Social Media Marketing: - Prerequisites For The Effective Content Success

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ABSTRACT

The term social media marketing is everywhere but its success depends upon the ways it is done. Merely creating a website online and hoping for the good results by that is not true at all, in spite of that a complex and cumbersome process is required for it success. Long time back it was predicted that the coming years will be dominated by the internet. Hence, so has been proved correct. The world at present lives virtually, right from Facebook to Instagram! We tend to meet people less face to face and more on social media platforms. Pertaining to the current scenario where social or say digital media is at bon it is very important to keep certain point’s in mind as to what kind of content one needs to put up as it will influence millions of people. So, here in this article the things which are important for the successful social media marketing campaign are highlighted and focused on worldwide web before this internet century take a new paradigm shift for creating new milestones.

Keywords: - Content, Target audience, Humour, Realism, Layout, and Social media platforms.

INTRODUCTION

Companies who are looking for success in small steps with less research on plans can never achieve their targeted goals and brand image in the market. The structure of market and specially the end customers for businesses has been changed due the evolution internet era. In this internet era every next organization are trying to gain success over to their internet presence and brand recognition in the market. A strong social media plan is the need for tapping the interest of audiences and a powerful web presence in the market.

Social media marketing is one of the forms of internet marketing where several social networks are doing marketing in order to achieve their marketing communication and business goals. The activities like social sharing of content, images, and videos are primarily included under social media marketing. A strong social media strategy always bears great content which reflects the brand and gives reason to the customer to stay connected with the organization.
Now, here are the basic points which must be included in strategy of social media marketing by every marketer for the great success of their product and business in the segment of online marketing.

**CONTENT OF THE SOCIAL MEDIA STRATEGY**

No Obscenity: Just to attract readers and users to a particular site it is wrong to carry obscene images. By doing so one loses the credibility as a provider. Moreover it will bring back the user to the website or page only for few seconds.

Entertainment or news websites in order to generate more followers end up uploading vulgar content which not only degrades the name and reputation of the brand but pushes away a large chunk of audience who are there looking for intellectual reads.

To The Point Text: With hectic work schedules and busy lives people have got less time or rather not time on their hands to read through a newspaper of 22 pages. So when it comes to putting up stuff on social media it is of great importance to keep the text to the point and minimal.

Wage, flowery and beating around the bush kind of writing forces the audience to pass it and move on to the next. The content has to be exact but readable making sense to the user.

More of Pictures, As They Attract The User: It is of utmost importance to incorporate pictures complimenting the text. Running just a plain text for content makes the page or website life less. There is no charm left on that particular site for the user to browse through as what they will get is only text. Pictures relevant to the write up holds up the user’s attention, makes them stay on and in fact forces them to come back later.

Current Topic: It would of ignorance if one would not include the current affairs and happening in the social media, as it is one of the basic requirements of effective social media content. The audience today wants to be up to date and discuss things on current affairs, issues concerning common man, societal topics and day to happenings.

Considering youth, who are more active on social media and possess greater interest in current affairs and strong opinions. And these are the set of important users who make things go viral.

Setting The Right Target Audience:- Generating the right target audience (teen, office, middle, old age): Importantly set the target audience for whom you want to generate the content. Of all the mentioned points above from generating content, to writing precisely, to incorporating relevant images to current issues will be of success if they are generated according to the audience one has set as target.

Starting from youth, what they need is funky, quirky, colorful, bright stuff. Be it in terms of buying things from the shop or shopping for content online. Out of the box and weird items is what grabs the attention of youth.

People on the run to reach office with minimal time will only go through the pointers on the social media. Even if few take out time to read large texts they would still look for bullets in the text. They want content
appropriate and intellectual.

Middle aged people however, are on social media to just have a look as to how the entire scenario of Facebook, twitter, tumbler, Instagram, Wordpress, etc works. As they want to be in sync with the present run. Having said that it will be foolishness to underestimate their choice on the content they are looking for. As they come on the platform with a preconceived notion put into their mind by the younger generation. So chances are that they would come looking for some particular stuff. But largely anything unique attracts this set of audience.

**Engagement of Audience is All About Quality And Quantity:** If your audience is not connected to your brand then all efforts of the marketers will go in vain. Quality tools for their engagement to the brand and company must be employed so that they can feel connected to your business and product. Organizations who really want to engage their quality audience must work on their communication strategy and relationship strategy, don’t try to make use of blanket strategy where every audience is mere a source of generating revenue for the business.

If an organization is able to make a successful communication strategy then the result of the strategy is backed by the quantity audiences for their brand. Some prime good examples are of Martell Home builders which are an Atlantic custom homebuilder, this company was able to create Direct-consumer-model where they can directly access their target audience and Zapoos an online retailer that sells shoes, clothing, and accessories are known for their strong real relationships with their customers and fans.

