

# Effective Social Media Strategies for Academic Institutions

\* *Ruchi Nayyar*

## Abstract

This paper etches out the most successful social media marketing strategies for academic institutions. Universities and colleges can implement best practices of digital marketing to build brand awareness and trust. Using web analytics, marketers can justify investments in digital advertising. This paper works especially well if readers have some background knowledge about social media, Search Engine Optimization (SEO), Google analytics, and content marketing.

Social media marketing is accountable. Marketers can design a measurement strategy to accomplish their goals. One practical challenge universities face is evaluating whether their social engagement efforts are able to meet the fundamental goals of their stakeholders. Statistics derived from analytical tools can guide any university to design more focused campaigns targeting specific audiences. Popular social networking sites including Facebook and Twitter are perceived to contribute more return on investments for online marketing campaigns than many others. Therefore, marketers create campaigns around these two platforms only. This study reveals that an integrated marketing strategy involving multiple platforms such as Facebook, Twitter, GooglePlus, Pinterest, Youtube, Instagram, and Blogs is more effective than any strategy deploying only a single channel at a time.

**Keywords:** Integrated marketing, Google Analytics, SEO, Social networks

## I. INTRODUCTION

Present world children are born into a world woven from cables and wireless connectivity. This younger generation excels in the art of digitally juggling their lives. Social media promotes a sense of community as it allows people to communicate, collaborate, converge, and be creative in use of digital media. Demands of customers are ever increasing. Apart from satisfying their hedonistic and utilitarian needs, they also require channels to voice concerns and opinions. They tend to carry out extensive information research to educate themselves about innovative products and services available in the market. Social media has the power to significantly influence any business. Therefore, it should be seamlessly integrated in any marketing strategy design process to not only interact with customers but for reputation and brand management as well [1].

Social media marketing enables an organization to identify its target audience, brand building, lead generation and relationship building. It fosters consumer participation on their social network sites through regular conversations, honoring feedbacks, timely action on customer complaints and maintaining transparency in work culture. Social engagement efforts should be able

to meet the intrinsic motives of the community members. For example, it is crucial to identify the “value of a like” before proceeding to implementing any fan acquisition strategy using Facebook Ad campaign. To combat this challenge, sophisticated analytical tools can help to provide key insights about digital campaigns. Such statistics help marketers to design more focused campaigns targeting specific audiences. Content quality has a lot to contribute to social media marketing. Poorly-ranked social networking sites either lack in quality, perceived ease of use, perceived usefulness, content, and/or unsuitability for target audience.

Traditional CRM strategies do not work well on social media. These strategies focus more on managing customer relationships to extract maximum customer value. Contrarily, social CRM strategies must facilitate collaborative experiences and other information that customers value. Therefore, in a social environment, traditional CRM strategies must be restructured to meet the online interests of customers. This has fashioned a new “technologically-enhanced” culture of learning. Although, Twitter and Blog Views individually could increase visitor footfall on a website but the impact of an integrated social media campaign which involves investment in popular social network sites would be

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\* R. Nayyar is Officiating Head, School of Management, NorthCap University, Hararyana, India-122017. (email: [ruchinayyar77@gmail.com](mailto:ruchinayyar77@gmail.com))

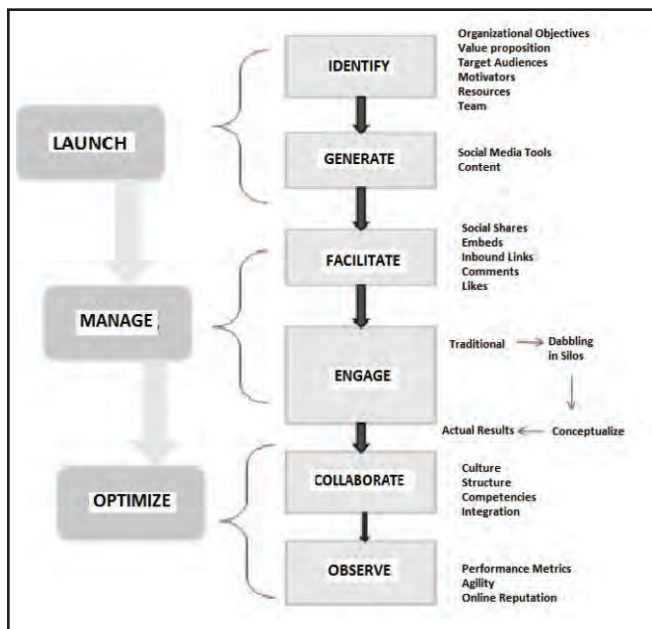
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higher. Blogs and Twitter are SEO (Search Engine Optimization) friendly and can boost website traffic. Blog posts can be shared on Facebook, Twitter, and the rest to increase viewership. Applications such as Google Analytics and Sprouts Social can help marketers track results in the social media traffic and contribute in defining the next course of strategy.

