale Business and its Security Issues**

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## **ABSTRACT**

Social Marketing/E-Marketing is a Marketing process adopted widely by TOP fortune companies or Small scale and Medium Scale enterprises. As we are living in the world of Information Technology which is modern era where each company is having 50% of budget of marketing for Digital Marketing so huge scope is available for doing research in to this area. During my research I have focused on various ways of doing E-Marketing and its wide acceptance. But security is the major aspect to maintain the privacy and security of personal and professional information. Blogs, Twitter, Facebook are majorly used to maintain networking, but this is not only the solution, we must be creative, innovative and effective. Trust is the major factor in case of online shopping. It should also follow B2B policy. In E-marketing brand awareness, perceived quality, brand association and brand loyalty should be taken care of.

## **General Terms**

Your general terms must be any term which can be used for general classification of the submitted material such as Pattern Recognition, Security, Algorithms et. al.

## **Keywords**

E-Marketing, Facebook, Blog, Security, Twitter,

## **1. INTRODUCTION**

Social Media or call it life media both seems same these days. Social media supporting life. The sentence may sound confusing but in coming lines it is going to be hence proved logically .Take a term E-Marketing and remove the term E from it. So what do we get physical publicity which costs more than a product eventually increasing the product cost by 20%. And in E-Marketing say the product cost remains the same. The company can utilize that money in expanding itself and doing what sounds an obligation for the company "Social Responsibility" –Need of the Hour.

## **So what does E-Marketing mean?**

Inventor of this word E must have been a naughty boy at his childhood getting grade E at his subjects. Teacher's saying him in order to be something you have to learn its A-Z so he said no I will make the people stick to E. No a-b-c-d.

Well E-Marketing in today's world is just like Earth without Sun, Books without Pages ,Body without Mind, and the list eventually grows and equals decimal places of 22 by 7(pie) equal to infinite.

Face book one of the biggest social network makes 97% of revenue from its advertisement ,Twitter makes its full revenue from advertisement or promoting tweets and Bloggers have made life with Blogging continuing their passion and earning too . So imagine a work that is your passion and you earn from it too. That is Blogging and people who earn from it are called Blogger's. So the opportunity and growth for small business is right here.

Small business around 90's was considered farming or cattle farming say small factory of cotton Or wool But as the years evolve the rapid growth of technology have made it easier for people to make a living of it.

So let's take an example of a Technology Blog which has a Fan page on Facebook and Twitter and has a great list of followers on both the media's but still a question arises so how do followers make him earn? And here is the answer and the person who is enlightening on it is a Blogger named Mr. James whom we are interviewing who has answers to our question.

Mr. James displays advertisement of sponsors and more people who view the advertisement the more he gets paid .Advertisement even can be directly sponsored by

a company or like aid sense which pays cost per click as well as cost per view .So a Blog with good traffic is always a dream of a Blogger. It even opens a new field of earning. When somebody asks you what do you do and you say I am a Blogger might sound a bit odd to them .But you know it, you are making money from your passion that is always a dream from childhood.

So how this phenomenon works and that is the answer of how social networks and Blogs operate.

There are two terms cost per view and cost per click. If 50000 visitors view the advertisement you earn 10000 .That's a nice ratio and for every 50000 people who click your advertisement you get 20000. So just imagine this is the way a good Blogger earns. And that was all about Blogs. Okay so Mr. James we have confusion that who gives the advertisement to the aid companies and social networks and why do they gives?

The advertisement to the aid companies is being given by big companies or companies which operate online like say Flipcart, Infibeam, Homeshop18 and the list goes on. Same with Social Network. Say Facebook gets paid to show aids in news feed, suggestions and now there is a column on the right which displays more than hundred advertisements if you click on see more and the advertisement hierarchy is based on the money paid to the Facebook.And that is how Facebook earns its revenue not to forget 97% of revenue.

**Mr. James I am a little confused of using Twitters as a Advertising Platform?**

Well it again depends from where do you want to target visitors from and his answer is people from around the world. So he must publicize his Blog over Twitter too and it can be done for promoting his tweets and when he does that people see his tweets at the top of their Twitter tweets and that is how his Blog gets promoted .But if he would have said India instead of world it would have been good if he just spent money on Facebook Advertising because not many of the Indian people are there on Twitter.

