

## SOCIAL MEDIA SURGES ECONOMIC GROWTH : A PERSPECTIVE

**Kirit A. Dhabalia**

**Abstract :** Changes are inevitable, cut throat competition has shrunk the profit margin but the monopoly. To take the product/services at global level, traditional approach is not enough, we look for innovative and creative idea to reach millions to register our product/services in their mind, technology (digital) helps to take a big leap in the world of digital media. Technology companies has come up with novel idea of connecting the people. Users started registering and getting connected with others having same interest, demography and various professions/hobbies. This networking, ultimately expanded in to a huge circle, a big family with different taste and interest. Now, using such a huge network, to penetrate the brand and idea of promoting the product/services or feedback or demand or quality or need or want of the people came in existence. Showing their needs and wants made the supplier to rethink about their product and services and in turn it has immensely increased the brand value, goodwill and most important the bigger customer base and customer loyalty. This is a platform for any individual or SME or corporate to present new ideas and reach to millions with not much investment as compare to traditional approach, which is much more expensive affairs.

**Keywords:** Social Media, e-Economy, Growth factor, ICT, E-Commerce

### 1 INTRODUCTION

The rise in price of magazines and newspapers would be not economically viable at all. This would necessarily reduce the quantity sold to practically zero. Same applies to broadcast television and other media. If social media network sites start charging users, probably millions of users will close their accounts or will never pay. Free account policy by social media garnered millions of users. Greater numbers of advertisers willing to engage them and the more those advertisers are willing to spend Using advertiser-support model.

The advantages of social media are that it gets a global audience and considered cheaper than traditional advertisements. It has changed the consumers buying behaviour because of the choices available and access to information, which guides them in their buying process.

In a country like India, social media has become a driving force in the modern economy where it has changed the whole concept of online marketing

Social media has emerged as the key factor to change the dominant position of established markets by creating new markets by word of mouth information, customer empowerment and rating platforms. Influence of social media in India has not reached the top yet but in the coming years when the economy, society and cultures adopt the full potential of social media there will be large-scale influence on the economy of India.

**LITERATURE REVIEW**

Since the inception of the internet and integration of email technology into our personal and work lives, our ways of communicating began to change. However, it was not until the creation of social media interfaces

The term social media technology (SMT) refers to web-based and mobile applications that allow individuals and organizations to create, engage, and share new user-generated or existing content, in digital environments through multi-way communication. Despite the widespread use of SMT, little is known about the benefits of its use in postsecondary contexts and for specific purposes (eg. Marketing, recruitment, learning and/or student engagement)

**OBJECTIVES**

- 1.To understand importance of social media
- 2.How social media deals with their business partners
- 3.How business partners reaches to millions of potential customers

**INCEPTION**

Social media has come a long way since the days of BBSs and IRC chats and continues to evolve on a daily basis, with progress in user base, social media sites making changes and improvements on an almost daily basis.

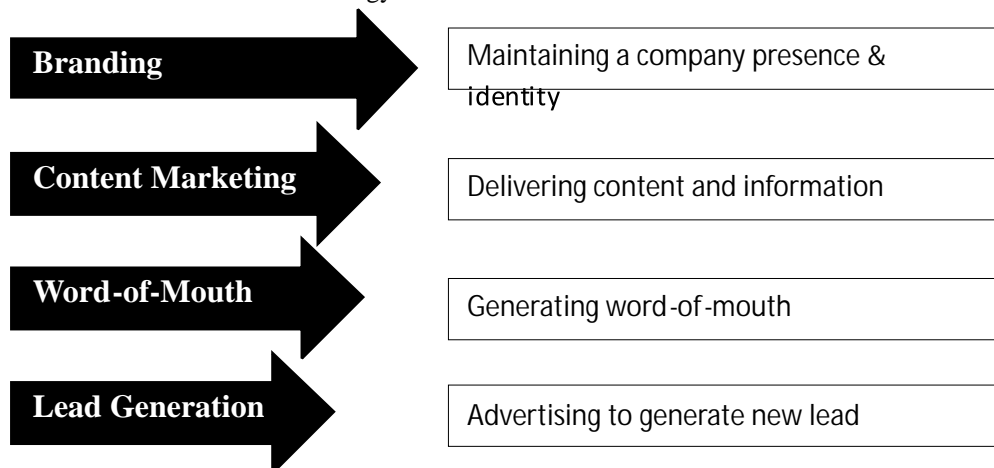
"Social networking" has been around forever. It's the simple act of expanding the number of people you know by meeting your friends' friends, their friends' friends and so on

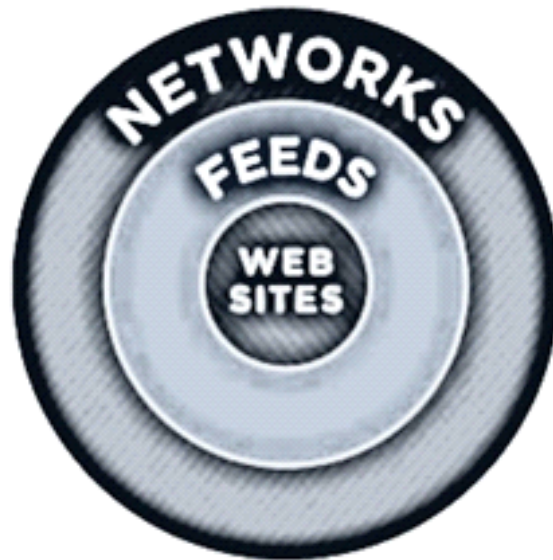
As always, growth has always been a number game, use of technology (internet) by individuals and corporate users have been increased by leaps and bound, potential of increase business also increased equally. One of the best way to link (get connected) to individual or groups or corporate or association or industry is through social/professional networking sites.

