



Social Media Marketing: An Empirical Review on Contents and Applications

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ABSTRACT

Today's world being in the middle of a social media revolution, it is more evident, that social media are being widely utilized with the end goal of communication. A few of the most significant advantages of the utilization of social media networking are creating awareness, engagement, drive traffic, interaction, and communication with a gathering of advocates and fans and sharing of information and knowledge among various groups of individuals. These advantages likewise promote the expansion of communication skills among the individuals. Innovation of technology and online tools have enhanced communication in endless means, yet the very manner we communicate and even the ways in which we converse, exhibit the subsequent change in communication. This research aims to analyze the effect of social media marketing activities on awareness, engagement, drive traffic, interaction, communication with a gathering of advocates and fans and sharing of information. Paper followed a deductive approach and this paper attempts to review current scholarly on social media marketing literature and research, including its beginnings, current usage, benefits and downsides, and best practices. Further examinations to uncover the vital job of social media, inside a digitalized business period. As a result of the comprehensive analysis, it undoubtedly displays that social media is a significant power in the present marketing context.

Keywords: *Advocates and Fans, Awareness, Drive Traffic, Engagement, Sharing voice, Social Media, Social Media Marketing.*

1. BACKGROUND OF THE STUDY

Initially, Meiners, (2010) stated that marketing was an individual exchange between the producer and the customer. For instance, in order to satisfy clients' particular needs and wants, numerous household objects and devices were specially crafted. Different eras produced various strategies for communication. Different eras changed the day to day life, but the dialogue commonly stayed personal and focused (Saravanakumar & Sugantha-Lakshmi, 2012). Since World War 2, the focus has moved away from personal dialogues to mass advertising, with organizations attempting to spread the message out about their products and services fast and conceivable to the greatest number of individuals possible (Meiners, 2010). For customers, the number of media sources were genuinely manageable in 1960s, as the media was generally restricted to television, radio, magazines, and papers. Nonetheless, by the mid-1990s, the internet and mobile communication had significantly extended media choices and uses, leading customers to be barraged with a large number of promoting messages every day (Clark & Melancon, 2013; Meiners, 2010). However, with the rise of new technologies and dynamic markets all industries are taking initiatives to discover more technological benefits through various new digitized platforms (Udovita, 2020).

Traditionally, marketing messages have been made by a small number of producers to be consumed by a large set of potential customers (Agichtein, 2008). At the turn of the 21st century, this started to change, with social media outlets supplementing traditional media outlets (Agichtein, 2008; Stephen & Galak, 2012). Customers started creating their marketing messages– both positive and negative – as blog entries, client reviews, and social media mentioning products, services and brands, expanding the impact of Word of Mouth (WOM) among clients (Agichtein, 2008; Meiners, 2010). This move was welcomed by consumers who were disappointed with both mass communication and company produced data. Therefore, they believed that WOM data was a more trustworthy source to base their perspectives and emotional ties (Meiners, 2010). An issue setting off the move away from traditional organizational generated messages was the expanding destruction inside communication channels. Saravanakumar & Sugantha-Lakshami (2012) accepted that social media has become the "method of the statement" in the 21st century, thus, the main medium of the decision is customer-created WOM messages. Meiners in 2010 expressed that WOM through social media is the new standard in promoting, moving from single direction to two-way discussions (Clark & Melancon, 2013). Supportively, with the development of information and communication technology branding became easier and social media emerged as a pivotal matter for marketing communication which created competitiveness (Nanayakkara & Dissanayake, 2020). In the present promoting condition, traditional media and social media channels coexist, even as the lines are progressively blurred between the two media types. Once observed as the domain of more youthful or more educated customers, social media has mainstreamed to cover an expansive demographic of customers (Stephen & Galak, 2012). Clients are advancing; therefore,

organizations should likewise change their guidelines to react to the needs and developments occurring around it (Atanassova & Clark, 2015; Buzzeto-Progressively, 2013; Saravanakumar & Sugantha-Lakshmi, 2012).

