

**TITLE OF THE TOPIC:**

**'DIGITAL TECHNOLOGY: SOCIAL MEDIA AS AN EFFECTIVE TOOL TO  
REACH NEW CUSTOMERS'**

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### **ABSTRACT**

In the present day Scenario where physical and virtual environmental are rapidly growing it is essential to meet customers need anytime and anywhere. People in current days have indulged themselves in various activities and there are drastic changes in the lifestyle, to meet these changing trends in consumer wants there emerged the concept of digitalization which would reach people in the place they are, Hence social media gained rapid prominence within few years of its existence. It is generally the medium to socialize and many are awed by the transformation of communications processes especially among generations by the media platforms. Social media has now crept into the boardrooms of business organizations as well attracting new customers. It has transformed the selling and buying processes and attracting new customers though social media. In a recent phenomenon, it has proven to be just as effective as or even more effective than traditional marketing. Several organizations now struggle to have a presence in the web in order to interface with customers far and near. Furthermore, the use of social media by some organizations starts with simple marketing and the creation of awareness about their products and service. This paper discusses the benefits and limitations of social media as a strategic tool for organizational attracting new customers.

**Keywords:** Digital Technology, Social Media, New customers, Retention.

### **Introduction:**

Digital Technologies can be attributed for creation and satisfaction of customers demand in innovative ways. New age digital technologies are creating a win –win situation both for marketers and customers. Digital mediums provide a broad platform to acquire new customers and engaging with them meaningfully helps spreading awareness about brands, building brand image and position in the brand in target customers mind. Nearly 41 percentage of the companies have reported to spend more on digital media platform for reaching existing and new customers to target their marketing efforts. There is a good reason for this spend increase, the social media marketing nearly attracts 36 percent of new customers. These traditional channels became less effective due to customers frustration with similar promotional messages, lack of participation from consumers end and adoption of new age innovative digital channels, especially the Internet having inbound focus. social media

was coined from the two operating words – social and media. Social, in this context, simply means the interaction between individuals of common interest, a group, or even a community. And media as the name implies, is the medium, channel, or platform on which allows for creation and exchange of user-generated contents. Social media is less than two decades in existence but have gained widespread acceptance. In 2003, LinkedIn was launched and this was followed by MySpace and Face book in the year 2004. Due to the characteristics of Face book, it received a wider acceptance in social circles more than others. YouTube was launched in 2005 followed by Twitter, followed by others such as Blogging, Google+, Instagram, Pinterest, Podcasting, Snap chat, etc. All these have gained more than one billion users worldwide in just over ten years of existence. As the name implies, social media networks meant as sites where individuals could socialize, meet old and new friends and interact with each other. Just as the internet was applied into business organizations from the military.

#### **Objectives:**

- To know, how companies use the digital media for attracting new customers.
- To study the role of digitalization in creating value for company's goodwill.
- To identify the impact of Social media in attracting new consumer.

#### **Literature Review:**

According to Hoge (1993), electronic marketing (EM) is a transfer of goods or services from seller to buyer involving one or more electronic methods or media. E-Marketing began with the use of telegraphs in the nineteenth century. With the invention and mass acceptance of the telephone, radio, television, and then cable television, electronic media has become the dominant marketing force.

Social media networks are platforms or sites that facilitate the building of social relationships among people of different races and provide opportunities for them to share interests, activities, backgrounds, or real-life connections. Social network services consist of a representation of each user's social connections, and a variety of additional services. Social media is the medium to socialize as well as market and today, the plethora of social media networks are among the finest opportunities available to organizational marketers in their bids to connect with existing and prospective new customers. The social media network

community services are groups centered and considered as a social network service. Social networks are contents created online by people using highly scalable and accessible communication technologies.

### **Research Methodology:**

This study aimed at qualitatively analyzing the digital technology and social media impact on attracting new customers. The present study purely based on the secondary data was by review of journals, research articles and books from various organizations report, Social media survey of India report the in-depth data collected through secondary source of methods. The objective of the study is to study how social media as an effective tool to attract the new customers.

### **Social Media and Digital Technology**

Social media and digital technology has mixed Social network sites are defined as web-based services. 76% of India customers with Internet access to social media and Digital are highly (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other new customers with whom they share a connection, (3) view and traverse their list of connections and those made by others within the social media.