**VALUABLE SOCIAL MEDIA CONTENT**

- Industry specific news / articles, educate and inform customers
- Testimonials / reviews / opinions from industry experts, increase brand awareness of services
- Best practice guides from other companies and improve customer service
- News articles about other companies and monitor brand reputation.

The Promise of Social Media Technology





The growth in social media has overwhelmed many marketers. Things are moving so fast that many brand managers stay busy keeping tabs on the latest developments and trends, with little time to look at the mix of social media being put into the market.

The term marketing mix refers to how a company allocates resources across the 4Ps of marketing: Placement, Price, Product and Promotion.

Many companies are realizing now that they need to consider managing and increasing their network of users if they want to enter into a demand-side economy of scale. The job is only half-done with the selling of a product

There is a strong correlation between increased social media spend and hyper business growth (significant increase in overall revenue), undoubtedly, the Small and medium business houses have greatest impact on the economy and subsequently creation of more jobs.

Social networks and other sites rapidly respond to user concerns over privacy and security. Social media network is ideal for marketing, but also for learning. Even on general-purpose social networks and social media sites, there are thousands of ways to get input on just about anything, instead of using popular search engine, ask on social network, you will get better information. Investment in Social Media has become a necessity and not a luxury (more than 92%). Of course, major concerns is always ROI for their efforts. Instagram video is the clear winner when it comes to micro-video for businesses. Professional social site will be a major player for B2B business growth. It is always a smart thinking of having a website functioning for sales, by clicking icon of social media will take users to social media advertising page to get better click-through rate (CTR).

Use your E-mail signature having social media page link, you might want to give away a gift with call-to-action. Facilitate for bulk email with specific date, day and time. In case of physical presence, let customer know your presence on social media (ie offline marketing). Integrating plugins (of social media) will have added advantage on branding awareness and followers increase (like, dislike, share) 82% say their purchase decision have been directly influenced by reviews (deloitte)

## REVENUE MODEL

The goal is to increase sales and branding with the help of social media.

Social media is not the platform and does not give much traffic but sign-ups and sales conversions.

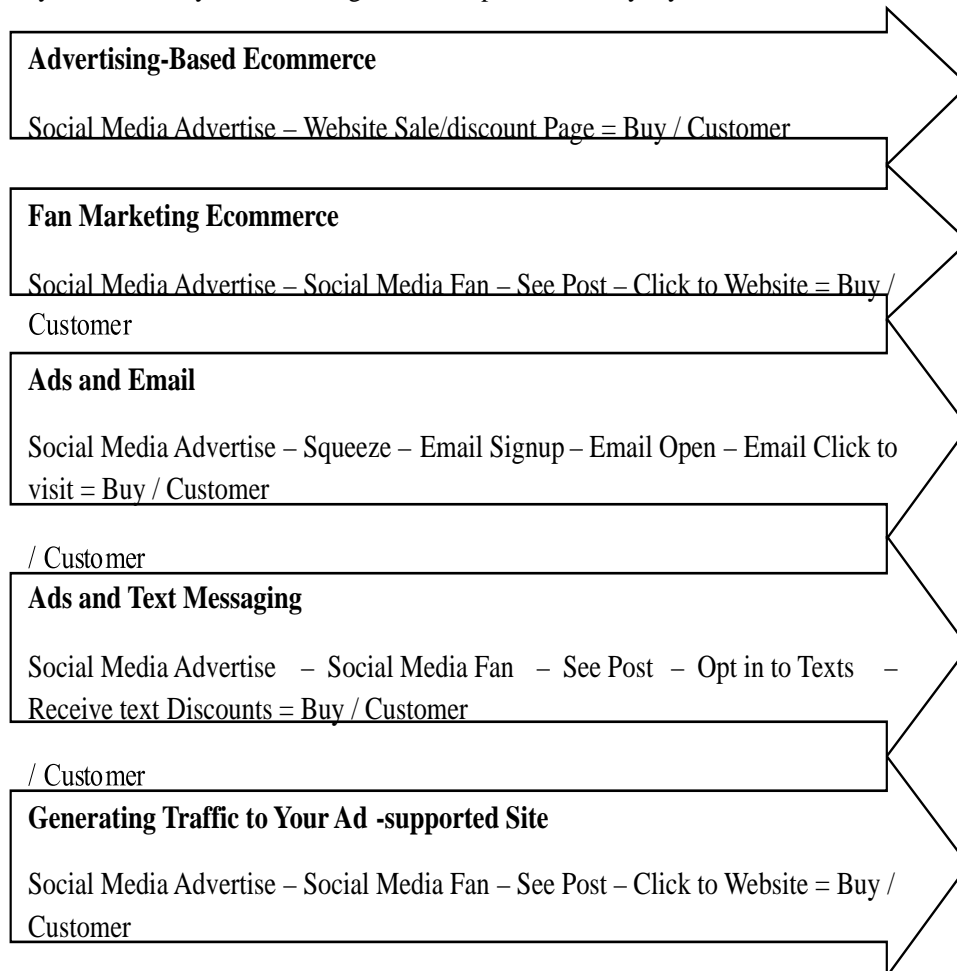
Ultimate goal for any business should be either to educate, to entertain or to empower them.

