RUNNING HEAD: BUSINESS RESEARCH

Impact of Social Media on Digital Marketing

[Name of Student]

[Name of the Institution]

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***Introduction***

Social media is established in its strong position in the lives of human beings in different forms. Today, the influence of social media can never be ignored as it impacts the choices of individuals. The influence of social media makes it essential for business entities to consider the option of social media for the expansion of the business. The increasing role of social media in the context of business can observe in many different forms. Currently, the functioning of social media can never imagine without the active involvement of social media. Undoubtedly, the perspective of social media dramatically changes the traditional context of marketing for business organisations.

*Background*

Today, social media is established as the major platform for the business corporation to advertise their products and services to the customers. The growing role of social media also helps to expand the range of potential customers by approaching different segments of the population effectively and efficiently. Now it becomes common to question for the management of the business firms to figure out how the perspective of social media can be used to enhance the overall productivity of the business. The idea of social media illustrated as the adoption of low-cost instruments that ensure the effective combination of technology and social interaction. The prospects of internet and mobile are usually used to attain the approach of social media. Facebook, Twitter, Instagram, and YouTube established as the major forms of social forms that connect a number of people with each other at a global level (Lamberton and Stephen, 2016, p. 160). Social media is a great opportunity for marketers to use the approach of social media to enhance their voice and ensure better forms of communication with customers and target consumers. The practical implications of social media make it possible to effectively personalise the specific brand and help the main message of advertisement conversationally.

Individuals used social media as the necessary option in their daily life to explore the changing trends about different commodities. This form of exploration eventually impacts the buying behaviour of the customers in extensive form. On the other hand, business producers can effectively utilise this opportunity to meet their targets of marketing. Social media marketing is established as the mandatory department for the business organisation that focuses on the adoption of different suitable digital marketing strategies according to the actual business requirements. The prospect of social media established its position as a great phenomenon that connects billions of people on a single platform. It is one successful way for business marketers to actively communicate with the customers and enhance their awareness about the brand. Presence of social media website in both forms of desktop and mobile devices enhance the engagement level of the potential customers (Drury, 2008, p. 275). This particular platform gives the easy option for everyone to express their ideas and opinions about the brand. This form of information can further helpful for the business organisation to utilise this knowledge to enhance the efficiency of the product according to the changing requirements of the potential customers. Active social media users convey their valuable feedback about the product. This form of intervention of the customers ensures their active participation in the marketing departments of the organisations. The engagement process is the major form of the increasing role of social media. Organisations tend to use reviews of the customers to develop their marketing plans for the future successfully. The approach of social media can use by the business entities to provide an explicit identity to your business. The platform of social media is a great option for the marketing departments to build a useful relationship with the individuals who might not be connected with the products or service otherwise.

*Statement of the Problem*

The growing use of social media in different contexts of the business makes it essential to identify how the prospect of social media has the potential to influence the business. Marketing is established as one mandatory form of the business and the success of the business at large level can never imagine without the active role of social media. It is worthy to figure out how the approach of social media impacts the functioning of digital marketing specifically in case of brand identification and brand awareness for the customers.

*Conceptual Framework for the Study*

It is critical to comprehensively assess the theoretical grounds to determine the existing relationship between factors of social media and digital marketing. The concept of digital marketing is the new trend of marketing that gives a new perspective to the overall domain of the business in many different forms. Digital marketing is established as the form of marketing which involves the growing role of digital technologies most probably in the form of the internet. Digital marketing provides a cost-effective and active platform for business organisations to successfully market their products and services (Whiting and Williams, 2013, p. 364). The theoretical perspective of social interaction can be helpful to determine the changing aspect of digital marketing specifically in the case of social media. Interaction theory helps to determine how effective people use the platform of social media to share their opinion about different products and services.

*Research Questions*

* How effective is social media in enhancing awareness about products or services for clients?
* How social media change the functioning of digital marketing?

***Literature Review***

# Introduction

Today, the increasing role of technology advancement greatly impact different aspects of consideration. Undoubtedly, the role of technology can never ignore to achieve different organisational tasks. When it comes to the growing intervention of technology in business operations than social media is established as one key player. The role of social media is greatly important when it comes to exploring growing forms of marketing. It is interesting to identify how powerfully the medium of social media influences the functioning of digital marketing. This form of examination further helps to make better inference about the development of the business that is directly linked with the different forms of marketing strategies (Tiago and Veríssimo, 2014, p. 705). It is worthy to examine how the platform of social media can successfully use by the business organisation to enhance their business profitability by attracting more customers through digital marketing.