**Humour For Quick Response:** Well too much of straight and to the point content is good to attract the user but at the same time it will of intelligence to add some humour to the content. Witty, sarcastically humorous lines make of the opinion that not all seriousness is the only solution to problems prevailing in the society.

Adding funny lines makes the user to stay and read on till the end of the article. And spreads a word on the social media generating traffic! For example: Faking News, Story picks, etc.

**Humour Makes The Brand Memorable:** No one remembers a dull and boring post on any of the platform be it Facebook, YouTube or Twitter. Posts which are full of wittiness, naughtiness and give positive feelings are always accepted by the audiences and widely shared to everyone. A very good example is of biting incident during world cup football 2014 where Luiz suraz bites Giorgio chiellni, sparked a wave of humorous form and various brands uses this incident to bring humour for their brand like next time if you are hungry grab a snicker in a way to communicate their brand more effectively.

**Humour Must Be Short And Simple:** Brands which keep their content short and simple attract more attention and response on social media platform because by that message to the end audience is clearly communicated with any kind of distortion or misconception. Adidas by creating a tumbler page dedicated to life style and good fashion, able to engage consumers visually along with highlighting their most eye-catching products. The brands which are using acronym are also included in short form of effective content.
which is helpful for them in remembering their brand among customers. Brands which are successfully using these acronyms in the market are LG, GE, AT&T and many more.

**Realism is Important Element in Social Media Content:** In order to achieve success companies must set some realistic measures which they can attain by their social media strategy. If things which are not real and fake to the end audiences will never receive a good response and in turn will become a brand failure in the market. For a social media strategy to be impactful every organization must include some realism parameters in it which will lead to the brand recognition and association. Organizations must try to build definable and measurable goals in their strategy which can be easily achieved by them.

**Try To Become Your True Company Voice:** when organizations are promoting their brand in the market in way they are representing themselves in the eye of their ultimate customers. The true values and philosophies of the organization are communicated in the form of product to the customers. If the organizations are not depicting their real image than they are cheating with the emotions of their customer and in turn destroying their real value. Business firms must establish an online company voice that reflects their business values and matches customer’s expectations and organizations will go long way in building trust among customers.

Example of Whole foods market’s experience stands good in this head; they try to keep their voice on various social media web pages in a very friendly, relevant and educational way which represents their real image voice in the market for their customers.

![Create a voice for your company, image created by Stephanie Schwab](image.png)

**Layout is The Driving Force:** As it is important to concentrate on the text, pictures and target audience, at the same time important to focus on the layout. The layout needs to be user friendly. Clicking on a certain topic should lead the user to the mentioned topic and not to gateway to the topic. The more direct the layout is the more friendly it becomes.

**Layout wireframe:** For a normal 5 page website the same elements are repeated, a top corner logo, navigation links, main content area with split sidebar and other functionality. Always consider a good
starting point to build off the detailed page layouts. Many web-designers find helpful to sketch up the all possible wireframes layout for smooth flow in layout design. The basic purpose of wireframe is to give rough idea about the layout of the web page.

**Give Good White Space:** White spacing is the important element under layout designing, as website content rules it all than to other regular website. For holding the visitor’s attention it is important to apply spacing beneath major text elements. Paragraphs and page headers are the places where great customization is required with the help of CSS tools this all can be done. Creating the more white space in content-heavy pages, adopt headings (H1, H2 and H3) and you can design elements such as bullet points to draw attention on major points and chunk paragraphs using short sentences. If you layout is not clear to the readers your end audience will be displeased.

![Diagram showing wireframes layout](image.png)

**Color:** Adding too many bright colors hurt the eyes; rather using subtle choice of shades is attractive. Color knowledge is very important here in creating layout as it impacts emotions on large extent. For example, red means excitement but also for danger so using it in your way may have negative connotations. Meanwhile, blue evokes emotions of trust, dependability, and strength. Hence, using blue as your background color might work best with orange or green as high contrast colors.

**Layout Typography:** Layout typography refers to the font and size of the text. Firms must consider their target audiences and competitors in deciding the appropriate typography. For instance, if a website where the target audience is older, so use a larger font size to make it easy for visitors to read. Try to use custom fonts in the website layout is a cheap and easy way to distinguish the website pages from competitors.

**Be Dynamic:** Dynamic website layout design is the lifeblood of web2.0 sites. Page layout should change constantly, with the newest, most popular, and most valuable information continually pushed to the forefront for users. Social networking sites are popular for their attractive page presentation and changing themselves as per to the needs of audiences to grab limelight on the platforms. Sites like Facebook, LinkedIn, twitter, Instagram and others are always doing this just to attract more and more traffic on the sites.