The key processes for strategic utilization of social media fall under three main categories: **launch, manage and optimize**. Launching digital media involves identifying the organizational goals, value proposition, target audience, motivators, available resources, and in-house teams on the basis of which the most appropriate social media tools are selected for content development. Managing digital media puts the entire tools and resources into action. By facilitating social shares, embeds, links, comments and likes, marketers can build a community apart from increasing brand awareness. Once, a respectable online community is built, the subsequent phase is engagement. At this point, the underlying objective is to identify the most influential target audience, drive audience participation, and improve brand sentiment. The final stage involves optimizing the online marketing initiatives by integrating these into the broad organizational structure. Measuring campaign effectiveness is equally critical to establish standards. Digital media should drive conversions and performance metric tools are crucial for tracking and benchmarking success over time.

This paper etches out effective social media

**Fig. 1. Strategic utilization of social media**



marketing strategies that can be adopted by a university or an academic institution to improve its online brand visibility. Uncertainty creates an opportunity which can best be explored through innovation. By applying best practices of digital marketing institutions can produce remarkable results even during challenging economic times. Traditional marketers should explore internet to increase customer base in a shorter duration. This paper also highlights methods to mitigate risks arising out of strong online presence especially among social networking sites. Furthermore, it gives readers the chance to understand how focused digital marketing can increase the time and money investments of an organization's integrated marketing campaign. A successful digital strategy identifies the opportunities that meet the business objectives. Social media, content marketing, SEO, Big Data, PPC, and Email marketing are not only effective marketing channels but also take up comparatively lesser share of the budget.

This paper highlights important social networking sites that can drive leads and nurture relationships with customers. Cleverly designed social media campaigns along with effective implementation of integrated marketing strategy can enable an academic institution to achieve quantifiable results in turbulent situations. Identifying an appropriate online strategy for a specific target audience could be a major challenge for any e-marketer. Social media tools enable sharing of content and the best tools are the ones which offer the highest value proposition. Therefore, it is imperative for marketers to identify relevant tools that define an organization's social media marketing strategy. For online marketers, analyzing their website's traffic is important to gauge the performance of their digital marketing investments. However, by simply tracking the number of visitors using softwares like Google Analytics is not enough. It is equally important to understand the impact on traffic individually by social networking sites such as Facebook, Twitter, Youtube, Google Plus etc. By establishing digital presence across all effective social networking channels and understanding symbiotic relationships among social networking sites, they can achieve higher return on investments.

## II. LITERATURE REVIEW

Web 2.0 is a step ahead from static web site pages emphasizing on interoperability and usability. Web 2.0 includes social networking sites such as LinkedIn.com, Facebook, MySpace, YouTube, Flickr, Twitter, blogs,

wikis etc. Social network technologies enable interactivity and collaboration. Social media tools enable people to collaborate on the internet to share data or information [2, 3]. The information can be in the form of blogs, Facebook updates, videos, tweets, wikis, and many more [4]. Social content curation sites such as Reddit, Pinterest, and Digg enable collaboration on theme oriented contents. Prensky [5] coined a term, "Digital Natives", for those who are native speakers of the internet. They expect fast information delivery; prefer graphics to text, games to work, and love to network!

Social networks have fascinated a lot of like-minded individuals to share common interests over social channels [6]. They have phenomenally impacted modern consumer decision process by profoundly altering the interaction between customers and brands [7]. Even e-marketers can utilize the power of social networking to increase their brand visibility. Haythornthwaite [3] investigated the effect of online word of mouth on social network sites and found out that sales were affected by the volume of blog posts. Unlike traditional websites, social networks enable two-way communication between consumers and e-marketers [8].

Social networking sites (SNS) facilitate social networking. They allow members to create public profiles and form relationships with other members (Boyd and Ellison, 2005). Users are able to articulate and make their social network visible. Strangers are able to initiate relationship building through such platforms. At times, it results in connections which are otherwise difficult to make [3]. Kaplan & Haelein [9] defined a social network site as a place where users can create their own profile, become friends with other users, write updates or messages, and share pictures. Social networking's popularity is growing manifold. Be it LinkedIn invitations from brand icons, promotions on Twitter or advertisements on Facebook; social media has become the famous buzz-word. People are spending more time on Facebook than on any other site. Accessing social media has become the most preferred choice of mobile owners. A study by Nielson (2010) found that social networking was the third most used type of mobile application among smartphone owners.

