

**LATEST TRENDS OF SOCIAL MEDIA AND DIGITAL  
MARKETING TOWARDS ENTREPRENEURS**

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**Abstract**

*Digital marketing is a way to promote brands and products online and through other digital channels. Aims to help businesses reach these target consumers through the internet and other digital avenues. There are a number of different digital technologies that marketers and companies use to get their marketing message to their target audience. Digital marketing is vital for modern businesses because the internet plays a significant role in how today's consumer makes purchasing decisions. The internet also impacts how consumers actually purchase their products and services. This makes it imperative for businesses to not only be present online but to boost visibility as much as possible.*

**Keywords:** *Social Media, Digital Marketing, Latest Trends, Entrepreneurs.*

Digital Marketing started changing, 1995 was the year when the total number of internet users worldwide was 16 Million which was changed to 558 Million in 2002 and average time spent by Americans were spending time on internet in 1996 was 30 minutes a day and in 2014 the average time spent by an American on internet is approximately 11 Hours a day, however the popularity remained limited due the slow growth of internet affordability and adaptability of Internet with less usage of service/host offering the webhosting, the new millennium has given the actual recognition to the term Digital Marketing and by the end of 2005 the real significance was pointed out by the majority of the users. Zuckerberg started Facebook in February 2004, Google launched Gmail in April 2004, and Twitter was launched in March 2006. Growth of Digital Marketing in 2010 was estimated approximately 48%. 2012 and 2013 are the years which have so far traced as the favorable most time for the term Digital Marketing, statistics related with the Digital Marketing reflects that the developed economies have faced the maximum expansion in Digital Marketing practices, among such Economies Australia was leading and followers were United States of America and Luxembourg. 48% of marketers feel highly proficient in digital marketing. 68% of marketers feel more pressured to show return on investment on marketing spend. Only 40% of marketers think their company's marketing is effective.

One of the main purposes of employing social media in marketing is as a communications tool that makes the companies accessible to those interested in their product and makes them visible to those who have no knowledge of their products. These companies use social media to create buzz and learn from and target customers. It's the only form of marketing that can finger consumers at each and every stage of the consumer decision journey. Marketing through social media has other benefits as well. Of the top 10 factors that correlate with

a strong Google organic search, seven are social media dependent. This means that if brands are less or non-active on social media, they tend to show up less on Google searches. While platforms such as Twitter, Facebook and Google+ have a larger number of monthly users, the visual media sharing based mobile platforms, however, garner a higher interaction rate in comparison and have registered the fastest growth and have changed the ways in which consumers engage with brand content. Instagram has an interaction rate in comparison and have registered the fastest growth and have changed the ways in which consumers engage with brand content. Companies also use platforms such as Facebook, Twitter, YouTube and Instagram to reach audiences much wider than through the use of traditional print/TV/radio advertisements alone at a fraction of the cost, as most social networking sites can be used at little or no cost. This has changed the ways that companies' approach to interact with customers, as a substantial percentage of consumer interactions are now being carried out over time platforms with much higher visibility. Customers can now post reviews of products and services, rate customer service and ask questions or voice concerns directly to companies through social media platforms.

**Twitter:** Twitter allows companies to promote their products in short messages known as tweets limited to 280 characters which appear on followers' home timeliness. Tweets contain Hashtag, photo, video, animated Gif, Emoji, or links to the product's website and other social media profiles, etc. Twitter is also used by companies to provide customer service. Some 15 companies make support available 24/7 and answer promptly, thus improving brand loyalty and appreciation.

**Facebook:** Facebook pages are far more detailed than Twitter accounts. They allow a product to provide videos, photos and longer descriptions and testimonials as other followers can comment on the product pages for others to see. Facebook can link back to the product's Twitter page as well as send out event reminders.

**LinkedIn:** LinkedIn, a professional business-related networking site, allows companies to create professional profiles for themselves as well as their business to network and meet others. Through the use of widgets, members can promote their various social networks in activities, such as Twitter stream or blog entries of their product pages, onto their LinkedIn profile page. LinkedIn provides its members the opportunity to generate sales leads and business partners. Members can use "company pages" similar to Facebook pages to create an area that will allow business owners to promote their customers.