### **Major social media:**

#### **Face book:**

It is one of the largest social media networks and it was founded by Mark Zuckerberg, this network was originally meant to be only available to Harvard university students Face book is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. The network is translated into 37 languages it has features, which include;

- Marketplace - allows customers to post, read and respond to classified ads.
- Groups – allows customers who have common interests to find each other and interact.
- Event – allows customers to publicize an event, invite guests and track who plans to attend.

- Pages - allows customers to create and promote a public page built around a specific topic
- Presence technology - allows members to see which contacts are online and chat

Facebook has also been involved with organizations and their brand campaigns. In April 2011, Facebook launched a new portal for marketers and creative agencies to help them develop brand promotions on Facebook. Hardly any organization now doesn't have a Facebook account; it has been recognized as both a social and business front for individuals and their businesses to attract their new customers which is one of its unique features, it is also recognized as a portal face book

helps businesses amplify their word-of-mouth marketing in the places where their customers are spending more of their time, online and on mobile devices here is new data that illustrates the

Scale at which people are connecting with small businesses in U.S.A on Face book.

- There are more than 2 billion connections between local businesses and customers and also attractive new customers
- In an average week, there are over 645 million views of, and 13 million comments on, local business Facebook Pages this show how its attracting new customers
- Approximately 70% of monthly active users in the U.S and Canada are connected to a local business on Facebook
- These numbers illustrate the extensive reach for small businesses on Facebook according to Nielsen's Global Trust in Advertising Survey of more than 28,000 internet respondents in 56 countries which was performed in April 2012.

**Twitter:**

It was created by Dorsey, Williams, Stone and Glass and was launched in March 2006. It is an online social networking and micro blogging service that enables users to send and read short 140-character text messages, called "tweets" where registered users can read and post tweets, but unregistered users can only read them. Its mission is 'To give everyone the power to create and share ideas and information instantly, without barriers'. It was ranked among the ten most visited website and as of June 2014 has over 500 million users with 271 million monthly active users 500 million Tweets are sent per day 77% of accounts are outside the U.S and supports 35 plus languages according to Twitter's home page which will enable an

organization know that the consumers are buying at that particular period. It allows for direct communication between an individual and any organization. Organizations have the chance to purchase ads on twitter, buying twitter ads is very different from newspaper ads. In newspaper you are buying a square on a piece of paper which may or may not be read or entertained by thousands of readers but when you purchase a twitter ad you are actually buying space on an individual's (which you can choose) timeline. In April 2013, Twitter made this feature even more unique by allowing advertisers to send ads only to people who mention specific keywords that may relate to their product or organization in their timelines. This feature has enabled organizations not only to handpick their target customers and also attracting new customers.

### **YouTube:**

It is a free video sharing site and social network. Anybody can watch and share videos on YouTube (the content ranges from music videos to how-to demos to amateur filmmaking) but to access additional features a person must register for an account, according to a segment published in 2006 by BBC news YouTube is now a subsidiary for Google after being purchased for \$1.65 billion. It was founded by Hurley, Chen and Karim. According to an article written by Woda in 2014 the attributes of YouTube are stated below:

- Third most visited site on the internet (behind Google and Facebook)
- 2,000,000,000 Video views per day, worldwide
- 829,440 Videos are uploaded each day
- The average internet user spends 900 seconds on You Tube per day

Communication through YouTube was enabled through the comment section which appears under every video. Businesses place ads and can actually see what consumers think of the advertisement itself, this is really new for marketers, normally when an advertisement is sent out a marketer or the business has no idea how it is perceived by the consumer the main aim at that point was just to create awareness . This new method of communication has left organizations vulnerable to backlash or criticism from consumers who may feel some advertisements are inappropriate or offensive to a particular gender, race or social status.

Organizations have to undergo deep screening for their advertisement before they are allowed to air in order to prevent criticism from consumers.

Brands such as Sony are building their reputations on YouTube, serving as a platform for the era of online video domination. There is a variety of methods brands can use to promote their messages. There are pre-roll ads, which run before videos and may be able to skip so the advertiser only pays when someone watches at least 30 seconds of the add Brands can also buy display advertising on the site and ads which appear at the bottom of the screen during video.

