



GLOBAL JOURNAL OF MANAGEMENT AND BUSINESS RESEARCH: E MARKETING

Volume 16 Issue 4 Version 1.0 Year 2016

Type: Double Blind Peer Reviewed International Research Journal

Publisher: Global Journals Inc. (USA)

Online ISSN: 2249-4588 & Print ISSN: 0975-5853

E-Business and Social Media Marketing

By Mesfer Alsubaie

Saudi Arabian Cultural Mission, United States

Abstract- Social media marketing, is a type of web promotion that executes different social networking systems keeping in mind the end goal to accomplish advertising correspondence and marketing objectives. Social media marketing basically covers exercises including social sharing of substance, recordings, and pictures for promoting purposes, and additionally paid social networking publicizing. Social media is something which is created by people on the internet using the publishing technologies. Basically it is a big change in the consumers for absorbing and sharing information. It can be termed as a combination of technology & sociology where all the one directional conversation is converted to communication among various parties on the internet (Creamer, M 2011). Social media marketing is a kind of marketing which happens online which is totally location independent and hence it is a very important part of any business' marketing strategy. In earlier days content for marketing was created by very few stakeholders but now due to social media everyone can produce their own content and put it online and the reason for it is because social media is highly accessible and the medium to use social media is again very is very convenient and easily understood by anyone.

Keywords: SMM, social media, E-business, KPI.

GJMBR - E Classification : JEL Code : M37



Strictly as per the compliance and regulations of:



E-Business and Social Media Marketing

Mesfer Alsubaie

Abstract- Social media marketing, is a type of web promotion that executes different social networking systems keeping in mind the end goal to accomplish advertising correspondence and marketing objectives. Social media marketing basically covers exercises including social sharing of substance, recordings, and pictures for promoting purposes, and additionally paid social networking publicizing. Social media is something which is created by people on the internet using the publishing technologies. Basically it is a big change in the consumers for absorbing and sharing information. It can be termed as a combination of technology & sociology where all the one directional conversation is converted to communication among various parties on the internet (Creamer, M 2011). Social media marketing is a kind of marketing which happens online which is totally location independent and hence it is a very important part of any business' marketing strategy. In earlier days content for marketing was created by very few stakeholders but now due to social media everyone can produce their own content and put it online and the reason for it is because social media is highly accessible and the medium to use social media is again very is very convenient and easily understood by anyone. So it is very important for any organization to imbibe this concept of social media marketing and align it to their marketing strategies if they really want to survive in this highly technologically advanced world. But there are so many mistakes that companies do while adopting social media marketing (Crain, R 2011).

Keywords: SMM, social media, E-business, KPI.

I. INTRODUCTION

Dating from the mid-1990s, e-business (electronic business) has not just presented another method for doing business, yet has turned into a crucial piece of lives (Alston, D 2009). People, professionals, and even government officials are giving careful consideration to e-business and utilizing it as a key device. As indicated by information from the Association for Financial Participation and Improvement (OECD), on normal, 96% of its specimen firms in chosen nations utilized the Web and 69% had their own sites in 2011 [OECD 2012a]. Moreover, an undeniably high rate of people is utilizing the Web for conveying, shopping, learning, interpersonal interaction, saving money, and numerous different capacities. E-business is a way to deal with accomplishing business objectives in which (arranged, PC based) innovation for data trade empowers or encourages execution of exercises in and crosswise over quality chains and supporting basic leadership that underlies those exercises. Social media is something which is created by people on the internet

Author: Saudi Arabian Cultural Mission, United States.
e-mail: mesfer66@gmail.com

using the publishing technologies. Basically it is a big change in the consumers for absorbing and sharing information. It can be termed as a combination of technology & sociology where all the one directional conversation is converted to communication among various parties on the internet (Lazer, W 1973). Social media marketing is a kind of marketing which happens online which is totally location independent and hence it is a very important part of any business' marketing strategy. In earlier days content for marketing was created by very few stakeholders but now due to social media everyone can produce their own content and put it online and the reason for it is because social media is highly accessible and the medium to use social media is again very is very convenient and easily understood by anyone. So it is very important for any organization to imbibe this concept of social media marketing and align it to their marketing strategies if they really want to survive in this highly technologically advanced world (Michael, A 2010). But there are so many mistakes that companies do while adopting social media marketing. Since social media marketing is the most blazing pattern in advertising, organizations accept that all they need to do is set up a Twitter account and a Facebook fan page. This is the equal of hauling arbitrary magazines out of off the rack and acquiring full page shading advertisement in every one, then putting together a down to business PowerPoint flyer to run. Much the same as any other correspondence medium, social media marketing also requires a well-thoroughly considered promoting technique arrangement