**WhatsApp:** WhatsApp started as an alternative to SMS. WhatsApp now supports sending and receiving a variety of media including text, photos, videos, documents and location, as well as voice and video calls. WhatsApp messages and calls are secured with end-to-end encryption which means no third-party including WhatsApp can read or listen to them. It issued by companies to send personalized promotional messages to individual customers. It has plenty of advantages over SMS that includes ability to track how Message Broadcast Performs using blue tick option in WhatsApp. It allows sending messages to Do

Not Disturb (DND) customers. WhatsApp is also used to send a series of bulk messages to their targeted customers using broadcast option. Companies started using this to a large extent because it is a cost-effective promotional option and quick to spread a message.

**Instagram:** Instagram has the user engagement rate higher than even Facebook and Twitter. When it comes to brands and businesses; Instagram's goal is to help reach their respective audiences through captivating imagery in a rich, visual environment. Moreover, Instagram provides a platform where user and company can communicate publicly and directly, making its potential customers. Many brands are now heavily using this mobile app to boost their marketing strategy. Instagram can be used to gain the necessary momentum needed to capture the attention of the market segment that has an interest in the product offering or services. As Instagram is supported by Apple and android system, it can be easily accessed by smartphone users. Moreover, it can be accessed by the Internet as well. Thus, the marketers see it as a potential platform to expand their brands, especially the younger target group. On top of this, marketers do not only use social media for traditional Internet advertising, but they also encourage users to create attention for a certain brand. This generally creates an opportunity for greater brand exposure. Furthermore, marketers are also using the platform to drive social shopping and inspire people to collect and share pictures of their favorite products.

Instagram has proven itself a powerful platform for marketers to reach their customers and prospects through sharing pictures and brief messages. For companies, Instagram can be used as a data tool to connect and communicate with current and potential customers. The company can present a more personal picture of their brand, and by doing so the company conveys a better and true picture of itself. The idea of Instagram pictures lies on on-the-go, a sense that the event is happening right now, and that adds another layer to the personal and accurate picture of the company. Another option Instagram provides the opportunity for companies to reflect a true picture of the brand from the perspective of the customers. Other than the filters and hashtags functions, the Instagram's 60-second videos and the ability to send private messages between users have opened new opportunities for brands to connect with customers in a new extent, further promoting effective marketing on Instagram.

**YouTube:** YouTube is another popular avenue; advertisements are done in a way to suit the target audience. The type of language used in the commercials and the ideas used to promote the product reflect the audience's style and taste. Also, the ads on this platform are usually in sync with the content of the video requested; this is another advantage YouTube brings for advertisers. Certain ads are presented with certain videos since the content is relevant. Promotional opportunities such as sponsoring a video are also possible on YouTube. YouTube also enable publishers to earn money through its YouTube partner program. Companies can pay YouTube for a special "channel" which promotes

## ***SOCIAL MEDIA AND DIGITAL MARKETING***

the company's products or services.

Blogs: Platforms like LinkedIn create an environment for companies and clients to connect online. Companies that recognize the need for information, originality/and accessibility employ blogs to make their products popular and unique/ and ultimately reach out to consumers who are privy to social media. A Study shows that consumers view coverage in the media or from bloggers as being more neutral and credible than print advertisements, which are not thought of as free or independent. Blogs allow a product or company to provide longer descriptions of products or services, can include testimonials and can link to and from other social network and blog pages. Blogs can be updated frequently and are promotional techniques for keeping customers and also for acquiring followers and subscribers who can then be directed to social network pages. Online communities can enable a business to reach the client so using the platform. To allow firms to measure their standing in the corporate world, sites enable employees to place evaluations of their companies. Some businesses opt out of integrating social media platforms into their traditional marketing regimen. There are also specific corporate standards that apply when interacting online.

Inbound Marketing	Outbound Marketing
Permissive	Interruptive
Pull tactics	Push tactics
Two-way communication	One-way communication
Marketers provide value	Marketers provide little to no value
Customers come to you	Customers are sought after
Channels: Search engines, referrals, social media	Channels: Print ads, TV ads, radio, telemarketing

### **Research Methodology**

Objectives: To understand Digital Marketing industry

Latest Trends of Social Media and Digital Marketing towards Entrepreneurs

Research Design: The research design used is qualitative research design

Data collection & source: Secondary source: Data collected from various resources like... Websites; Software; Primary Data: Based on the interview of Entrepreneurs

