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## **SOCIAL MEDIA MARKETING SERVICES IN KUMBAKONAM TOWN: CONCEPTUAL STUDY**

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### **ABSTRACT**

Social media nowadays is among the 'best possibilities available' to an item to get in touch with potential customers. Community social networking websites are the method to interact socially. These new media win the believe in of customers by linking with them at a deeper level. Social networking tends to be a recent trend, but its origins date to the beginning of the age of computers. The product of centuries-old social media growth is what we see today.

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### **1.1 Introduction**

Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. The Office of Communications and Marketing manages the main Facebook, X/Twitter, Instagram, LinkedIn, and YouTube accounts.

### **1.2 Meaning**

Social media refers to a variety of technologies that facilitate the sharing of ideas and information among their users. From Facebook and Instagram to X platform (formerly Twitter) and YouTube, more than 4.7 billion people use social media, equal to roughly 60% of the world's population.

### **1.3 Objectives of the Study**

- To study the conceptual background of social media marketing in kumbakonam.

## **1.4 History of Social Media Marketing:**

Social networking tends to be a recent trend, but its origins date to the beginning of the age of computers. The product of centuries-old social media growth is what we see today. Launched in 1979, Usenet was the first progenitor of social media and the path of Usenet to Facebook is a long one. User networks also allowed users to post to newsgroups. Bulletin board systems (BBS) followed, allowing users to log in and communicate. The precursors to BBS were online services such as Prodigy. Internet relay chat came to light after web utilities, which gave way to immediate messaging.

Networking apps and forums were at their peak in the 1990s, which led to the rise of social networks. But they didn't let users make lists of friends. To overcome this feature, six degrees have been launched. It permitted the formation of profiles and listing peers. After playing for a decade, it was bought and closed down. During this process, blogging appeared, creating a social media phenomenon. Even today, it is famous. Other websites, such as BlackPlanet (African-American Social Website) and MiGente (Latino), have built provisions for profiling and adding friends. Modern social networks came into picture post 2000. Apple launched its Friendster in 2002. It has millions of users. In 2003, LinkedIn is a forum for experts to reach out to each other. MySpace was also founded in 2003 and became widely recognized in 2003.

## **1.5 Importance and Services of Social Media**

### **Community-Building Services:**

Community building services include setting up forums and message boards for people to interact and discuss a brand's products and services. Through these services, users are given a chance to communicate amongst themselves to learn more about different products and services.

### **Social Content-Sharing Services:**

Through these services, regular content is uploaded across various social media platforms about a business's products and services. The content can be in written, audio, or video form. By consistently uploading quality content, businesses can build business awareness across popular social media platforms such as Facebook, Twitter, Instagram, and LinkedIn.

### **Review Websites:**

There are several popular review websites these days for almost all business categories. For example, if you have a hotel, cafe, or restaurant business, then you should have a profile on a platform such as Trip Advisor. By consistently updating your business profile on such platforms, you can encourage your customers to leave reviews and honest opinions. This feedback can go on to make an impression about your business to potential customers in the future.

### **Social Networking Services:**

Social networking services as a part of social content-sharing services. However, through social networking services, businesses can promote their products and services to specific target audiences. Social networking services help to share information regarding the latest updates and events with their target audiences.

### **Social Bookmarking Services:**

Through social bookmarking services, your business website can feature in lists of recommended sites that are shared across social media platforms. Such services are quite significant in modern times as users often tend to take their peers' recommendations into account before choosing a particular product or service.

## **1.6 Social Media Platforms**

Like mentioned before, every social media platform has a unique voice, approach, and environment. Below is the list of most popular social media sites to promote your brand.

- Facebook
- Instagram
- Twitter
- LinkedIn
- Pinterest
- YouTube

### **Facebook:**

Marketplace is a free to use e-commerce platform that connects sellers and buyers through unique goods, from home decor to trendy fashion.

**Instagram:**

Instagram marketing is the practice of using the social media platform to promote a business or personal brand with the goal of growing followers, driving traffic, generating brand awareness, or making sales. The social media marketing on other channels, Instagram offers brands, businesses, and creators a number of ways to market to its users. These include Instagram Ads, sponsored posts and partnerships, and organic marketing through Instagram Stories, Reels, and posts.

