



## IMPACT OF SOCIAL NETWORKS IN BUSINESS



**Prof.A.Jayakumar<sup>1</sup>**

Department of Commerce,  
Periyar University,  
Salem,  
Tamil Nadu,  
India

**B.Ramya<sup>2</sup>**

Ph.D., Research Scholar,  
Department of Commerce,  
Periyar University,  
Salem,  
Tamil Nadu,  
India

### ABSTRACT

**S**ocial Networking is used for all business activities. Social Networking has offered a large variety of new opportunities for companies to promote their brand, products and build relationships. Businesses using social networks have become the latest trend, to connecting with each other and talking about their experience, sharing their opinion about products and services. Social Network is part of the global marketing. Its cheap costs and high promotional effects. This paper attempt to study the impact of social network in business.

**KEYWORDS:** Social networks, Benefits for business, opportunities, Blog, Facebook, Twitter, linked in.

### INTRODUCTION

Social networks have become a daily motion of a large number of people mostly teenager. This has resulted in the entry of business using social networks. Due to the gaining website traffic and the attention to social networking sites many companies have stated social networking marketing in which the user are informed about a company's information products services, brands or company.

### MARKETING WITH SOCIAL NETWORKS

#### Planning:-

Getting ready with a social network marketing plan is crucial role. A key word and creative idea will interest to the target audience.

#### Content Reigns:-

Content has the king of the social network marketing. Company only provides valuable information. Today

there are varieties of content such as imagers, videos and infographies in addition to text based content.

#### Blog:-

Blogging is also become a great social network marketing tool as it helps to share information to the readers. Every company has its own marketing blog to share about the recent social network efforts, contests and events.

#### Links:-

Links is used to share information which attains your target audience to enjoy. Linking to outside resources to improve out trust and reliability.

#### Track competitors:-

Social network is always using to track about our competitors. They can provide as a valuable suggestion and piece of advice to be used for improve us. If your competitors are using a certain social network to work use the same thing.



## Measure success with analytics:-

Google analytics is used as a great social network marketing tool to measure your triumphant social network marketing techniques and also to determining the strategies that will work better.

## REVIEW OF LITERATURE

**Dr. Senthivelmurgan (2014)** Social network sites (SNSs) such as my space. Facebook and YouTube have attracted millions of users, many of whom have integrated these sites into their daily practices. There are hundreds of SNSs, with various technological affordances, supporting a wide range of interests and practices. However, the impact of SNSs is increasingly pervasive, with activities ranging from economic and marketing to social and educational. Among the wide impacts of social networking sites, they are, anecdotally, becoming increasingly important in today's business. They study found to present a literature review of and classification scheme for research works in business impacts of SNSs, with the aim of clarifying the way SNSs impact businesses.

In this study highlighted in business into six distinct categories the "marketing and advertising" "Knowledge management" "Social capital" "relationship management," "e-commerce", and "economic model". Findings reveal that "Marketing and adverting" were the most frequently category has been considered in the literature. This review provides a source for discovering business impacts of social network sites and will help to simulate further interest in the area.

**Rajiv Kausilk (2012)** it is stated that of social media compelled the marketers to think about this along with traditional functional areas of marketing. Social media is based primarily on internet or cellular phone based applications and tools to share information among people. The number of social media user's is more than the population of the countries today. Impact of social media on marketing can be judged by comparing marketing before the social media and marketing after the introduction of social media and type of technologies used in social media. It is concluded that of social media is growing and there is no turning back it seems social media will overtake to other functional area of marketing to large extent. Social media is trying to fill the gap between marketers and consumers through continual dialogue, buildings trust and interacting with right audience in right way, as fast as possible.

## SOCIAL NETWORKING

Social networking is the grouping of individuals in to specific group to share their common interest in hobbies, religion, politics, and alternative lifestyle. Social network contains lots of information about prospective new hires. Customers and competitors. They are a valuable source of information for sales and marketing. They can be whether business oriented like Facebook, Twitter, linked in.

### Face book:-

Face book is launched on February 4, 2004. It is one of the most popular social networks. Facebook currently reaches over 1000 million active users. About 70% of the active users log on to face book in any given day and spend over 900 billion minutes per month on face book. Entrepreneurs and developers from more than 190 countries have built their business platform with face book.

### Twitter:-

Twitter is the second largest social network site in the world 300 million active user's worldwide. Twitter is a real time short message in system. Twitter connects business to customers in real time. Business use twitter to quickly share information with people interested in their products and services, gather real time market intelligence and feedback and build relationships with customers partners and influential people. Form brand lift, to CRM to direct sales, twitter offers business a chance to reach an engaged audience.

### Linked In:-

Linked in operates the world's largest professional network on the internet with more than 100 million members in over 200 countries and territories more than one million companies have linked in company pages. LinkedIn Advertisement is a self-service advertising solution that allows you to create and place text advertisements on prominent pages on Linked In. Linked In members view your advertisement by selecting a target audience: by job title, job function. Industry, geography, age, gender, company size, company name or Linked In Group.

## POSITIVE EFFECT OF SOCIAL NETWORK IN BUSINESS

Business are using social network extensively because it represent cost effective marketing as compared to traditional promotional tools. Social network aids in creating awareness about products and services brands amplifies word of mouth marketing helps in conducting marketing research, facilitates idea generation and development of new product and assists in reputation management.

### **Brand awareness:-**

Social network foster aware about the product, service or brand name and is able to recognize it distinctly from amongst the numerous products service or brand name Business coming out with new brands can use social network platforms to awareness. Business can use social network to build the reputation of their brand and enhance its popularity.