Social networks have interested a lot of like-minded individuals to congregate on online channels and share common interests [6]. Social media platforms have impacted contemporary consumer decision process by radically changing the interaction between customers and brands [7]. Marketers can utilize the power of social

networking sites (SNS) to increase their visibility to consumers. Social networks facilitate a two-way communication between the consumer and marketer [10]. The volumes of blogs posted affect actual sales for organizations [11]. The impact of online word of mouth on social channel is greater than traditional word of mouth interaction [12]. This necessitates the importance of encouraging online word of mouth. Social media can be seamlessly integrated into the promotion mix and can foster information flow from not only between organizations and customers but also within customer networks [13]. A firm's value creation has shifted from being product-centric view to customer-centric [14].

The darker side of social networking cannot be overlooked. Social media content is not avowedly innovative and mostly talks about ongoing life activities [15]. The content may infuse a general dissatisfaction amongst users and feeling of getting addicted. It may also, to some extent, impact self-esteem of users. Vacation pictures, physical beauty, and posts of family happiness tend to trigger feelings of animosity and can lead to discontentment in youth [16]. Nevertheless, social networking has a lot to offer to e-marketers. It must be integrated with the other online as well as offline marketing activities of the company. Opportunity cost needs to be evaluated on the basis of which the most suitable marketing campaign (offline/online) should be adopted [1, p. 116]. At times marketers may feel that the number of visitors on their SNS has exceeded the number of visitors to their official company's website. This should be considered as a positive indicator of growing brand awareness. Here, using integrated technology, the social media channel should be used to drive more traffic to the official website [17].

If *content is king, quality is queen* [18]. Poorly-ranked social networking sites either lack in quality, perceived ease of use, perceived usefulness, content, and/or unsuitability for target. Posts on social media should be highly effective. As per Woessner [19], humbleness, truthfulness, and brevity are the key constituents of an effectual post. Also, posts should be educational enough to quench a reader's thirst for information. Rather than populating a page, 5-6 relevant posts per product at regular time intervals are sufficient to engage a customer [19]. A successful social media strategy promotes engagement and interaction with the target audience. This definitely does not only involve posting some relevant information about the company's products or services. Inconsistency in information dissipation can lead to loss of potential customers. Marketers must

“listen beyond brand” to their community members before they start strategizing social media. Equally important is to identify measures to evaluate social media strategy effectiveness. The content on SNS mostly talks about ongoing life activities. Such content may permeate a general displeasure or even inculcate a feeling of addiction. For some users, their self-esteem might get affected while for others the content could trigger a feeling of animosity and discontentment. Still, social networking has a lot to offer. So, in order to extract its maximum potential, the most suitable campaigns providing maximum opportunity cost should be adopted.

Popular Facebook marketing tools include profiles, fan pages, messaging, and event sharing. People love to offer opinions based on personal experiences and Facebook gives them an opportunity to explore their interests [20]. Word-of-mouth referrals and opinions impact customer acquisition [21]. In comparison to traditional advertising, word of mouth marketing is more appealing and responsive. Organizations can seek advantage from Facebook's philosophy of friendship which implies trust and can penetrate into a customer's social network by connecting as a friend. Customers' brand evaluation can be both positive and negative. At times negative brand evaluations have deeper impact than positive brand evaluations [22]. Nevertheless, irrespective of their polarities, customer evaluations impact sales figures.

Twitter is a versatile marketing tool and can be innovatively used to serve different purposes. In order to make its best use, marketers must understand the motivations of people for using Twitter [23]. Motivations include keeping in touch, making new friends, connecting with like-minded community, voyeurism, entertainment, activism, and event planning. Twitter utilizes sophisticated methods of analyzing brands and reputations and can be deployed for businesses of all sizes. Although Twitter restricts the message size to 140 characters only; its brevity is its strongest strength as the messages are crisp and clear.