A significant portion of firms' value is related with the estimation of their brands, which are crucial components in the relationship with customers (Aaker, 1992). This explains the importance to identify the brand management and to different organizations' marketing activities that may influence brand awareness, reputation, and clients' loyalty to the brand. In recent years the growth in the use of social media by individuals to communicate and share contents with other users has generated opportunities and challenges for firms, offering another tool to cooperate with current and potential clients (Kaplan & Haenlein, 2010) and share data about brands and products (Kumar, Choi, & Greene, 2017). Numerous organizations have initiated social media accounts as a part of their promoting and communication techniques to exploit these possibilities and engage in clients with their brands. Social media has become the fundamental base of the firms to effectively-communicate with clients, to build up enduring connections, to share substance and to advertise brands (Ismail, 2017). Joining social media advertising gives a one of a kind chances to strengthen the brands, assisting with expanding business worth, for example, making brand awareness, brand reputation, and brand loyalty (Alberghini, Cricelli, & Grimaldi, 2014).

While, social media is presently identified as a basic component of marketing procedures and their availability is far-reaching, firms are still struggling to identify how to effectively utilize and manage social media marketing to accomplish better brand performances (Haenlein, 2017), and there is a continuous discussion about branding strategies in the social media setting. In such manner, various theoretical focal points and different settings have been utilized to examine the impact of social media on various branding constructs (Yuksel, Milne, & Miller, 2016). Truth be told, numerous studies have analyzed clients' perception of the impact of web-based social networking on brand engagement (Hollebeek, Glynn, & Brodie, 2014; Laroche, Habibi, & Richard, 2013), on-brand communities (Heydari & Laroche, 2018), on brand trust (Habibi, Laroche, & Richard, 2014) and on brand value (Hsu & Lawrence, 2016). Be that as it may, little consideration has been devoted to the commitment of social media exercises to brand performance from a managerial point of view, and the effectiveness of social media usage and which managerial decisions lead to better results are as yet not clear (Godey, 2016). More specifically, there is a wide collection of literature about social media marketing from a purchaser point of view, barely any empirical studies have concentrated on the role of social media marketing in boosting a brand by analyzing the managerial viewpoint.

Whatever it is thanks to social media promoting exercises, organizations can now perform their marketing activities, for example, making their brand profiles, introducing online customer services, delivering product data and getting extraordinary ideas in a basic, cheap and in a consistent way

(Breitsohl, 2015). Besides, with a low cost, informing customers is very functional in terms of its familiarity and brand awareness when products and brands of organizations show up on social networks where millions of customers sign in (O'Flynn, 2017). As indicated by McKinsey (2007), marketers know about the chances and appealingness that social media has introduced as a part of its marketing system. In research, it has been expressed that social media marketing activities play a remarkable role of marketing activities for organizations (Gallaughar & Ransbotham, 2010; Tsimonis & Dimitriadis, 2014). In any case, in these studies, it has been seen that social media marketing activities center around consumer loyalty and the impacts on customers' behavioral intentions (Sano, 2014; Simona & Tossan, 2018).

1.1. Purpose of the Study and Methodology

The purpose of the study is to provide an empirical review on the use of social media marketing activities by various studies. Accordingly, attempt to further investigate how empirical evidences are found, discussing the role of social media marketing with special reference to the emergence of online technology and its influence upon various marketing operations is significant. Although much academic writing concentrates on how organizations have utilized Social Media Marketing (SMM), the literature will additionally cover "best practices" and practical methodologies that organizations can use in arranging and executing a SMM battle. As most social media users know, organization messages can differ from excellent, useful, and engaging to large abuse and spam (Agichtein, 2008). For a SMM methodology to be successful, organizations must concentrate on the former and avoid the later. Because of this, it is significant for an organization to know how their SMM is perceived, for instance, by keeping a close watch on the web for social talk from customers who have communicated with the brand online (Clark & Melancon 2013). Some empirical justifications offer four components to an effective SMM technique (Mohammadian & Mohammadreza 2012). Initially, organizations ought to make a privacy policy and give awareness on social media marketing, as this will guarantee customers, that their data is secure and not being mishandled. Second, it is important to make a decent reputation and engagement on the web, for instance, by utilizing references to different articles and posts that are credible resources. Third, appealing content to drive traffic is vital to interest clients in the brand and products. This data must be up-to-date and engaging. (Agichtein, 2008) encourages this, recommending a rich variety of data sources (including content, links between items, and quality appraisals) that will pull in customers. Fourth, companies should have increased interaction and communication with the group of "friends" who interact with the company. For example, the company can celebrate holidays, making special info graphics to represent times, dates, and years; however, companies must be careful not to accidentally offend customers by choosing to celebrate only specific holidays (for example, only celebrating British holidays) (Saravanakumar & Sugantha-Lakshmi, 2012). The authors also state that

an effective SMM campaign must attract customers and get them involved with the company's activity online.