At the first place, it is important to define the concerns of social media and digital marketing comprehensively. Now a day, social media is a growing trend due to the advancement of technology. The approach of social media makes it easy for people to connect and turns the world as a global village closely. On the other hand, the perspective of digital marketing is recognised as the form of marketing of products or services through the use of different digital technologies (Chi, 2011, p. 50). Internet is established as the main source of digital marketing, but smartphones, display advertising, etc. are other critical factors in the entire perspective of digital marketing. It is significant to indicate how social media can use to ensure increase functioning of marketing in the form of digital marketing. Here the particular focus is to examine the impact of social media on digital marketing critically.

# Background Literature

It is observed that the option of social media dramatically changes the perspective of marketing for customers. Today, consumers have more authority as compare to the prior time periods. Different former research studies build the idea that growing intervention of social media eventually challenges the traditional operations of marketing. It became essential for business organisations to transform their marketing and branding strategies to attain better outcomes from the changing scenario of digital marketing. On the other hand, the literature on this particular topic also indicates that social media can use as the great opportunity to expand the paradigm of marketing and access as many customers as possible in no time.

There are some key assumptions involves in case of the growing involvement of social media in the entire scenario of marketing strategies for the business entities. It is established by the researchers that social media shift the entire power of marketing in the hands of customers as they have immediate access to different sort of products through advanced technologies. Changes in consumer behaviour are one major indicator that makes it essential for the business organisation to focus on the tool of social media in the form of digital marketing. It becomes evident for a business firm to reconsider their marketing strategies and align their approach of branding according to the changing demands of the market. Comprehensive analysis of the past literature also helps to identify how the traditional methods of marketing completely differ from the new perspective of digital marketing. The role of social media is immense during the entire phase of the transition of the marketing of products or services.

## Parent Literature

Consideration of the former research work on the topic will help to identify the basic ideas involves in the entire scenario of considering social media as the approach to enhance digital marketing. The approach of former research work helps to determine the appropriate theory relevant to the broad idea of the use of social media in the context of marketing. Development of the theoretical grounds is important to evaluate the existing association between the paradigms of social media and the changing perspective of marketing strategy in the form of digital marketing. Former research work is helpful to determine the impact of social media on digital marketing particularly in the context of branding. The theoretical concept of Web 2.0 was developed by T O'Reilly in 2004. The main focus of this particular idea is to critically highlight the major prospects that play their role in the form of web development (Murugesan, 2007, p. 34). Consideration of various indicators of web development is essential to figure out the actual role of web services with the utilisation of the new application. The concept developed by O'Reilly appeared as the foundation to evaluate the different and new functions of social media applications. This form of knowledge eventually assists in suitable patterns concerning the adoption of various business models. In his book, (O’reilly, 2009) illustrated the detailed approach of web 2.0 and its practical implications. A detailed assessment of the concept of web 2.0 reveals how the traditional methods of commodity endorsement replaced by the advanced forms of applications (O’Reilly, 2009, p. nd).

The conceptual form of Web 2.0 helps to recognise the entire approach of information sharing and collaboration that can be considered in the form of the World Wide Web. A detailed assessment of the idea reveals how the approach of Web 2.0 can be helpful for business entities to achieve their business objectives through the option of digital branding. Social media is established as the one important feature of the broad concept of Web 2.0. It is identified by the previous research work that the systematic process of Web 2.0 helps to determine the growing functions of different forms of networking applications. The growing concept of Web 2.0 used as the platform of the evolution of the approach of social media. Considering the broad form of the Web 2.0, the term of social media is defined as the group of different internet-based applications that are developed on the ideological and technological consideration of the main idea of Web 2.0. This form of consideration eventually permits to effectively create and exchange user-generated content in a suitable manner.