### **Targeted Traffic:-**

Social network platform with millions of users offer a target base for business to market their product a service online. Search engine optimization still plays a significant role in driving traffic to the company's website or blogs, but social network has opened many new avenues for business. Social networks offers business the opportunity to target the customer's more effectively than traditional channel. Social network platforms have all kind of data with regard to the customers such as age, gender, geographical location, interest etc. This data can be used by business to reach the target audience.

### **Lead generation:-**

Lead refers to the customers or the sales prospects, social networking give an opportunity to business for connect through a large number of customers. Business can raise their channel of increasing new customers by gaining more followers in online. Business need to focus on encouraging people to visit their social networking sites and offer such stimulating content on the social networking sites that people keep revisiting it. Company need to keep their social networking pages and official websites updated to represent the user that the company efficient and make meaningful connections to the users by offering valuable content offering information to the user that they need and timely answering their request, queries and critics. Social networking should refrain from talking about the company and the brand. It is very important for the business to highlight the image of the brand through the social network platforms market insight.

### **Market insights:-**

Social network marketing has brought a transformation in the way market research is conducted and competitor monitoring is being accomplished. Various social network platforms serve as a database with information about the target audience as well as about the competitors. Business can watch and read closely about what the competitors are doing with regard to their websites, blogs and other social networks platforms. Competitive bench marking is important part of the social network strategy. Business need to keep attract of how

active the competitors are on their social sites every day, the number of social network sites they have created, how frequently they are updating content on the social on the social network platforms and how people are responding to their posts. Using social network to understand the competitor's activities offer useful insights to business.

This kind of an insight helps the organization to strengthen those features of their product or service that customers like and make alterations in area where they lacking when compared to the competitors.

### **Customer service and feedbacks:-**

Businesses have lost the power they once had over the consumers with the birth of social network. At present, the reins are in the hands of the consumers. Consumers have taken away the privilege of inside conservations from the businesses and are empowered to share their brand experiences and opinions. Social network channels facilitate interactive dialogues to take place between brands and their present and prospective customers. It provides businesses an opportunity to educate consumers about that utility of their product and how their product is better than those offered by the competitor's inn a more interactive way. Also consumers can request for help and support regarding the product.

This kind of communication with the consumers helps to foster long term relationships between companies and their customers. Through social network businesses are able of offer quick, efficient and personalized customer service which is appreciated by the consumer and helps in building trust in the brand.

### **Public Relations:-**

Public relations specialists were amongst the first few people who embraced the power of social network. The aim of both public relation and social network is to foster relationships. Social networking exponentially easy as hundreds of relevant connections can be tapped into only just a click of button. PR specialists use social network extensively, almost every day to get the word out about client, to communicate with customers and to their problem or queries.

## **NEGATIVE EFFECT OF SOCIAL NETWORK IN BUSINESS**

This lack of formalized attention is unfortunate considering the varied risks and Negative effects on business that ate associated with social network.

### **Problem of the Marketing change:-**

Company now involves personal engagement with consumer, campaigns that do not invite consumer

interface risk being unsuccessful, but social networking based marketing can be used effectively, company that are used to providing a one-sided sell must now learn how to create a relationships through people buying their product. Instead of liberative statement about product lives. Companies have to develop stories that promote the awareness of the product instead of only outlining its particular value.

### **Negative Publicity:-**

In the days before social networking negative company experience power stay within an individual's circle of friends, now stories of had customer service and disappointing products can run quickly through social networking site. It has become more challenging for companies to contain its negative publicity. The upside is that as much as had publicity spreads very quickly, good publicity spreads very quickly as well.

### **Tracking Negative or False Report:-**

Social networking is a waste chat everyone is invited to join; with all that talk, it's for business to track report about their brand that are Negative or even defamatory. Companies have the more burdens of tracking report and responding when necessary; the response, however, power is of limited effect if the negative report has already made the social networking sites rounds.

### **Imadvertable Release of confidential information:-**

Individuals with inside knowledge of the company power accidentally blurt out confidential information, affecting the company's competitive advantage. Before social networking a letter sent to the wrong address or even an email that ended up in the wronging box could be retrieve and the information kept under craps. In the world of social networking the sheet numbers mean that once confidential information is out, it's out.

### **Unauthorized employees speaking on company's Behalf:-**

It's difficult for companies to monitor employee social network activity and present them from speaking

company information without authorization. In the era of engagement, companies power strive for employees to have the ability to assert their personalized online; however, this freedom comes with the risk that even a well. Meaning social network post about a company's perceived objectives and direction can damage the company's reputation or challenge the company's assertions to investors.

### **CONCLUSION**

Social networking impacts of business have attracted the attention of both company and customers and we believe that social Networking impact of business is becoming increasingly pervasive. It is used by everybody especially teenagers. So it has become a major benefit companies to use social network to reach the audience, increased brand awareness, targeted traffic, word of mouth, lead generation, and market insights. This lack of formalized attention is unfortunate considering the varied risks and Negative effects on business. But social networking is more value for the businesses.

### **REFERENCES**

- 1) *P. Premsanthi (2014) Social media marketing New age marketing mantras- Realities & Emerging Trends.*
- 2) *N. Raja (2014) Impact of marketing in social media networks new age marketing mantras- Realities & Emerging Trends.*
- 3) *Dr. Senthivelmurgan (2014) Impact of marketing in social media marketing in contemporary business scenario New age marketing mantras- Realities & Emerging Trends.*
- 4) *Small business.chron.com*
- 5) *Rajiv Kausilk (2012) Impact of marketing in social media on marketing the international journal of computational Engineering & Management, vol.15 (2012).*
- 6) *Payam Hanafizadeh (2012) Business impacts of social network sites international journal of virtual communities and social networking, 4(1) 46-60 (2012).*
- 7) *Sivanath shanmugavel Impact of Advertisement in social media networking sites International telecommunication society(ITS)*

\*\*\*\*\*