### **Social media impact on New Customers**

In this modern day the internet is singlehandedly the fastest way to gain consumer attention and at a wide reach, one of the ways in which organizations have found to connect with their consumers is through the social media. Social media websites such as Facebook, Twitter, Google+ and Pinterest represent a huge opportunity for businesses to grab the attention of customers while simultaneously building a brand image. Businesses have been well educated of ways in which they can use social media sites as a stepping stone to create brand awareness or campaign to the consumers.

**Word of mouth:** Social media platforms provide the perfect opportunity to take advantage of word of mouth and to see it spread. Social media is growing at its fastest rate in developing countries. People are connected on a global scale and casually participate in each other's lives through online observation. "Liking" a brand on Facebook can spread virally very quickly throughout the various social media channels. Kietzmann stressed that consumers feel more comfortable regarding opinions of their peers than paid advertisement by businesses.

**Communicating with customers:** Social media is not without its demerits but organizations can use it as an advantage by communicating with the dis-satisfied consumers directly thereby taking full advantage of the social media and can promise to change or improve the product they are offering. This makes new customers to attract Organizations have even taken this opportunity to ask its consumers opinions about upcoming events concerning their brands especially consumer based organizations.

**Considerations and influence for new customer:** Social media has had a huge influence on business, marketing and on how organizations engage with their target market and attracting new customers. The use of social media to share and engage with others continues to grow,

so it would be wise for any business.

**Social bakers:** Social Bakers is a social media analytics and publishing company that provides social media management services and deep data analytics for thousands of brands that market on Facebook, Twitter, Google+, LinkedIn, YouTube, Instagram, and VK. It gives organizations the opportunity to monitor and optimize the effectiveness of their social media campaigns, benchmark against competitors and industry standards, and track the right social media Key Performance Indicators (KPIs) in order to improve their marketing success and efficiency. The site provides data on fastest growing presence on social media according to industry i.e., celebrity, brands, entertainment.

### **Discussion :**

Research of social media is still at its infant stage due to the fact that it is a recent phenomenon but there is an amount of interest amongst practitioners and researchers in studying the issues related to social media and new customers Hensel et al. Suggested that in order to positively increase advertising and improve the attracting new customers that all possible avenues must be considered, also stating that there are benefits, drawback and challenges that are associated with any social media strategy and they must all be dealt with, before a specific strategy is chosen. These strategies should be used to track the organization's presence on social media in order to monitor new customers. They also stated that social media has made it possible for one individual to communicate with hundreds customers or even thousands of other customers and therefore amplifying word of mouth. Colliander et al. compared the effects of brand publicity in social media advertising (blog) and traditional media (magazines, newspapers). There was a demonstration regarding the greater publicity effectiveness of social media and underlying factors behind it and also the effects of perceived writer – brand relationship, effects of writer credibility and publicity effectiveness, purchase intentions and social interactions are the variables taken into consideration when comparing social media advertising to traditional media. It was established that social media (blogs) generated higher brand attitudes and purchase intentions due to the social interaction between the customers, the readers socialize with the blogger and also with each other, sharing experiences they have had with a particular product or service. Kunz et al. Conducted an experiment to further understand the use of social media. Top 18



retailers and five of the social media sites were taken, the number of subscribers belonging to each retailer was monitored for a number of weeks; there was a significant change in sales during that period. It was discovered that consumers enjoyed the control that came along with social media and they enjoy being part of the community than the target of an organization. Based upon the usage rate and statistics, retailers are quickly incorporating the use of social networking sites into their marketing communication strategy. Retailers now encourage consumers to visit their profile pages and to also take advantage of the promo's and it is also used to boost seasonal sales.

**Conclusion :**

The objectives of this study was to determine if in present digital technology how social media affected organizational brand as well attracting new customers, if it influenced consumer behavior, if it could be used as a competitive tool and also if it can increase organization efficiency. It shows social media is effective even if it is relatively new to the world, it is just as useful; social media provides a platform for consumers to speak their thoughts regarding a new ad, product or even service. Organizations have to take advantage of the two way communication to respond and communicate with consumers to find out how a particular brand is perceived or if they are enjoying the use of a product taking full advantage to electronic word of mouth. The researcher concluded by stating that the business world is developing rapidly and that with the constant communication that has been made available. Marketers have been given the chance to handpick potential consumers and at the same time getting the loyalty from present consumers and attracting new customers, have also been given the opportunity to better understand their consumers directly from the thoughts and views expressed by them; if marketers can fully understand the way to manipulate the use of social media then the power could be taken back from the consumers.

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