

# Social Media and Corporate Success

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## Abstract

*This paper is an explorative study on an emerging field of study. The paper presents an introductory study on the field of social media, which is gaining power and popularity. A review of the present situation confirms that the new buzzing field in marketing is the Social media. All the businesses, different organizations and even varied brands are trying to create their own space and place in the virtual world. Even the Indian companies are formulating marketing strategies where social media is a vital part of their strategies. Whether we talk about internal or external communications Social media can be used in both. Social media sites like LinkedIn, Facebook and Twitter are not only helpful for the existing customers but also for new potential customers. Social media can be used as a game changer in any business and greater gains can be expected from it.*

**Key words:** Social media, image building, marketing strategies for internet.

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## **Introduction:**

Taking Social media as just a communication tool will be wrong it as well includes interaction between customers. With the use of highly scalable and accessible tools and techniques Social media can be called as a media of social interaction. Social media has certain characteristics which are very important for it. These characteristics are:

- First and foremost is the level of Participation. This means that everybody in the process is fully involved and their contribution like sharing of news, giving feedback, etc. are decisive.
- Second is that there should be no barriers; everyone should be able to discuss, reach the content without hassles. Information and feedback are open to all.
- Social groups are very important which have common interest for sharing the information. These are called communities.
- The last one is the connectedness that is the people should communicate with each other on a platform created by you and should share the views on the topic of common interest. This will draw the attention and gain the interest of the potential customers to you.

We can say that by combining both the traditional and the Social media together the companies of India can create a greater market place for themselves. These companies can enhance their image using Social media as a marketing tool. Social media can even be stretched to advertising, consumer service, IT, HR, sales and also can be used to bring about a cultural change. Social media can very well be used in building good relationship with the customers. The Indian companies can exploit Social media for overcoming their drawbacks.

**Social Media and Companies:** Companies are using Social media to reach out to their consumers. Companies are using Social media for building up their brand, promoting their products, customer service, employee recruitment and even for collaborating with their stakeholders. Various companies like hospitality, banking, retail, fashion, airlines, education and many more are using Social media and cutting down on their budgets. enjoy

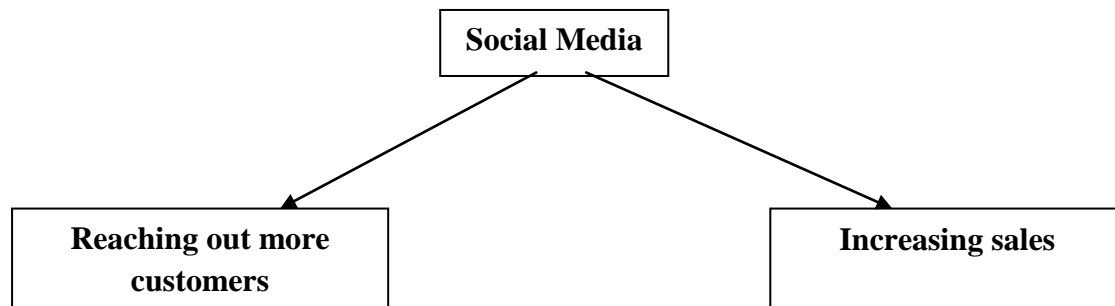
Social media are being used by the companies in various functional areas and they are fetching various tangible benefits from this. Search engine optimization, consumer satisfaction, brand recognition, sales and revenue are few benefits enjoyed by these enterprises from the use of Social media. Insight from customers and their feedback are other benefits that can be used by these companies to know more about their customers. These Social media benefits allow these companies to be on the top and make changes in their strategies and services on time before others.

It has become so easy to search for and communicate with customers for these companies that social media is becoming a very powerful weapon in the business field to reach for customers and other stakeholders. And all this can be done almost instantly with the help of Social media.

## **Social Media and Benefits**

If we try to see what Social media can do or how it can help companies then we will see two things:

- It helps to reach out for more customers
- It helps in increasing the sales of the company



Lot of upcoming companies are making use of Social media as their marketing tool. Many out of them agree that any marketing activity is incomplete without the use of Social media. Regus, a leading office-space solutions provider did a survey which concluded that Social marketing has gone way ahead from the term nice to have to a necessity. Many other companies endorsed the view that a great balance is required between the traditional techniques of marketing and digital techniques of marketing, they believe that without which no company can succeed.