Due to empirical justifications, Toubia and Stephen in 2013 stated, however, maintaining the social media platform, organizations can't start to design social media strategies until it comprehends what motivates social media users to be engaged in this way, organizations should study potential customers' social media profiles and usage to decide their necessities and motivations before attempting to make a buzz or sell products through the social medium. Different researches focus on the aesthetics of the web medium in drawing in or turning off potential clients. Naylor in 2012, dive profoundly into this subject, concentrating how photographs in social media can help – or degrade – organization goals of affecting brand evaluations and purchase intentions. Officially, the author clarifies, buyers did not know much about each other, aside from what they saw while in a physical store and by the explanations of representatives (Toubia & Stephen, 2013). Presently, via social media sites, customers can see the demographics of different other customers through photographs, for example, profile pictures and pictures uploaded by different users. As individuals will in general have an affection for those like themselves, these photos can build brand liking (when the photos show individuals like themselves) or to hold up brand liking (when different clients are not quite the same as themselves). The circumstance can go beyond pictures to written content, for example, reviews; for instance, a mother of a small kid reading a survey from another mother of a little youngster may feel liking towards the brand because of the closeness among herself and the reviewer (Toubia & Stephen, 2013).

Paper followed a deductive approach and this paper attempts to review current scholarly on social media marketing literature and research, including its beginnings, current usage, benefits and downsides, and best practices (MacInnis 2004). It attempted to review empirical thoughts as an organized content on how Social Media Marketing is becoming the latest and popular trend as a digital platform for social interaction between virtual communities in different faces. Finally, this paper attempts to conclude the main remarks whilst proposing key insights for the future research directions (Park, Lennon, & Stoel, 2005).

2 LITERATURE REVIEW

2.1. Social Media Marketing Activities

Past literature shows promoting through social media is the most recent and well-known trend in the market. Traditional promoting tools, for example, TV, papers and magazines have been over the top expensive and cover a limited focused market. The traditional marketing methodologies depended on focusing on specific markets exclusively. Indeed, even now it is hard for organizations to target and market their products and services to the huge geographical situation through a single campaign, for example, covering the whole Asia through one newspaper promotion; because that every country in

Asia watches similar TV channels (Evans, 2012). Based on greater understanding social media networking has completely changed that approach in marketing. Subsequently, social influencers and their content have gained the attention of both the marketers and the customers. Thus, social media marketing activities of influencers has become an important marketing tool in the modern marketing era (Guruge, 2018). Social media marketing has the capacity to empower the organization by capturing the feedbacks, comments, and suggestions from their clients through online blogs, pictures, and evaluations and improve their products and services, thereby the clients' needs could be tended to satisfy in a progressive and a proactive way. Along these lines it is understood that the marketing and advertising have completely changed because of social media (Hajir, 2012).

Jaoker, Jacobs, and Moore in (2009) stated that through social media, clients are building information about everything, from protection to career; from pet food to electronic apparatuses. They are sharing their experiences with each other which nowadays is legitimately having an effect on the business. This is the period of information; in this way it has become important that there is a spread of positive and negative information about the organization's offerings out in the social stages. Kabani and Brogan (2010) stated that the greatest advantage with social media marketing is that it helps the organization in advertising their brand to a more extensive 'worldwide' network. Additionally, the social media networking stages are open and available for everybody from each nation and accordingly they can give organizations enormous chances to communicate with networks and build associations with their intended target group. The social media promoting is more diverse all together than the traditional advertising.