So that's how a small business with a little space known as cyberspace runs so well with the given resources.

**So Mr. James what is the best? And what do you suggest if you have just started?**

At the starting of a Blog you should consider on unique content and good search engine optimization if you want to earn good and always give time to advertising on Facebook because it's the biggest social network where you can interact with your potential audience .And never forget the resources in Facebook like

Facebook Groups, Pages and most important the apps that you can built.

**Mr.James which advertising platform to choose if I am a Indian Blogger?**

Facebook being wide is quite cheaper than Twitter in terms of Advertising and also if you want to target Indian visitors you can do it by just customizing your advertisement settings but this can be done on Facebook not on Twitter .

Well thanks for the Interview Mr.James it was pleasure talking with him. Mr.James is a Entrepreneur and he is a Blogger who is well known in his community.

S.No	Facebook	Twitter
Advertising Rates	It is very cheap as the reach is very high.	It is only advised if you have a huge company because advertising rates are high
Advertising Reach	Potential Audience is reached because audience, geographical location and everything can be customized.	You cannot select you potential audience because no feature as such is available for customization.
Popularity	Facebook is the largest social network in the world with 1 billion active users monthly.	Twitter compared to Facebook is very
Traffic	Blogs get a huge amount of traffic through Facebook.	As compared to Facebook Twitter does not have the user friendly interface to drive traffic .(Specially in India)

So it appears like Blog's and Blogger are making money out of their passion. And social networks like Twitter and Facebook are a base for promotion of there Blog.

**What Is Group (online social networking)?**

A group (often termed as a community, e-group or club) is a feature in many social network services which allows users to create, post, comment to and read from their own interest- and niche-specific forums, often within the realm of virtual communities. Groups, which may allow for open or closed access, invitation and/or joining by other users outside the group, are formed to provide mini-networks within the larger, more diverse social network service. Much like electronic mailing lists, they are also owned and maintained by owners, moderators, or managers, which possess the capability of editing posts to discussion threads and regulating member behavior within the group. However, unlike traditional Internet forums and mailing lists, groups in social networking services allow owners and moderators alike to share account credentials between groups without having to log into each and every group.

Do You Know "The importance of online social networking groups" ?

Since we've moved a huge part of our social life to the internet online social networking groups has become very important for us to maintain a structure in our social life. Online networking is made up by clusters of people, bounding themselves together on the word wide web. To be able to sort out the many different clusters we belong to we use online groups to helps us arrange and make sense of all our contacts. This sense-making is rooted within us, we sort and put people into compartments or sort by categories to make sense and try to understand our relationships to the people around us. Online social networking groups therefore enables us to do the same thing online

Do You Know ,What Is Social network aggregation ?

Social network aggregation is the process of collecting content from multiple social network services, such as MySpace or Facebook, into one unified presentation. The task is often performed by a social network aggregator, which pulls together information into a single location, or helps a user consolidate multiple social networking profiles into one profile. Various aggregation services provide tools or widgets to allow users to consolidate messages, track friends, combine bookmarks, search across multiple social networking sites, read RSS feeds for multiple social networks, see when their name is mentioned on various sites, access their profiles from a single interface, provide "lifestreams", etc. Social network aggregation services attempt to organize or simplify a user's social

networking experience, although the idea has been satirized by the concept of a "social network aggregator."

Social network Aggregators

Social network aggregation platforms allow social-network members to share social-network activities like Twitter, Youtube, Stumbleupon, Digg, Delicious, with other major platforms. All content appears in real time to other members who subscribe to a particular community, which eliminates the need to jump from one social media network to another, trying to keep an eye on one's interests.

Social network aggregation systems can rely on initiation by publishers or by readers. In the publisher-initiated aggregation systems, the publishers combine their own identities, which make their readers see all aggregated content once subscribed. In the reader-initiated systems (such as Windows Phone , people hub and Linked Internet UI,) the readers combine the identities of others, which has no impact to the publishers or other readers. The publishers can still keep separate identities for different readers.