**Twitter:**

Twitter marketing is the process of promoting your brand and its products or services through Twitter. It involves establishing an effective social media marketing strategy to create and publish content on the platform. Advertisers may think that constraining their presents on 140 characters is no way to promote their business, however they will be stunned to realize that this internet based life stage has in excess of 320 million dynamic month to month clients who make utilization of the 140 character point of confinement to pass on data. Organizations can utilize Twitter to interface with planned customers, answer questions, discharge most recent news and simultaneously utilize the focused on ads with explicit audiences. Twitter was established on March 21, 2006, and has its central station in San Francisco, California.

**LinkedIn:**

Established on December 14, 2002, and propelled on May 5, 2003, LinkedIn is hands-down the most popular social media site for professional networking. The website is accessible in 24 dialects and has more than 400 million enrolled clients. LinkedIn is incredible for individuals hoping to get together with people in comparative enterprises, organizing with local experts and showing business related data and insights.

**YouTube:**

YouTube is the biggest and most well known video-based social media website which was established on February 14, 2005, by three previous PayPal workers. It was later purchased by Google in November 2006 for 1.65 billion. YouTube has more than 1 billion website guests for every month and is the second most popular search engine behind Google.

### **Pinterest:**

Launched in March 2010, Pinterest is a moderately newcomer in the social media field. This stage involves advanced notice sheets where organizations can stick their substance. Pinterest reported September 2015 that it had obtained 100 million users. Small businesses whose intended interest group is for the most part comprised of women should put resources into Pinterest as the greater part of its visitors are women.

### **1.7 Social Media Advertising Process**

- Dedicated Social Media Account Manager
- Strategy
- Creation of Content & Ads
- Monitor & Optimize
- Report

### **1.8 Benefits of Social Media Marketing Agency in Kumbakonam**

Many companies specialize in offering social media marketing services to businesses.

### **Round-the-Clock Marketing:**

Conventional marketing used to be dependent on the opening and closing time of companies, which meant inconsistent and infrequent marketing, which does not work anymore in today's times. However, with social media marketing services, brands can be marketed on a 24/7 basis. This leads to more significant promotion and presence online, making it far more likely for businesses to get discovered by users of social media.

### **Greater Engagement with Customers:**

As far as customer engagement and interaction is concerned, social media platforms have opened up new doors for businesses. Now, brands can interact with their customers at any time of the day. With a responsive social media marketing campaign, businesses can attend to their customers' queries online. If the responses from the businesses are informative and prompt, it can lead to increased customer loyalty.

### **Greater Brand Awareness:**

Social media platforms offer an easy and cost-effective method of promoting businesses. All businesses need to do is set up their profiles across different platforms, and they are good to go. The work of social media marketing companies in this regard is to encourage people to like and share the company profile. Even though it is a simple task, but it helps in achieving great things. As the profile gets more visibility, so will your brand and the products and services that you offer.

### **Higher Rankings on Google:**

While social media marketing does not directly contribute to higher Google rankings, it certainly has an indirect contribution. The key to top Google rankings is Search Engine Optimization (SEO), which involves a variety of processes such as on-page and off-page. Social media marketing provides this help by sharing keyword-optimized content across social media platforms. This increases visibility not just on social media, but also on Google rankings.

## **1.8 Cost of Social Media Marketing in Kumbakonam**

The Social Media Marketing how much a social media marketing company charges for its services is dependent on several factors such as:

### **Size and Structure of the Company:**

The company want that has established itself as a leader in social media marketing, then you have to pay more. However, there are numerous up and coming social media marketing companies as well, and these companies may offer the same services at cheaper rates.

### **What Business Requires:**

As mentioned before, there are several different types of social media marketing services. The business may not need all of them. So the pay depends on what kind of services you need and even the scale of the services.

### **Basic Plans or Premium Plans:**

Many social media marketing companies offer different packages. Some basic plans and packages feature only the most elementary services, while the advanced or premium plans are much more comprehensive, and hence, much more expensive. Expect to shell out about Rs. 5,000 per month for a basic social media marketing plan. Advanced plans start from Rs. 25,000 per month.

### **Conclusion**

The social media has become an integral part of our daily lives, offering new opportunities for online communication, digital marketing, and social networking.

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