Social media advertising is tied with utilizing the natural conversational foundation of individuals for building relationships with them to fulfill their needs. Social media platforms help organizations to spread a positive Word of Mouth for themselves and their products with the goal that clients' needs could be addressed effectively. Social media includes various distinctive social channels as traditional media has offline channels. Social media continues changing over time and in this way, it shows signs of improvement (Mohammadian & Mohammadreza, 2012). Social media is intensely participative and the members of the discussion are the key individuals that create and create the content. In traditional advertising on television and newspapers, the marketing and communication is irregular while social media networking is a collective methodology that empowers the collection and sharing of data. This data turns out to be extremely essential for organizations to amend their business and promoting plans to boost client attraction and retention (Evans & McKee, 2010).

2.1.1.Brand Awareness

Letting customers observe a brand properly is one of the primary objectives of an organization's brand management (Aaker, 1992). The most significant advantage for firms in improving brand awareness is

stimulating the presence of their brands in purchasers' memories and, thus, affecting clients' affiliations and decision-making process for a particular brand (Keller, 2008). Social media provides firms with an effective method to expand brand awareness, by uncovering an enormous number of customers to their brands (Kumar, 2017). Social media activities are not limiting to share marketing communication, additionally expand links with customer's act as a significant method for building up, merging, and keeping up brand awareness (Tiago & Veríssimo, 2014).

Therefore, educating and engaging consumers with a functioning and coordinated brand's presence in social media can make and raise brand awareness, boosting brand acknowledgment, and recall (Hutter, Hautz, Dennhardt, & Füller, 2013; Tsimonis & Dimitriadis, 2014). By utilizing social media, firms can share product experiences and insights continuously, create awareness and interest (Berger and Milkman, 2012) in a different and simpler way. Brand awareness is achieved when purchasers experience the brand and, in this point of view, social media surely represents an approach to expose buyers to the brand and create brand awareness (Hutter, 2013). As a result, firms are effectively engaging clients in their social media marketing procedures (Neff, 2014). It follows that the more effective firms utilize and manage social media, the higher the brand awareness will be.

2.1.2.Brand Engagement

Organizations put more prominent emphasis on engaging with customers via dialogue with their brands in Social Media (SM) to build up long term relationship. Such organizations utilize open and interactive stages for customers to trade and share information about their interest and experiences. (Muniz & O'Guinn, 2001). Few investigations have inspected 'drivers', which firms can use to upgrade their clients' SM engagement; however, their scope appears to be focused rather than more comprehensive in nature. For example, Enginkaya and Yilmaz (2014) researched the social-based inspirational drivers of brand association, opportunity seeking, discussion, and entertainment. Mikalef. (2013) focused on utilitarian and hedonic motivators and found that convenience and ease of product choice (utilitarian drivers), and perusing for new information and thoughts (hedonic drivers) impact SM browsing. However, both examinations did not investigate social drivers, for example, social identity, tie strength, demographics similarities, and reference groups. And also a couple of studies examined content-oriented (functional value and hedonic value), relationship-oriented (social interaction value and brand interaction value), and self-oriented (self-concept value) as drivers of fan page engagement and an improved purchaser brand relationship (Jahn & Kunz, 2012). In any case, their examination did not look at firm-produced information and accepted that advertising communication also can play a significant role in engaging customers on SM.

Zhang, (2011) locates that social engagement, characterized as "the dedication of a member to remain in the group and communicate with different individuals" strengthens social personalities and social

capital with the take on of Facebook. Additionally, Millen and Patterson (2002) recommend that making online instruments that encourage discussions and stimulates interactivity. Consistent with these works, brand engagement via social media broadens the practical use of social exchange by discovering how consumers connect with different buyers and brands in discussing about a brand in online social platforms. Past investigation characterizes brand engagement as the customers' behavioral appearance towards a brand – beyond purchase – resulting from motivational drivers, which is caught through the interactive practices among buyers and brands (Gummerus, 2012; Van Doorn, 2010).

Companies put greater emphasis on engaging customers via dialogue with their brands in SM to establish long-term relationships. Such companies use open and interactive platforms for consumers to exchange and share interests and information about their experiences (Muniz & O'Guinn, 2001). Several studies have examined drivers' firms can use to enhance their customers' SM engagement, but their scopes seem focused rather than more holistic in nature. For instance, Enginkaya and Yilmaz (2014) investigated the social-based motivational drivers of brand affiliation, opportunity seeking, conversation, and entertainment. Some focused on utilitarian and hedonic motivators and found that convenience and ease of product selection (utilitarian drivers), and browsing for new information and ideas (hedonic drivers) influence SM browsing. However, both studies did not explore social drivers such as social identity, tie strength, demographic similarities, and reference groups. A few studies investigated content-oriented (functional value and hedonic value), relationship-oriented (social interaction value and brand interaction value), and self-oriented (self-concept value) as drivers of fan page engagement and an improved consumer-brand relationship (Jahn & Kunz, 2012). However, their study did not examine firm-generated information and we believe that marketing communications also can play a significant role in engaging customers on SM.