If we look into advertising through Social media, we can see it is very effective. Since lot of customers are driven towards the products through the advertising done on Facebook and Twitter. This way you can target your customers by both ways like through income and age. Social media not only help in increasing the frequency from the loyal customers but also keep on adding new and potential customers.

Games like powerBrands where the player tests their skills in marketing and business fields. This game was launched to help brands like Cherry Blossom, Disprin and Dettol to collect data base of their potential or future

employees. This game was launched by Facebook. This way Social media helps in human resource.

Parle Agro's Hippo brand increased their sales by 76% by launching a campaign on Twitter where the followers in Twitter have to just Tweet if Hippo was out of stock in any of the stores and they promised to replenish it within hours. People tracking Hippo stocks were 45% of the entire sales team of Hippo brand. At no cost Hippo brand could meet its supply with demand and thus this increased its sales.

Brands like Ching's Secret, Mahindra and Mahindra are also making use of the Social media. Ching's is a Chinese cookery brand and through its likes and congratulatory messages it had crossed 100,000 followers on its Facebook page. This way companies like these are reaching out the next generation. This is quite a cheap and sure shot method of gaining attention. Even Mahindra company spend around its 5-8% marketing budget to outreach its brands like Scorpio, Xylo on social media. We can list n number of companies who have used social media as a marketing tool and had gained profits. Such few companies are mention below in the table below:

**Table 1: Examples of Successful uses of social media**

Area	Company	Activity Undertaken	Impact
Increasing brand awareness	Adobe	Activity holding consumer interest through engagement ads on social networks-set up of an online game	1. The game was played 14000 times during the one month campaign 2. Rise in page view by over 48000 a week
Product promotion	MTV India	Capitalizing on social media to keep the show buzz alive. Creation of an online and	Over 40000 fans on facebook

		highly interactive model of the real game show	
Product development	Dell	Partnering with customers to contribute to, and integrated into, Dell's product development	1. 12511 ideas contributed to community, with 86,255 comments 2. 366 ideas implemented leading to launch of 'Latitude laptop'
Employee engagement	IBM	Multiple in-house versions of web 2.0 with the intention of bringing employees, alumni, partners, vendors and customers together	1. 60000 blog users, 17000 different blogs, 1 mn page views per day on internal wikis 2. Launch of corporate social networking visualization and analysis tools like Atlas.

Source: Social Media: An emerging Medium for business Growth, Technopak Perspective, Volume 2

**Table 2: The Multiplier effect—usage across business areas**

Brand awareness	Product and service promotion	Customer service
Customer understanding	Product development	Employee engagement
Promotion of social causes	Knowledge sharing	Brand building

Source: Social Media: An emerging medium for Business Growth, Technopak Perspective, Volume 2

Companies like IBM and Best Buy have not only used Social media for its customers connect but they have used Social media to a different level where they connect with their stakeholders and employees through Social media. This way they have bridged their geographic boundaries. They have tried to bring more transparency through Social media. They are able to make their employees more customers oriented and this has helped them in bringing cultural shift in their organization more easily. They are even able to promote innovation at a different pace altogether.

**Social Media and HR:** According to the survey done by Jobvite a US based firm 73.3 percent HR and recruiting professionals use Social networking to recruit candidates. The most commonly used medium is LinkedIn which was 78 percent, followed by Facebook which was 55 percent, Twitter which was 45 percent and blogs which were 19 percent. In 2010 46 percent respondents were spending more on social recruiting sites than in

comparison to 2009. Social media has just not remained as an external communications but also being used for internal communications too. Social media has increased its horizons where human resource and we can even say human resource development has become its integral part of the benefits it fosters.

**Conclusion:** Social media and its benefits are very wide where it involves everyone in the process of buying and selling. It not only involves companies, customers, stakeholders but also employees. We can say by using proper and appropriate Social media techniques one can get a holistic view of its business and gain lots of success. Lot of companies are using both the traditional cum Social media tools for their marketing strategies and are gaining in all fronts of the business. By the use of Social media companies have gained success in their brand image and brand awareness of their company. Social media has come out to be a gold mine for the success of the companies.

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