Digital marketing is another major concept that involves the entire scenario of examining the impact of social media in this context. It is vital to determine the theoretical foundations of the practical approach to digital marketing. The idea of digital marketing was introduced to differentiate the current form of marketing from the conventional ways of marketing of the product or service. Former research studies provide evidence that the approach of digital marketing is used by the business organisation in the form of different strategies to utilise the facility of digital platform. Chaffey and Chadwick (2009) keenly discuss the entire perspective of digital marketing in a detailed manner. Digital media is established as both opportunity and a threat for the business entities concerning the growing use of technology advancement in the case of marketing (Chaffey and Ellis-Chadwick, 2019, p. nd). Researchers come up with the opinion that there is need of offering better intervention plan and practical strategies to attain maximum positive output from the practical implications of digital marketing. It is important for the department of marketing to adopt new skills to attract customers through the approach of digital instruments. The strong connection between e-Marketing and digital marketing is thoroughly discussed by (Wind and Mahajan, 2002) in their research work. The practical implications of the approach of e-marketing established as the basic guide to achieving the targets of digital marketing by attracting as many customers as possible (Wind and Mahajan, 2002, p. nd).

Immediate Literature

Detailed consideration of the current research work is important to ensure a better understanding of the prevailing connection between the theoretical concepts of social media and marketing. It is vital to observe how the perspective of social media has the potential to strongly influence the changing perspective of marketing for business organisations. There are many different research studies that critically focus to discuss the changing role of marketing in case of the increasing trend of social media. Over the years, marketers tried to find suitable marketing ways that can be effective to attract and retain the great form of customers to the product or service (Mangold and Faulds, 2009, p. 358). Seeking customer’s attention is the main objective of the approach of business marketing. There is a need for offering different marketing strategies according to the need of the business.

Digital marketing is recognised as a somewhat new approach for marketers to attain better prospects of market strategies. The main aim of this form of consideration is to effectively and efficiently utilise different technological tools to ensure better practical forms of marketing. The strategy of the marketing mix was established as the initial aspect that encourages marketers to use different forms of marketing strategies. Consideration of the perspective of marketing mix indicates that marketing is a multi-faceted social procedure that involves consideration of different relevant aspects. Evolving trends of business make it essential for business organisations to focus adoption of different forms of marketing. Current research studies focus on this domain that technological advancement ultimately changes the overall social perspective of society. These days, customers are highly influenced by the stronghold of digital advances that also appeared in the form of the growing use of social media. Today, people invest a huge range of time by using different social media platforms. Facebook, Twitter, Instagram are established as major forms of social media that are greatly used by customers. Researchers come up with the idea that different platforms of social media can use as the opportunity to ensure mandatory and successful interaction between customers and business organisations (Stephen, 2016, p. 20). It is established that the services of social media can be used to attract potential customers towards the product. There is another school of thought who come up with the consideration that digital marketing needs to critically perform when it comes to the influence of social media. The growing involvement of social media can be negative for brand awareness and brand loyalty as customers have higher chances to get knowledge about a different product. The impact of social media mainly appeared in the form of authority of customers that ultimately makes it difficult for marketers to ensure better forms of digital marketing.

# Knowledge Gap

Identification of the knowledge gap between the existing and the required form of literature is important to identify the main aspect of consideration. Critical understanding of the previous research work on the issue makes it easy for the researcher to identify what is already done and what needs to do more in case of this particular issue. When it comes to the evolution of the influence of social media on digital marketing than there is the presence of limited research work. There is a minimal form of research approach that is linked with the exploration of the existing relationship between social media and digital marketing. Brand awareness is recognised as the one major indicator of the overall perspective of digital marketing. Business organisations consider the approach of digital marketing as the option to enhance the perspective of brand awareness by capturing the attention of a large range of customers. There is no such evidence where the approach of research work is mainly focused to check the impact of social media on digital marketing specifically in the context of brand awareness. It will be feasible to adopt the approach of systematic and comprehensive research work to find out the potential association between social media and digital marketing specifically in the context of brand awareness for the customers.

*Research Topic*

Deep analysis of the former research work on the issue makes it easy to identify the specific topic to attain the approach of research work. Considering the detailed exploration of different forms of roles of social media and digital media helps to construct an actual research topic for this study. The research topic is crafted as the critical examination of the impact of social media on digital marketing mainly in the context of brand awareness.

*Methodology*

Comprehensive understanding of the previous research work on the issue makes it easy for the researcher to get necessary directions when it comes to adopting specific methods of research. It is essential for the researcher to adopt the most suitable and flexible form of methodology to ensure unbiased and valuable outcomes in the end. Concerning the nature of the research domain on this particular issue, the approach of exploratory research will be adopted to gain better knowledge about the impact of social media on digital marketing. The approach of exploratory research allows the researcher to adopt flexible ways to attain better knowledge about the prevailing connection between social media and digital media. It is the option of exploration of different concerning aspects to ensure the deep involvement between the two major factors of social media and digital marketing. Different techniques can be used to attain the required approach to the research process of exploratory research. It is the duty of the researcher to adopt the most suitable way of attaining require a form of knowledge. Thorough research of the previous work is one viable option to gain maximum information about the issue.