2.1.3. Drive Traffic

In the past number of years an ever-increasing number of advertisements have started to show up via social media network sites. This expansion of connections has led to increase traffic to these advertised sites, which prompts increased benefits for both the advertised site and the social media webpage. Be that as it may, it is not only the paid ads on online networking which have an effect on traffic. Customers are taking favorable circumstances of services like Facebook's news channel and Twitter tweets to promote their organizations and sites. "Twitter is one of the quickest developing social networks on the Web, and this the focus point of promoting organizations and celebrities anxious to exploit this tremendous new medium" (Romero, Asur, Galuba, Huberman, 2011 p. 45). Information, as retweets is spread over the Web. "Retweets are the most impressive instrument for advertisers on Twitter. If I tweet something, my followers will see it. On the off chance that you are following me and you copy-pasted what I've presented verbatim on your Twitter stream, your followers will see it, and one of them may likewise retweet it" (Zarrella, 2009, p. 254).

Additionally, users search for guidance from different users on things like the best places to eat, shop, or remain in a specific city with the social media circle being so tremendous now someone can advise on some of these zones. "Sharing represents the degree to which clients exchange, circulate, and get content. The term 'social' frequently suggests that exchange between individuals is significant" (Kietzmann, Hermkens, McCarthy, Silvestre, 2011, p. 312). This has led to numerous users leaving from traditional pursuit techniques like Googling. "The inherent issue of web search tools is that users need to realize what they are searching for in any case. For instance, if users type in "Great Father's Day Gift" they do get some helpful nuggets, however the outcomes are regularly an overwhelming sea of confusion. With the surplus of data on the web, individuals require a device to understand everything. Social media is that mechanism" (Qualman 2013, p. 65). This shows how online life is more interactive than simply typical searching. This has led to a decline in the impact of traditional searching. Organizations currently have alternative options of promoting their sites instead of adhering to search engines strict rules (Foux, 2006). Foux's research shows another motivation behind why online life is turning into progressively famous methods for promotions. "Social media is seen by purchasers as a trust worthier source of data in regards to products and services than corporate-supported communication transmitted through the traditional components of the promotion mix"(Foux, 2006, p. 39). From this research it could conclude users may believe social media destinations more than web search engine.

2.1.4. Advocates and Fans

Advocacy is the degree to which customers strengthen an organization by spreading positive Word of Mouth (WOM), elevate the organization to new clients, and safeguard the organization from others' critiques. It is a key result variable in the relationship marketing (Kang & Hyun, 2012). Customer's communication of positive WOM information with respect to an organization, brand, or product in online or offline interactions establishes support. Customers responsible for positive WOM become advocates for the vender, serving to co-create value. An investigation of online WOM communication finds that the volume of online WOM does not impact on sales however suggestions / recommendations do, driving the authors to presume that "what individuals say" is a higher priority than "how much individuals say" (Gopinath, 2014). Online WOM can be positive or negative with only positive WOM conceivably benefiting the vender while negative WOM can hurt the vendor. The web has amplified the capacity of customers to spread both positive just as negative WOM and clients who spread positive WOM can turn into an organization's best salespeople (Kumar, 2013). The trading of positive and negative WOM about products and services considerably affects its prosperity (Bilgihan, 2018). Organizations may increase a superior understanding of what clients need by examining the WOM posted online (KwokandYu, 2013).