**Selection of Right Social Media Platform:** When it comes to selecting the social media platform business firms cautiously do this task as it is the most important step for an effective social media strategy. Social media platforms with best potential and good market coverage must be identified to utilize their best potential. Companies must effectively leverage the relevant platform which can bring huge boon to their business and revenue generation. Some popular social platforms to choose from are as below:-
Facebook: Facebook is the most popular social media site so far as it reaches to the 1.44 billion active users monthly and 47% of all internet users are on Facebook. As per to statistics 936 million people log onto Facebook daily (DAU) for March 2015, which represents a 17% increase year over year. Facebook size alone is positive for any business, because as most of people are on it. Facebook is about a long-term commitment and building relationships, although there is some immediacy as you can reply straight to people's comments or questions. Facebook for business is to let customers get to know the people behind the logo and portray your business in a friendly, "sociable" manner, as a place where customers are treated well and "everybody knows your name."

Twitter: Twitter is totally different form of social networking, it is called real time social networking site. A place where information is being shared when it actually happens for connecting with other in real time which often results into long-lasting contacts and friendship. Twitter has 302 million monthly active users and yes this is a small number when compare it to Facebook. About 34% of marketers are able to successfully generate leads through Tweeter and Tweets containing image links have 5x higher engagement rate. If business wants to reach both men and women, then it is a good platform. Twitter is also particularly appealing to "information junkies" so if the business lends itself to the provision of topic-based news or timely insights, then Twitter is a great choice for them.

Google Plus: Google+ is a newer network and very unique on its own due to its features and usage. The end audience under Google+ is entirely different from Facebook and other social networks and it is paving the way for the companies who are looking to reach a new and tech-savvy audience. Google+ is unique from other networks reason being it provides circles users which can easily be use to group contacts by relationship, for easy sharing and more control over privacy. Google+ provides a great platform for companies because their audience can easily categorize through updates and separate personal interactions from their business. On Google+ there are about 2.2 billion Google Plus profiles online, but not all of them represent active users. 90% of the people who create a Google profile have never posted publicly on Google+.

LinkedIn: LinkedIn is world’s largest professional social networking platform and it’s fighting the tough demographic and numerous challenges along the way. LinkedIn always incorporated the latest challenges to give fresh and new look to their website recently they introduced new look to feel fresh with the home page
and profile page for their users. LinkedIn is a business, and its runners are always seeking ways to maximize the profit bottom line for their business. Over 39 million of college graduates and professional are registered on the website. 44% of females are there on website and average monthly time spends on the site by users is approximately 17 minutes. LinkedIn is a business, and its runners are always seeking ways to maximize the profit bottom line for their business. Users and end audiences presence and engagement translate into value for LinkedIn. Given the high income and education levels of the average LinkedIn users, it offers a distinct audience worth targeting with the right message.

**Pinterest:** Pinterest is place for all and in fact businesses can also find their potential consumers by promoting their brands through dynamic product images and inspirational quotes and content. As per to the statistics 2015 for Pinterest has about 70 million users. Pinterest provides various marketing platforms tools to create images, inspirational visual content for campaign managers to run their product campaign in the most innovative way. So, if the business is in a highly visual industry with customers will naturally seek to express themselves through images. Pinterest is particularly popular among women, if women are the target market for any business, so Inspire and inform them on Pinterest and businesses can create real engagement.

**Instagram:** Instagram is very new in the field of social media networking but due to the popularity the media has gained made it to influence marketers and users to great extent. Instagram established in the year 2010 and grown over the years and reached 300 million monthly active users. It has become one of the most engaging visual platforms and product promotion is key on this platform. Instagram emerges as an important tool for galleries to sell their artwork and it is one the best tool present in the market along with Facebook as per 2015 Online Art Trade Report by Hiscox, the London-based fine-art insurers. So, as like Pinterest business has a visual aspect then it is a very good platform for the business. Given Instagram appeal to specific ethnic segments and its popularity among urbanites, it can be a good choice for certain market targets.

**CONCLUSION**

Social media is now become a necessity for every business if they want to survive in today’s competitive technological era. Every business whether operating global or national needs this platform for giving new height and to reach to their ultimate audiences. The frequent use of social media platforms by almost every business industry creating the need for a successful social media strategy where they can hit by the right way. Social media content strategy effective use can improve the brand’s influence on consumer purchase decision. Companies by having an official website are showing that they are the valuable contributor to the platforms and its users. If organizations really want to attract and engage their potential customers to their business a clear and goal oriented content strategy is required to win over the market and competitors.
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