SEO friendly Blogs, a portmanteau of web logs, have revolutionized marketing. Blog marketing utilizes weblogs for promotion and branding purpose. Blogs enjoy higher credibility in terms of relevant and important content. Kirby and Paul Marsden [24] identified three methods viz. blogvertorials, business blogs, and faux blogs through which marketers can make the best use of blogs. While blogvertorians focus on encouraging people to post positive reviews or comments, business blogs promote a brand or a

company. Faux blogs are specifically designed to deal with fake customers. These are mostly auto-generated and are the least reliable among the three methods. Blogs are tightly connected to social media tools such as Youtube, Facebook, and Twitter which help in reaching larger audience.

Video marketing on Google Videos and Youtube has emerged as one of the most effective marketing strategies in comparison to Google Adwords or Article marketing. The 'viral effect' of video marketing is high as audience enjoyment leads to fast spreading the word over the internet. Many organizations that deploy Youtube have moved audience from being active to hyperactive [25]. The creation, dissipation, and consumption of content have grown manifold. It is a much preferred distribution platform for innovative content developers and advertisers [26].

Launched in 2010, Instagram was an application for smartphones so that users could share mobile data with family and friends. It soon became popular owing to its ability to quickly share video clips by adding a variety of desired filters. Instagram is free from advertisements, it is a cheap and an effective promotion channel. Using Instagram marketers provide window shopping experience to their followers by walking them through their products or services. They can attract fans by creating exclusivity for privileged customers. Instagram is predominantly visual and is a perfect platform to exhibit information that can be accessed by user, hashtag, time, or place.

Google Plus is laden with innovative features that are unavailable on other social networking sites such as Facebook and Twitter. Although Google Plus has a comparatively lesser user base, its SEO capabilities are immense. It can be deployed in marketing activities that involve clear cut categorizations of target audience. Through Google circles organizations can segment and target different followers based on their interests. However, unless the company has a unique value proposition, Google Plus cannot offer much help to its users.

Pinterest is a virtual bulletin board that enables people share content centered on their interests; create themed boards and pin images. Boards are extensions of user's brand personality reflecting their philosophy and lifestyles. Marketers can create themed boards centered on their own offerings. Using charts, infographics and eye-catching content, Pinterest can be used as an additional resource.



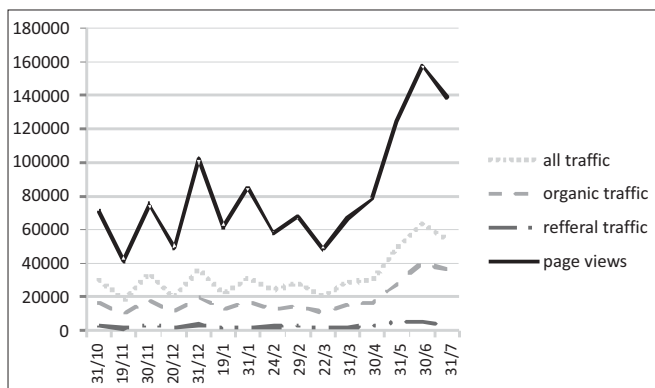
### III. RESEARCH METHODOLOGY

Predictive analysis can evaluate the impact of social networking sites on online traffic. Regression techniques can be deployed to predict how lowering or raising the marketing budgets on popular social media channels will impact the overall user traffic on business websites. It is critical as marketers will eventually balance them appropriately to see their cumulative impact on online presence.

The influence on the university's website traffic generated by Facebook, Twitter, GooglePlus, Pintrest, Youtube, Instagram, and BlogViews was analyzed. Google Analytics was used to measure the impact of social media marketing efforts. Monthly reports were generated to identify strategies that were driving audience and engagement (Fig. 2). Esoteric measures including “likes”, “followers”, “subscribers”, and “views” were key determinants of measuring campaign success on social network sites. Klout, a third party service, was used to track **reach** and measure **social media campaign efficiency** (Fig. 3). Engagement levels were critically analyzed to find out which content inspired people to act.

Any successful integrated digital marketing strategy is extended to about six to eight month's period before it actually begins to reap monetary benefits. Therefore, investors should not anticipate unrealistic gains from the digital campaigns before this time period.