Marketers endeavor to influence customers utilizing social media to increase positive WOM can hope to have customers in various stages of the customer engagement process. Customers in different stages vary in terms of the degree of relational exchange and emotional bonds (Sashi, 2012). Value-based customers are probably going to be at the beginning of the customer engagement process. Just on the off chance that they are satisfied and retained sellers would be able to transform them into loyal or delighted customers. Loyal and delighted customers both develop a commitment to the vendor, however, the idea of the commitment varies (Gustafsson, 2005). Loyal customers create calculative responsibility and have an enduring relationship with the vendor however minimal emotional connection. Delighted customers create affective commitment and have a strong emotional connection yet no enduring relationship with the merchant. Loyal just as delighted clients are possibly expected to become advocates spreading positive WOM to others in their social networks with whom they connect and cooperate, in this manner beginning the customer engagement cycle again. If customers create both strong and emotional attachment, that is, an enduring relationship and a strong passionate connection to the dealer, at that point they will not just become advocates for the merchant yet additionally transform into completely engaged fans (Gustafsson, 2005).

A meta-investigation of relationship marketing efforts in online retailing finds WOM communication is the most basic result with trust and satisfaction significantly related with WOM (Verma, 2015). The objective is to encourage connections that transform clients into advocates and fans who are solid supporters for the seller. Advocates' "eagerness to participate" via social media (Parentel, 2011) and spread positive WOM empowers them to co-create value and aid product differentiation. A comparison of WOM with traditional marketing communication on member development at social media communication site finds that WOM referrals have higher reaction flexibilities and longer continue impacts (Trusovet, 2009). The estimation of customer engagement is based not only on purchase behaviour but also as influencer value that expands "acquisition, retention, and share of wallet through WOM of existing clients as well as prospects" (Kumar, 2010). Attracting, converting, engaging and holding clients are parts of the pathway to making brand advocates (Kandampully, 2015). In this procedure, customers are not passive recipients of advertising signs but rather progressively are proactive members in an interactive, value-generating co-creation process (Hollebeek, 2014).

2.1.5. Share Their Own Voice

Social media offers an assortment of avenues through which people can communicate with individuals. Truth be told, social media is known to have been utilized broadly in the education field moreover. Throughout the most recent 30 years the idea of communication has experienced a considerable change and it is as yet changing (Parentel, 2011). Email has profoundly affected the manner, in which individuals stay in contact. Communications are shorter and more continuous than when letters were the standard and reaction time has significantly diminished. Texting has made another strategy for

interaction, where the length of messages is shorter, and the style of the interaction is progressively conversational. Broadcast innovations like Twitter change these short explosions of communication from one-on-one discussions to little news programs (Hollebeek, 2014). As discussed above online communication devices likewise can possibly build awareness of the developments of professional or social contacts. Twitter, for example, offers an update of things people should know, happen to be doing at a particular point of time. This phenomenon has been referred to as social proprioception by Thompson (2007). Social proprioception discloses where the nodes of the community are and gives a feeling of connectedness to and awareness of others without direct communication. Web is the third place where individuals interface with companions, construct a feeling of togetherness (Thompson 2007).

Progressively, a computer with an Internet connection is the locus of a scope of connections in a variety of media and an entryway to a variety of social spaces for work and play. Social networking sites like Facebook, MySpace and virtual situations like Second Life and World of Warcraft have become web-based meeting spaces where customers—individuals, residents or players—can interface and communicate (Kietzmann, Hermkens, McCarthy, Silvestre, 2011). They offer an approach to stay in contact with existing networks that users have a place offline, for example, social and professional gatherings. They additionally make it feasible for individuals who might not ordinarily communicate over and over a few times to stay in contact—colleagues met at conferences, for example, or companions met through the online network itself (Kietzmann, Hermkens, McCarthy & Silvestre, 2011).

Sites like YouTube and Flickr allow users to speak to another group for online communication that is focused on sharing, preference, and popular culture. Guests can browse films (on account of YouTube) or photographs (on account of Flickr), express personal preferences, include editorial, and upload their own innovative work. YouTube is likewise a vault of popular culture as broadcasts, television shows, movies or music recordings that are of current interests (Mikalef, 2013). The sorts of interactions that happen on these sites are based on shared interests and include not only verbal commentary, yet commentary as unique or secondary works based on popular pieces. One reason the individuals lean towards such type of media is a direct result of the communications they can have there, both social and professional. Regardless of whether it is as simple as checking to perceive what different remarks have been added to yours or as involved as going to a workshop or presentation in a virtual world, the nature of the attraction lies in the connections between individuals that these online spaces afford (Tiago & Veríssimo, 2014).