### **Research Analysis**

1. Entrepreneur Name	2. Startup/ Organization Name	3. Sector of your Startup	4. Which Social media account are you using	5. Which is the channel you are using for Digital Marketing	6. Why?	7. Is Social Media and Digital Marketing helpful to grow your businesses	8. How important is Social media and Digital marketing to your business
Sanket Kedar	DruFarm Technology Private Limited	Agritech	Facebook	Social Media Mobile	Farmers have many Facebook and WhatsApp group so it's easy	Yes	Very Important

## SOCIAL MEDIA AND DIGITAL MARKETING

					for startups to reach to target customer.		
Baloch Mohamad Sohail Khan Ramjan Khan	The 5i technology	Energy	Instagram Snapchat YouTube	Website Social Media Mobile	Because it was more profitable for over biasness and update any time for new customers consumer etc.	Yes	Very Important
Krima Shah	Cream Jobs	HR	Facebook	Website Social Media Organic Search E-Mail Mobile	To search right candidate..	Yes	Neutral
Vaishali Vaishnav	Multitasking Mommies	Community	Facebook Instagram Twitter	Social Media Mobile	Because it is faster with more reach	Yes	Very Important
Varun	Avalance Solution	Emerging Technologies	Facebook Instagram Twitter Snapchat YouTube	Website Social Media E-Mail	A huge market to explore at a very cost effective price. Provides impact and quantitative analysis.	Yes	Important
Dhruvk Umar Vaidya	Likekar	Entertainment	Facebook Instagram Twitter YouTube	Website Social Media Organic Search	Brand Awareness and our business module depends on mass so it is easy to reach more public .	Yes	Very Important
Crelab innovation Pvt. Ltd.	Automatic roti maker	Home appliances	Facebook YouTube	Website Social Media	Very easy to use.	Yes	Very Important
Sanket Shah	Cognoscent Ventures	Investment Banking & Management Consulting	Facebook Instagram Twitter YouTube	Website Social Media E-Mail Mobile	As per the target audience and mature of business	Yes	Important
iTechieMind Solution LLP	mareow: Machinery Rent 'n Own	Rental, Machinery	Facebook Instagram Twitter YouTube	Website Social Media E-Mail Mobile	During initial phase, using free and self marketing tools.	Yes	Important
Vipul Patel	Viya Mechworks pvt ltd	Manufacturing	Facebook	Website Organic Search E- Mail Mobile	Most of people have mobile and they are using Facebook, google for different type of work.	Yes	Important

## ***SOCIAL MEDIA AND DIGITAL MARKETING***

Ms Mansi Kakkad	mkbiztalks.com	Service Sector	Facebook Instagram Twitter Snapchat YouTube	Website Social Media E-Mail Mobile	Better reach and accurate audience.	Yes	Very Important
Sachin panchal	Blue buck technologies llp	Electrical	Instagram YouTube	Website Social Media E-Mail Mobile	Easy to catch customer	Yes	Important
Hemang Trivedi	Elyx Febros LLP	Education	Facebook Instagram YouTube	Website Social Media Mobile	Cost effective, easy and convenient access	Yes	Important
Dimpesh Gupta	Greemanti Industries LLP	Secondary Agriculture	YouTube	Website	For Agriculture sector, people need to see results via video, so YouTube is the best media.	Yes	Important
Mona S Bhatt	The Fourth Dimension	Branding and Design for Startups with Growth Strategy Mind Map	Facebook Twitter	Website Organic Search E-Mail Mobile	Helps to get focused leads and one on one connect	Yes	Very Important
Shanker Damodaran	Franstar	Business Growth Strategy, Franchise Consulting and Branding	Facebook Twitter	Website Organic Search E-Mail Mobile	Helps to get leads, communicate to understand the client requirements and to speak one on one to qua	Yes	Very Important

### **Conclusion**

Farmers have many Facebook and What 'Sapp group so it's easy for startups to reach to target customer; Because it was more profitable for over business and update any time for new customers consumer etc.; To search right candidate because it is faster with more reach; A huge market to explore at a very cost effective price. Provides impact and quantitative analysis; Brand Awareness and our business module depends on mass so it is easy to reach more public; As per the target audience and mature of business.; During initial phase, using free and self-marketing tools; Most of people have mobile and they are using Facebook, Google for different type of work; Better reach and accurate audience; Easy to catch customer. ; Cost effective, easy and convenient access; For Agriculture sector, people need to see results via video, so YouTube is the best media; Helps to get focused leads and one on one connect; Helps to get leads, communicate to understand the client requirements and to speak one on one to as per requirements.