II. SOCIAL MEDIA MARKETING & E-BUSINESS

It's very energizing to see remarkable results on one type of social media marketing, and enticing to put every one of the assets into what is working. With the velocity at which innovation changes, social media marketing is beginning to see to be like the style cycle: one day one is in, the following day one is out. Instruments fall all through design constantly – keep in mind Friendster, and all the more as of late, MySpace? Organizations that manufacture a vast value on one apparatus will end up with nothing if the instrument loses fame. So every social media activity has to be done properly and keep measuring the effectiveness of the social media marketing is the key to success (Curtis, A 2011). There are so many metrics that can be considered to measure the effectiveness and calculate the ROI on the social media activities. There are different vehicles to which these metrics belong to. For email,

landing page conversation part, number of mails open, number of clicks on link each mail and number of subscribers are some of the metrics that are used. Then there are other social media vehicles like blogs, Facebook, twitter, Pinterest where there are a set of metrics on basis of which can quantify the returns on the efforts being spent on the social media marketing. The online networking industry in India is developing rapidly. While purchasers understood that they could do a ton on and with online networking early, brands are presently understanding this as well. There was a great deal of good work incident and all records of it were being set up on individual locales and online journals. Not all clients had simple access to it and not all brands and organizations could demonstrate their great work to a bigger group of onlooker base. Additionally, with the expansion in online networking use, many individuals needed to construct vocations in it. Business visionaries excessively needed, making it impossible to utilize online networking for their organizations however most didn't know where to begin from, or how to keep themselves overhauled. We saw this crevice and chose to discredit it. Their prime offering is a worth in itself. They seek to wind up the "Go to" place for everything and anything to do with online networking. They plan to make the entrance such that individuals ought to either get motivated or ought to gain enough from it to begin utilizing online networking all alone for their organizations, occupations or themselves. They likewise wish to begin posting online networking occupations, organizations and occasions soon, so they can begin working towards getting the business more sorted out.

III. KPI FOR E-BUSINESS WHEN USING SMM

In the study conducted by Helmink (2013) it was found out that a brand has a specific social media marketing objective (e.g. brand mindfulness). To accomplish this target a brand uses a specific procedure lastly the brand utilizes Key Execution Markers (KPI's) to figure out if the utilized system was viable for accomplishing the goal (return for capital invested). The results of this examination are a review of proper goals, techniques and pointers (KPI's) that can decide the incomes and costs (return for money invested) for essential social media advertising destinations. This research means to comprehend what proper targets, methodologies and benchmarks/key pointers are for deciding the return on initial capital investment of social media promoting destinations. Along these lines, this examination receives a subjective technique. Delphi technique was utilized to carry out the research and during the interview it was found out from the respondents that the following metric they believe will be useful in social media marketing to model the ROI.

Social media marketing is altogether a new are and in the above research effectiveness of SMM was measured but the parameters defined can be biased based upon the understanding of the researcher.

ROI is the income we get for the cash we contributed (cost). This can be communicated in budgetary esteem however for social media marketing this is very troublesome. Hence this is finished with the key execution pointers. For instance a brand puts resources into a group chief which should deal with the social group for the brand. These outcomes for instance after a timeframe in more fans on Facebook and this can be seen as the arrival on speculation (Rooney, J 2011). The useful pertinence of the outcomes is that it can bolster advertising chiefs, group supervisors and different experts in the social media promoting range by creating and measuring their social media procedures. The displayed table above can be utilized as a regulated aide.

Another examination was directed by Ghali (2011) to assess the profits on speculation for online networking advertising. SMM targets may conceivably be appended to the purchasing methodology, which incorporates invigorating the picture, acquiring contacts, making arrangements, and getting brand advocates. Whatever the goals may be, it is basic to use a goal based technique for evaluating the online networking showcasing tries' arrival for capital contributed. It is not until when totally understand the objectives that online networking is working for the business. It is definitely not hard to jump in and start measuring the arrival for cash contributed by numbering what number of Facebook fans and Twitter enthusiasts are there. On the other hand, it can be measured in type of retweets and preferences. In spite of the fact that these are critical social media segments to track, an objective based way to deal with return for capital invested will help better get it the "why" behind the "how" of SMM (Ghali, p 2011)

a) *Measurement for Effectiveness*

The researcher used the metrics given by Blanchard (2011) proposes another strategy with eight stages to exactly gauge the SMM viability & ROI.

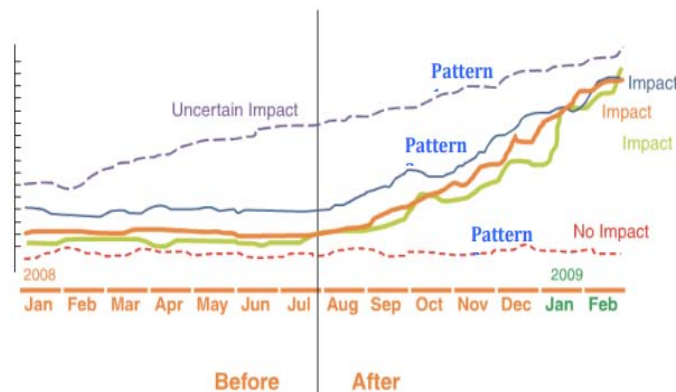
1. Set up a pattern. Administrators ought to rundown every one of the information that they are attempting to gauge (i.e. deals volume, net exchanges, number of brand notice) as the pattern of their battle (Vaynerchuck, G 2011). Likewise bolsters this thought, and underlines the significance of taking benchmarks before firms dispatch their battle to see "previously, then after the fact" effect of the SMM.
2. Make action courses of events. Organizations ought to plot the majority of the exercises from all divisions and media stages that may affect the non-money related results. One approach to do this is by making a common archive that will permit all offices to incorporate their crusade, which will keep any

misinterpretations/misassumptions while breaking down the outcome (Blanchard, O 2011).