Technically, the aggregation is enabled by APIs provided by social networks. For the API to access a user's actions from another platform, the user will have to give permission to the social-aggregation platform, by specifying user-id and password of the social media to be syndicated. This concept resembles open id. In March 2008, The Economist reported that social network services are only beginning the move away from "walled gardens" to more open architectures. Some sites are working together on a "data portability workgroup", while others are focusing on a single sign-on system called OpenID to allow users to log on across multiple sites. Historically the trend from private services to more open ones can be seen across many Internet services from email and instant messaging to the move that early online service providers made to become websites. The OpenSocial initiative aims to bridge the member overlap between various online social network services.

So Social Media supporting life or life supporting social media is hence proved logically and I loved writing in a maths paper when  $R.H.S=L.H.S$  then Hence Proved!

## **1. Building a collaborative culture**

Executives know that achieving success at major business transformation requires more than simply telling everyone about the new ways things are going to be done. Acceptance of change—processes, services, working relationships, policies and more—can be accelerated across the organization through the real-time sharing of experiences. Social networking and collaboration applications are extremely effective ways of bringing employees together to perform new processes and to share experiences—both the successes and the temporary setbacks. People with common interests or related roles can form communities to learn from and support one another.

Social media can also help in cases where creating a more collaborative culture is one of the major objectives of the change initiative. This has been the case with the United States Transportation Command, or USTRANSCOM. Because of new responsibilities the Command had been given across the entire U.S. Department of Defense supply chain—from factory to point of delivery—executives sought to change the structure and culture of USTRANSCOM from a “command and control” emphasis to one that encouraged staff to interact directly with executives and supported the kinds of collaboration that can lead to innovation.

USTRANSCOM launched several social media initiatives including an executive blog and a Q&A blog hosted on the Command’s intranet, as well as a public presence on Facebook and Twitter. The executive blog (which has been recognized by the U.S. Department of Defense as a best practice) enables executives to hear from staff directly, without having messages filtered through intermediate management levels. These social media programs—which quickly generated more than 5 million impressions—have flattened the organizational hierarchy and driven positive culture shifts, as measured by an annual staff survey. The collaboration and networking platforms are empowering employees, customers and partners to be active participants in the global conversation of the Command. The Command’s Facebook presence was also recognized by “Government on Facebook”—which highlights best-practice use of Facebook by government organizations—for its coverage marking the 10th anniversary of the 9/11 attacks in the United States.

## **2. Establishing more effective two-way communication**

Social media tools provide an effective communications medium—for the core change program teams and across the organization as a whole—as a large-scale change initiative proceeds. In addition, by monitoring and participating in online discussions, managers can more readily see where any misunderstandings or “pain points” exist across the enterprise and take steps to address them.

For example, one global resources company recently established a presence on Yammer, a secure and enterprise-strength social network that enables coworkers to communicate and share information with one another. Seventy percent of the company’s team members signed up for Yammer after its initial launch and 25 groups were created to discuss work-related issues. Today, about 2,000 messages are posted each month.

Participation by leadership in social media-based collaboration platforms is essential. Collaboration tools can actually undermine change effectiveness if they merely cause confusion and discontent to multiply across social networking sites. Management must establish a mechanism for delivering the “voice of truth”—an authoritative, trusted and believable source of information. This reinforces the idea that social media can be used by employees not only to voice ideas and concerns but also to get accurate and credible answers regarding the company’s change effort.

## **3. Creating more engaging learning experiences**

Social media applications can be extremely effective ways to deliver personalized learning experiences related to a change initiative, not just general broadcasts of information. In our experience, organizations have used these innovative collaboration platforms in a variety of ways to encourage effective workforce enablement, including:

- Videocasts with short learning segments delivered before a new enterprise system goes live.

- Live web meetings and telepresence solutions that bring together dispersed teams for a common learning experience.
- User-generated content platforms such as YouTube, which allow staff members to provide short video or audio training segments relevant to the change program.

#### **4. Sharing current practices through a knowledge network**

“Learning” refers to more than just the formal offerings that are designed and delivered from a central group. Also critical are the knowledge networks that can be formed quickly using applications such as Twitter, Yammer and Facebook. These networks can help employees get information about processes or technologies, share innovative practices and receive answers in timely ways. One North American bank, for example, has established a dynamic communication and collaboration tool for employees to help locate people, content and expertise and to centralize and share knowledge. By the end of the first two months of the new tool’s introduction, more than 5,000 users had joined, creating close to 100 personal blogs and more than 400 communities.