3. DISCUSSION

Although much scholarly literature concentrates on how organizations have utilized Social Media Marketing (SMM), the literature likewise covers "best practices" and practical strategies that organizations can use in arranging and executing an SMM campaign. As most social media clients know, organization messages can vary from excellent, valuable, and engaging in to by and large abuse and spam (Agichtein, 2008). For a SMM technique to be successful, organizations must concentrate on the previous and avoid the later. Along these lines, it is significant for an organization to know how their SMM is perceived, for example, by keeping a close watch on the web for social talk from clients who have interacted with the brand online (Clark & Melancon 2013). Previous literature offers five components to an effective SMM methodology and customer engagement in social media context have been denoted as a timely important practice and a research priority (Dissanayake, Siriwardane & Ismail, 2019).

Organizations should make a privacy policy and give awareness on social media marketing as this will guarantee clients that their data is secure whilst it made them aware on various products and services that is available in the market (Clark & Melancon, 2013). Second, it is important to make a decent reputation and an engagement on the web, for instance, by utilizing references to different articles and posts that are credible resources. Third, appealing content to drive traffic is vital to show clients the brand and products. This data must be up to date and engaging. Agichtein, (2008) supports this, recommending a rich variety of data sources (including content, links between items and quality appraisals) that will attract clients. Saravanakumar and Sugantha-Lakshmi (2012) likewise support quality content, however alert the content must be collective, unique and assist organizations with starting to lead the pack in the digital sphere. For example, a current scientific disclosure might be interesting, however, it must offer a dramatically non-ordinary perspective if clients already think about the discovery. Fourth, organizations ought to have expanded interaction and communication with the gathering of "advocates and fans" who collaborate with the organization. The authors additionally express that an effective SMM campaign must attract customers and get them involved with the organization's activities online such as share their own voice through social media.

Different researches center on the aesthetics of the web medium in attracting in or turning off potential clients. Naylor in 2012, digs profoundly into this theme, studying how photographs in social media can help – or detract– organization goals of affecting brand evaluations and purchase intentions (2012). Officially, the authors clarify, purchasers didn't think a lot about one another, except for what they saw while in a physical store and by the demographics of spokesperson. Presently, via social media sites, clients can see the demographics of different clients via photographs, for example, profile pictures and pictures transferred by other users. As individuals will in general have a fondness for those similar to themselves, these photos can build brand affinity (when the photos show individuals similar to

themselves) or to ruin brand affinity (when different clients are different than themselves). The situation can go beyond pictures to written content, for example, surveys; for instance, a mother of a little youngster checking a review from another mother of a small kid may feel affinity toward the brand on account of the similarity among herself and the reviewer (Naylor, 2012).

Technique for succeeding in SMM is to viably utilize WOM to advertise products instead of exclusively depending on the organization's content. To achieve this, the organization must have great quality connections on social media, particularly with brand evangelists who will recommend the organization's products to their loved ones (Clark & Melancon, 2013). As individuals feel thankful when others have contributed to them, it might be helpful to the organizations to offer special, entertainment or individual collaboration to encourage WOM (Clark & Melancon, 2013). This is particularly valid for brand evangelists. To make brand evangelists, Meiners, (2010) recommend six methodologies: 1) client in addition to delta: constantly gather customer feedback; 2) to distribute information: make it a point to share information freely; 3) form the buzz: expertly assemble intelligent WOM systems; 4) make network: support network between clients; 5) make bite size chunks: make particular, smaller contributions to get clients to bite, and 6) make a reason: center around making the world or the particular industry a better place. The product specifications will impact the sort of endorsers the organization initiates: hedonistic (quest for joy) products profit by strong tie endorsers, while utilitarian products profited more from high mastery clients (Buzzeto-more, 2013). The number of reviews on the web might be a sign of WOM endeavors and increased awareness (Saravanakumar & Sugantha-Lakshmi, 2012). Saravanakumar and Sugantha-Lakshmi (2012) summarize how best to utilize online networking by remarking that the individuals who have succeeded at SMM have completed three things: created buzz, learned from customers (customer research), and targeted customers.