*Limitations*

The major limitation in the case of this research work is that it only focuses on one medium of research. It might be further helpful to adopt different approaches of the research to attain a better understanding of the entire perspective of the impact of social media on digital marketing. The second main limitation of this particular study is only committed to checking the influence of social media on digital marketing in the context of brand awareness. There are many other factors that can be considered when it comes to exploration of the association between these two main domains.

*Expected Outcomes*

Deep understanding of the previous research work helps to figure out the expected outcomes in the form of defining the association between social media and digital marketing. The growing perspective of social media in the lives of customers helps to anticipate that the influence of social media in case of digital marketing can never be ignored. The perspective of social media can successfully use to enhance the awareness level of the customers by endorsing product through different social media platforms. It is expected that social media play a positive role in the entire scenario of digital marketing when it comes to the enhancement of brand awareness.

*Conclusion*

To conclude the discussion about the perspective of social media and its growing influence on digital marketing, it is important to indicate that currently, the concept of digital marketing can never be imagined without the active involvement of social media. Different tools of marketing can be used to achieve better outcomes from the approach of social media when it comes to increasing brand awareness within potential customers.

***Research Methodology***

The research methodology is a critical part of the research that provides useful direction to the researcher. It is the proper way to establish how the process of research will be conducted by adopting specific methods of research according to its suitability with the actual research question. The qualitative research form is selected to identify the impact of social media on digital marketing. The option of exploratory research work helps to determine the existing literature on the issue of the role of social media in case of digital marketing. A thorough assessment of the former research work on this topic is one useful research approach to effectively determine the fact that how social media have the potential to influence the perspective of social media.

*Qualitative Research*

Qualitative research is characterised as one effective form of research to collect non-numerical data and make better inferences about the anticipated trends. There are different options of research designs that can be used to execute the approach of qualitative research work effectively. Each method has certain implications according to the actual requirements of the issue. The approach of exploratory research is considered to examine the overall implications of social media in the scenario of digital marketing. The research method of detailed analysis of the previous research work on the issue will be considered to examine the prevailing connection between social media and digital media. The research prospect of analysis of the former research studies on the issue will help to identify what is previously done on this issue and what are requirements for the future. Detailed examination of the previous research literature on the issue reveals that there is a number of research studies that focus to explore the impact of social media on marketing and the other context of the business. Most relevant research studies are considered as the standard former research work on the issue to provide better domains about the impact of social media on digital marketing. The research studies during the time-period of 2000 to 2019 are selected to establish better knowledge about the influence of social media on the growing approach of digital marketing.

*Hypothesis Development*

Appropriate hypothesis development is one critical stage of the research to ensure the significant outcomes in the end. The idea of hypothesis development is directly linked with the theoretical approach. Construction of the hypothesis development helps to build a testable statement about the actual aspect of consideration. When it comes to the formulation of hypothesis development then this specific stage is closely linked with the research questions of the study.

H1: The approach of social media has a significant impact on digital marketing.

H0: The approach of social media does not have a significant influence on digital marketing.

There is a need for examining different forms of previous research work to identify different relevant indicators. This form of consideration will be helpful to establish how digital marketers can use social media as an effective platform to enhance the perspective of brand identification and brand awareness. Data for this research work will be attained in the form of proper examination of different former research studies on this issue. The outcomes of the previous research works provide directions that how social media is closely connected with the practices of digital media.

*Analysis and Interpretation*

Comprehensive analysis and interpretation of the former research studies are important to make inferences about the actual research question of this study. Analysis of the former research studies will help to interpret the existing association between social media and digital marketing effectively and efficiently. Examination of the relevant indicators or factors is also mandatory to proper better practical implications for the future. Former research work on the issue helps to figure out that there are different aspects that reflect the existing association between social media and digital marketing. The major advantage of the use of social media is that it is an effective platform to increase brand awareness for potential customers. Practical implications of the use of social media reveal that it is one of the most profitable forms of digital marketing that can be used to enhance the overall visibility of the business (Ashley and Tuten, 2015, p. 22). Creation of social media profiles provides a chance to the organisation to display their brands to the potential customers and attract them towards different forms of sale options. It is attained that the strategy of social media can be helpful for business organisations in the long-term concerning the perspective of brand recognition. Use of social media is also one cost-effective method that makes it possible for the business organisation to attain maximum outcomes effectively and efficiently.