#### **5. Improving employee involvement and engagement**

One of the critical success factors for managing large-scale change programs is engaging employees in the change—helping them to feel ownership in the initiative and tapping into their energy to resolve issues and advance the business.

Social media and collaboration solutions allow information to flow in multiple directions rather than just from the top down. For example, using wikis and microblogs—applications for sharing short bursts of information in Twitter-like fashion—organizations can “crowdsource” ideas and involve employees more directly in the change program. Organizations can build greater internal loyalty by actively soliciting continuous feedback on issues related to the change.

One US bank initiated a major change program to improve the customer experience as a means of gaining market share. The bank leveraged a crowdsourcing tool to tap into its workforce for ideas about how to improve customer service. In the first use of the tool, more than 250 employees submitted 50 separate ideas resulting in seven high-quality innovations for the company—many

of which resulted in programs that have generated value for the bank.

#### **6. Assessing progress more regularly and effectively**

How do organizations know whether they are making progress on a large-scale change program from an employee perspective? Enterprises sometimes have difficulty measuring progress, but social media applications can help by providing near real-time feedback about how well a program is going. Assessments can be supported in at least two ways: by providing a platform for nearly instantaneous survey-based feedback, which can supplement more comprehensive measurement exercises; and by conducting facilitated online feedback sessions. With social media tools, decision makers have timely information about employees’ understanding and acceptance of the change program.

#### **Conclusion: Small steps that add up to big value**

Social media is an important addition to a traditional change management program, one that can dramatically increase the acceptance of change and advance an organization more predictably toward its business goals. Collaboration and social media tools can reduce the time an organization needs to navigate large-scale change programs and deliver a better change experience from the employee’s perspective; this, in turn, builds a foundation for employees to be more continuously change capable in the future.

Carefully managed, social media and collaboration tools provide a powerful platform that can help enterprises successfully manage large-scale change. Any conclusion is never a conclusion due to dynamic environment; changes are too frequent even while writing a conclusion the change may take place. So concluding the above writings it seems like Facebook, Twitter and Blogs are all interconnected. There is a cycle that connects all three. Blogs display advertisements and that is how they generate revenue and Facebook displays advertisements of the sponsors and that is where Blogs get their potential customers or visitors. Same way Twitter even does the same by sponsoring tweets and that is where Blogs even get their visitors .

So a cycle is there between these Blogs, Facebook and Twitter. A cycle that never breaks its flow is this cycle. So this is the red hot area of potential investors. If someone understands the terms like SEO (Search Engine

Optimization) , Unique Content or being patient while waiting for his potential audience. He can make a good So this tri cycle supports the life cycle of many Bloggers and it will eventually continue to do so.

A revolution of any era remains a revolution in every era!

### **SOCIAL MEDIA & Life Is Proportionally Enhanced & Improving Day By day.**

Six ways Social Media Technology Can Accelerate Large Scale Change

Facebook, Twitter, YouTube, instant messaging, video conferencing, web meetings: These and many other collaboration and social media platforms are now an everyday part of people's lives around the world. They are also finding their way into enterprise communications and management strategies. But are these social media applications and technologies ready for an even greater challenge—helping companies and government agencies successfully navigate major business change programs?

livelihood.

Companies struggle to be successful with such initiatives. According to numerous studies, anywhere from 50 percent to 80 percent of change programs do not live up to expectations. Although the reasons for failure vary, many can be traced to the difficulty with managing multiple talent and organizational elements effectively across a global enterprise—creating a shared vision, gaining buy-in across locations and levels, dealing with expectations and handling the day-to-day

upheavals inherent in change. Accenture believes that these challenges are well suited to the capabilities of social media and collaboration tools.

Based on numerous experiences with corporations and government agencies that have successfully pioneered social media solutions, Accenture has identified six ways in which collaboration tools and social media technologies, properly planned and implemented, can support more rapid and predictable management of large-scale change.

## **2. ACKNOWLEDGMENTS**

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