3. Screen the volume of notification. There are two things that associations need to do in this movement. At first, staffs need to quantify the brand says the entire route over the web (i.e. online networking destinations, sites, news districts) using social networking checking instruments. Second, to gage the mix of appraisal of the brand says that is measured from the past step. In doing in that capacity, it will give a couple of pointers to the firm through the movements between customers' sure and negative evaluations of the brand/association. For instance, increase in positive inclinations could be a good marker of a development in customers' inclination of the brand came about because of the expression of moth quality from the positive notice. Of course, firms can't depend 100% to the computerized supposition examiner, which from the "Bieber Contortion" illustration demonstrated that the outcome could be incorrect (Dumenco, S 2011). Furthermore, there is no calculation that can correctly decipher buyers' discussions on the social media destinations. Along these lines, this must be finished by genuine individuals to comprehend the genuine importance of the brand notice in the social media channels.
4. Measure value-based forerunners. This is the place the firm need to gauge the non-money related results that may demonstrate the adjustments in

purchasers' practices came about because of their SM exercises, for example, number of fans, adherents, offers, suggestions, RSS memberships, content downloads (Dumenco, S 2011).

5. Take a dig at value-based information. In this stage, organizations need to gauge the monetary information by joining both the adjustments in net executing clients and the quantity of net exchanges [8]. This will give the firm more top to bottom investigation concerning which clients (e.g. new or current clients) add to the deals expand.
6. Overlay all information (steps 1-5) onto a solitary course of events. This is the place chiefs need to put the baselines, and include other significant information, for example, contenders' official statement, essential occasions (i.e. regular debacles, new innovation presentation) amid specific courses of events that may influence the company's SMM exercises (Fisher, T 2009).
7. Search for examples. The outline indicates three diverse examples that exhibit some conceivable effects of the association's social media effort. The main example demonstrates that there is an expanding drift even before the crusade was propelled. The effect of social media exercises is hard to decide from this example, because of absence of critical changes on the association's execution. It shows that there is a colossal addition not long after the online networking exertion started (Neff, J 2010).



IV. CONCLUSION

In the section above the importance of social media marketing is talked about and also various metrics which are useful in determining the return on investments for every social media activity. There are different approaches in executing the social media marketing but the ultimate aim of carrying out all these social media marketing is to increase the profit and brand value in the market. So based on this criteria that social media marketing has a direct impact on the revenues of any organization this report has tried to answer what are the various key metrics that can be

used to model the return on investment for any social media activity

REFERENCES RÉFÉRENCES REFERENCIAS

1. Alston, D (2009). Social media ROI - What's the 'return on ignoring'? [Social] Available at: <https://www.marketingprofs.com/login/join.asp?adre f=rdbl&source=%2F9%2Fsocial-media-roiwhats-return-of-ignoring-alston.asp>
2. Blanchard, O. (2011). Social media ROI. Indianapolis
3. Curtis, A. (2011). The brief history of social media.

4. Dumenco, S. (2011). Metrics mess: Five sad truths about measurement right now. Advertising Age. [Social]. Available at: <http://web.ebscohost.com/ehost/detail?sid=141fa2b0-4407-46bd-9040-bad80-748680e%40sessionmgr14&vid=4&hid=15&bdata=JnNpdGU9ZWWhvc3QtbGl2ZQ%3d%3d#db=a9h&AN=58704668>.
5. Ghali, P (2011). Calculating Your Social Media Marketing Return on Investment: A How-To Guide for New Social Media Marketers.
6. Helmink, F (2013). Objectives, strategies and indicators for Social Media Marketing.
7. Fisher, T (2009). ROI in Social Media: A look at the arguments.
8. Neff, J. (2010). What happens when Facebook trumps your brand site? [social]. Available at: <http://web.ebscohost.com/ehost/detail?hid=9&sid=d905f670-1dd1-46a2-9632-734798338f82%40sessionmgr11&vid=12&bdata=JnNpdGU9ZWWhvc3QtbGl2ZQ%3d%3d#db=a9h&AN=53025361>.
9. Owyang, J (2007). Web strategy: How to measure your social media program. [Social]. Available at: <http://www.web-strategist.com/blog/2007/06/07/web-strategy-how-to-measure-your-social-media-program/>
10. Rooney, J. (2011). Loyalty innovation, now an “organic” campaign.
11. Rust, R. T., Moorman, C., & Bhalla, G. (2010, January). Rethinking Marketing.
12. Vaynerchuk, G. (2011). The thank you marketing.
13. Woessner, S. (2011). Personal interview. 14 Feb. 2011.

