Chapter 10
Marketing and Social Media

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ABSTRACT

Time has changed and so does the world. Today everything has become as a matter of one click. With this effort we are trying to explore the new opportunities features and capabilities of the new compeers of Internet applicability known as Social Media or Web 2.0. The effort has been put in to use the internet, social media or web 2.0 as the tool for marketing issues or the strategic business decision making. The main aim is to seek social media, web 2.0 internet applications as the tool for marketing.

INTRODUCTION

Internet and its applications have enabled the firms to adapt and implement innovative form of interactions and compositions with real end users or rightly called as consumers (Ainscough & Luckett, 1996). To facilitate the study and have a close look as to the hindrances and the opportunities for the empirical implementation of the social media in the marketing strategies, Portugal data of 2000 firms was studied.

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which revealed that firms are under both internal and external pressure to adopt digitalization of social content (Bayo-Moriones & Lera-López, 2007). Relationship-based interaction should go hand in hand with the customers, merging the traditional mode with the new technologies.

### JOLT AND JERK FOR THE COMPANIES AND THE SOCIAL MEDIA

Customers at large are using the internet-based social mode of communication at large which forces the majority of the concerns to charter with it as well. Initial modes of communications were e-mails, direct marketing, telemarketing, informational websites, television, radio, and other interactive modes to share knowledge related to the company and the articles (Berthon, Pitt, Plangger & Shapiro, 2012), (Budden, Anthony, Budden, & Jones, 2011). Though initial means of communication served as the data or the information reaching larger numbers of people in short time but didn’t promote the direct communication or interaction between the buyer and the seller. To track down the abiding collaborative and delightful friendship, substitute have to be sorted of? To effectuate it, word of mouth communication (facilitating the use of social networking sites) seemed to be of usage (Agarwal, 2009), (Ellison, Steinfield & Lampe, 2007), (Budden, Anthony, Budden, & Jones, 2011). Present technologies have become more customer-oriented.

**Figure 1. Depicts the plan to be followed by the business personal for marketing in integration with social media**

*Source: Budden, Anthony, Budden, & Jones (2011)*

<table>
<thead>
<tr>
<th>Step-1 Listen</th>
<th>Step-2 Plan</th>
<th>Step-3 Strategy</th>
<th>Step-4 Tools</th>
</tr>
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<tbody>
<tr>
<td>Locate consumers</td>
<td>Define business objectives</td>
<td>How and where will you do it?</td>
<td>Decide what social tools you will use</td>
</tr>
<tr>
<td>Assess their social activities</td>
<td>How can your brands strengths be extended online?</td>
<td>How will the relationship with the consumers change?</td>
<td>How will you monitor activities and measure success?</td>
</tr>
<tr>
<td>Look for small focused audience</td>
<td></td>
<td>Who will be leading this effort?</td>
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