One may hate to invest on social media network sites, but will sure impact your business especially if start-up or small business. People always need a change, consistent testing and experiments are necessary once you use them. People love contest and free stuff, by creating a contest for your followers will give higher engagement scores and activity. Showing gratitude and enthusiasm on appreciation will

## Social Media Surges Economic Growth : A Perspective

---

have more fruitful relationship and loyalty. Distributing coupons on like and comment, it has been found out that more than 42% of fans like a page to get a coupon or discount. Engaging and talking with your community will definitely build a strong relationship, trust and loyalty.



### DISADVANTAGES OF SOCIAL MEDIA

As it has gain popularity, faced with growing controversy and criticism. Optional usage of security policy like hiding personal data (good idea for professional profiles) is a boon for stalker to track their victim.

The perils of social media technology – students spend far too much time on non-academic activities related to the internet and social media

The speed with which news can travel and inaccurate myths spread as a result of inaction can often have a lasting and damaging effect.

### FUTURE OF SOCIAL MEDIA

It's always been ticking in our mind What Next?. Will it be the accepted as communication tools of the future?

Sustainability of social networking is highly unpredictable due to users' online actions and behaviours but social media is not a phase and likely won't go away soon till revolutionary change and creativity

### RECOMMEDATIONS WHILE WORKING WITH SOCIAL MEDIA

Presence of every business is must for the growth as well as recognition of the organisation / community/ individual via Social Media Network. Social Network is not decry and useless, but part of the

---

“Skill Development : The Key to Economic Prosperity”

## Social Media Surges Economic Growth : A Perspective

---

routine life (aids to businesses) and without it, all your activities are in isolation.

- 1.Leverage your existing website traffic by putting social media icon, which redirects to your social media pages.
- 2.Use your e-mail signature to display your Facebook Fan Page URL.
- 3.Send out an e-mail blast to let your audience know that your business exists on Facebook
- 4.Promote your Facebook page in-store.
- 5.Determine the best days to post.
- 6.Create and schedule status updates.
- 7.Use Plugins to easily grow your followers.
- 8.Use Social media ads to help you achieve the results you want to have for your business.
- 9.Think outside the box and create a Social media contest.
- 10.Develop a reveal page for coupon, discounts, and any other exclusive deals.
- 11.Integrate social media sharing buttons on your website pages.
- 12.Engage with your fans and current community.
- 13.Engage with other Social media Pages.
- 14.Use image and videos on your status updates.
- 15.Create or join Social media groups

### CONCLUSION

'The key question is not whether to deploy Internet technology – companies have no choice if they want to stay competitive – but how to deploy it.' – By Michael Porter

Indians are very active on different social networks and 88% of users share content on their social profiles. Social media has become a driving force behind every changes happening in the modern world.

Technology has brought all community, industry and specific interest group much nearer with great influence of so called 'Social Media Network'. Reaching to almost every individual was not possible due to geographical and socioeconomic factors.

### REFERENCES:

- [1].<http://www.forbes.com>
- [2].<http://wearesocial.net/>
- [3].<https://web.stanford.edu/~jacksonm/netsocialecon.pdf> (The study of Social Networks in economics by Matthew O. Jackson January 2007 )
- [4].<http://people.stern.nyu.edu/lveldkam/pdfs/germs.pdf> (GERMS, Social networks and Growth by Alessandra Fogli and Laura Veldkamp August 24, 2014)
- [5].<http://ci-journal.net/index.php/ciej/article/view/465/430> (The Journal of Community Informatics. ISSN: 1712-4441) (Social Networks and Social Capital: Rethinking Theory in Community Informatics Kate Williams & Joan C. Durrance)
- [6].<https://www.duo.uio.no/bitstream/handle/10852/12881/Stanoi.pdf?sequence=3> (The importance of network economy for businesses by Alexandru Stanoi 20 May 2011 )
- [7].[http://www.ijhssnet.com/journals/Vol\\_3\\_No\\_10\\_Special\\_Issue\\_May\\_2013/24.pdf](http://www.ijhssnet.com/journals/Vol_3_No_10_Special_Issue_May_2013/24.pdf) (International Journal of Humanities and Social Science – The social media and entrepreneurship growth)
- [8].<http://digitalscholarship.unlv.edu/cgi/viewcontent.cgi?article=1694&context=thesisdissertations> (Priming the economic engine ( how social media driving growth for small and medium businesses ) (dun and bradstreet database January, 2014)