4 CONCLUSION AND FUTURE RESEARCH DIRECTION

There are a few avenues of future research that can be investigated. Accordingly, there is moderately minimal scholarly research on integrating social media and traditional media in the marketing campaign. Studies have concentrated on utilizing exclusively social media, yet not the two combined. This is significant as the two sorts of media are once in a while utilized independently and the lines between the two are progressively blurry (Stephen & Galak, 2012). Related research avenues include how traditional media impacts social media and the other way around, as this has been just negligibly investigated (Stephen & Galak, 2012). Researchers are required to direct further research to address DT (Digital Transformation) openings and difficulties. By and large, -it tends to be seen that effective brand that executives inside the setting of retail engaged internet business is crucial to business achievement (Rassool & Dissanayake, 2019).

In addition to that, many authors (Stephen & Galak, 2012; Toubia & Stephen, 2013) agree that the motivations of content suppliers (for instance, WOM advocates, analysts, bloggers, and writers) are not surely understood in the social media marketing platform. Most past research has concentrated on outcomes instead of motivations. As these content providers are an imperative piece of social media and marketing in the second decade of the 21st century, this would be a fascinating and significant region of future research. A secondary avenue of research is the motivations of social media users in general, which is a definite gray area in today's research.

Furthermore, Stephen and Galak (2012) recommend future research with respect to same-day interaction with the customer via social media and how it influences sales. There has been research concerning whether social media influences sales in general, yet little is known about how rapidly marketer – customer interaction produces sales. Apart from that, Pappasolomou and Melanthiou (2012) demonstrate that future research could concentrate on how customers see SMM, either as only a promoting tool or as a medium to help in understanding social media activities. Moreover, future research could investigate the connection between followership, social media promoting, and deals (Carlson & Lee, 2015).

In the present information age, social media has become a crucial piece of day by day life as a communication channel in which buyers reflect their utilization propensities, preferences, opinions, likes, and experiences in their own eyes and interact with different clients. This broad communication region where customers connect with different clients, offer critical open doors for products and brand communication activities, for example, cost, time and simplicity of arriving at huge consumer masses (Pappasolomou & Melanthiou, 2012). For this reason, numerous organizations make their brand profiles via social media communication channels and create activities that will connect with customers with content sharing, for example, online product data, discounts, commercials and promotions.

Activities at connecting with clients by expanding social media presence regarding the aggregate volume of messages conveyed on Twitter do not quickly prompt to advocacy. The efforts at connection must lead the client traveling through the subsequent stages in the customer engagement procedure to have a positive influence on advocacy. The volume of online WOM may not affect sales (Gopinath, 2014), however it expands social media life presence and advocacy. The volume of online WOM may not impact sales (Gopinath et al., 2014), but it increases social media presence and advocacy. The influence of higher volume online WOM communication on advocacy depends on its interaction with consensus, customer pre-commitment and desire to be similar or dissimilar to others (Khare, 2011). From a WOM marketing perspective, efforts to connect represent a preliminary step to establish relationships with customers to eventually turn them into advocates for a company's products.

Collaboration effort additionally does not promptly lead advocacy. Clients and prospects early in the customer engagement procedure may look for information yet this does not bring about positive WOM.

It empowers organizations to tune in, assemble information, give clarification, answer questions and discuss with clients, activates essential to build-relationship with them, however too soon in the process for them to become advocates. If the company manages to figure out how to fulfill and hold them as clients, at that point the individuals who create calculative commitment may become advocates for the organization. Future research could endeavor to separate efforts to cooperate with potential clients from efforts to communicate with existing clients who may as of now be fans looking for extra information. The former would need to advance through the stages of the customer engagement process before they become advocates for an organization.

In conclusion, it tends to be seen from this concept paper that social media is a significant power in the present marketing scene. Customers have more impact over sales and to a greater degree a voice in the marketing mix than any time in recent decade; be that as it may, they can also be valuable to the organization procedures as they go about as a brand and product ambassadors spreading positive Word of Mouth about an organization's products to loved ones. This is particularly helpful as research has indicated that clients trust loved ones' suggestions and do not believe organization advertising. Hence, it is significant for organizations to understand social media advertising and to utilize best practices to pull in and retain clients, just as to avoid being dominated by different brands in their industry.

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