Examination of the former research work also indicates that the active role in the form of social media is the successful chance for business organisations to enhance engagement level with the customers. It is one good way to actively interact with the customers and find out their desired and feedbacks about the products and services. Enhancement of brand loyalty is another major perspective that can effectively achieve through the suitable application of social media (Edelman, 2010, p. 65). The presence of a business on the platform of social media makes it easy for the customers to remain connected with the brand and remain updated about all forms of business developments. Attainment of healthier customer satisfaction is another major aspect that can effectively achieve through the proper utilisation of the platform of social media. Regular connection with the clients helps digital marketers helps to identify what is actually expected from the customers.

***Summary of the Findings***

It is observed that the fun provided by social media channels along with the opportunities to ask suggestions in an entertaining way often motivates individuals to consider the products promoted by these channels with more attention. It is notable to mention that various social media entities promote a consumer to consumer approach in order to create common knowledge about different products and services. A direct channel has been created for managers to communicate with clients on the basis of this approach. Retailers can enhance the appeal for their social media entities through interactive applications and contests in order to attract more users. When it comes to social media marketing, retailers need to be educated about the behaviour and attitude of consumers to promote their products in an effective manner. Selection of an appropriate digital marketing strategy depends upon the behaviour of consumers. Therefore, it is important for retailers to get a better understanding of how consumers perceive social marketing. In order to define a brand, retailers use ‘user-generated content’ as it produces social currency for them. Viral advertising proved to be effective for retailers to provide more information regarding their products on the social media platform. It is evident that a viral approach to online advertising is more advantageous as it affords the retailers a greater degree of creative license. One must need to understand that viral communication increases the likelihood of reaching a vast number of audiences in a short span. The success of viral advertising is achieved through various factors such as humour, stealth, sexuality, and positive experiences. Businesses need to be creative as social media provides a significant platform for retailers and marketers to gain control of their marketing(Felix et al., 2017, p. 122). Active contribution of brand marketers and consumers help to control social currency. Furthermore, businesses get a better understanding of their customers if they are allowed to share their concerns in an adequate manner. It would be beneficial to create a positive environment for customers that businesses are willing to listen to their concerns. Business gets a better understanding of the client’s concern to formulate their marketing strategies in that particular manner. Marketers are advertising their business and brand through social media entities, so it is beneficial for them to respond to customer questions and grievances instantly. Providing better response in no time assure customers that marketers value them. Customers are willing to get the services of a particular brand if they are assured that they will receive assistance at the earliest possible time. Marketers are effectively using geo-targeting features to reach a specific audience in accordance with the products and services of a business. Change in consumer behaviour is a major aspect for marketers to focus on the tool of social media in the form of digital marketing. It is noteworthy to mention that the majority of the population is attracted to social media in order to communicate with one another and to get information about various products and brands. Comprehensive analysis of customer behaviour reveals that customers are more likely to respond to any advertisement that they find catchy. Hence, marketers need to promote their products through social media channels. Businesses whose marketing strategies include social media advertising often obtain better response as compared to other means of advertising.

Digital marketing is transforming the entire paradigm of branding. Digital marketing through social media is a crucial element for building a brand and expand it in order to bring success. Direct one to one interface with customers helps to gain insights about client’s behaviour. Marketers use digital marketing to direct viewers to their products and services through various on-air programming. Social media is a great tool for businesses to have in their marketing arsenal as it allows more people to see promoted products and services. The results of this project indicate that social media is an efficient tool for digital marketing as it enables an advertisement to reach to multiple people. Higher traffic is essential for a company to climb on the ranks, which is achievable with different marketing strategies. Majority of companies are gaining profit through attractive advertising content, which enables them to draw more customers to their products and services. Companies with a social media marketing plan attract more people towards their brand through increased traffic.

***Conclusion***

To conclude the discussion about the impact of social media on digital marketing, it is important to indicate that currently, the concept of marketing can never complete without the consideration of social media. The influence of social media on marketing can observe in many different forms. Consideration of these relevant indicators helps to establish that the objectives of brand identity and brand awareness can successfully attain by adopting suitable social media strategies.

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