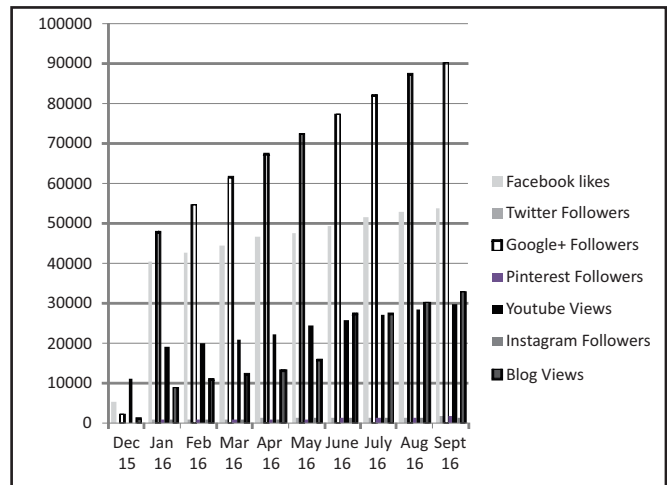
Fig. 2. Traffic Analysis



The overall traffic comprising organic and referral rose steeply at the end of 6 months of launching the social media strategy. While many competitors were still depending on key players viz. Facebook, Twitter, and YouTube; the university was smart enough to involve Pinterest, Instagram, Google Plus, and Blogs in their plan. The combined thrust of these channels

strengthened social reach and generated new visitors for the website.

Fig. 3. Engagement statistics



### IV. ANALYSIS

The dependent variable in this study is **TRAFFIC (variable Y)** which was captured by running Google Analytics on the university website. The Y variable represented visitors who visited the university website and is a strong indicator of social media marketing success. The descriptive statistics of the dependent variable- Traffic produced the following output.

Min.	1st Qu.	Median	Mean	3rd Qu.	Max.
28190	30010	32770	38630	45960	63570

Seven independent variables Facebook(FB), Twitter(TW), GooglePlus(GP), Pintrest(PT), Youtube(YT), Instagram(IG), and BlogViews(BV) were identified for the purpose of this study. These were collated and bound to the variable X using the cbind command in R software. The descriptive statistics of the independent variable- X is provided in Table I.

The correlation between Y and X indicated that 'Traffic' has a high correlation with BV and YT and low correlation with the rest.

Subsequently, least square regression in R was performed on response variable (Y) followed by and two explanatory variables YT and BV. The result produced is given in Table II.

The intercept is  $1.495e^{04}$  which is almost 0 and  $1.223e^{00}$  is the weight coefficient on the variable YT. This indicates that if we have one unit increase in YT, then we would have  $1.223e^{00}$  increase in traffic. Also, when the weight variable is 0, i.e. YT is 0, then the Y variable is equal to the intercept which is almost 0. Again, it is

**TABLE I.  
DESCRIPTIVE STATISTICS**

FB	TW	GP	PT	YT	IG	BV
Min. : 4700	Min. : 201.0	Min. : 2181	Min. : 156.0	Min. :11240	Min. : 10.0	Min. : 1001
1st Qu.:13960	1st Qu.: 379.5	1st Qu.:13610	1st Qu.: 338.8	1st Qu.:13205	1st Qu.: 232.0	1st Qu.: 2962
Median :43546	Median :1034.5	Median :58081	Median : 947.5	Median :20501	Median : 968.0	Median :11596
Mean :33713	Mean : 871.1	Mean :46992	Mean : 789.9	Mean :19362	Mean : 773.2	Mean :11911
3rd Qu.:47236	3rd Qu.:1195.5	3rd Qu.:71162	3rd Qu.:1068.0	3rd Qu.:23844	3rd Qu.:1129.5	3rd Qu.:15216
Max. :51408	Max. :1439.0	Max. :82120	Max. :1367.0	Max. :27333	Max. :1326.0	Max. :27481

	FB	TW	GP	PT	YT	IG	BV
TRA	0.3956805	0.5095794	0.508554	0.4959231	0.5983903	0.5017747	0.777351

**TABLE II.  
LEAST SQUARED REGRESSION**

```

Residuals:
  Min    1Q  Median    3Q   Max
-12367 -10102  2891   6018 17166
Coefficients:
      Estimate Std. Error t value Pr(>|t|)
(Intercept) 1.495e04 1.17104  1.277  0.2373
YT          1.22300 5.78901  2.112  0.0676 .
---
Signif. codes:  0 '***', 0.001 '**', 0.01 '*', 0.05 '.' 0.1 ' ' 1
Residual standard error: 10660 on 8 degrees of freedom
Multiple R-squared:  0.3581,    Adjusted R-squared:  0.2778
F-statistic: 4.462 on 1 and 8 DF, p-value: 0.06762

```

important to find out whether these regression coefficients are statistically significant which means whether they are different from 0 or not. This can be tested using the 'p' value which in this case is .067 indicating that the results are statistically significant.

Another least square regression analysis was performed on response variable (Y) a single explanatory variables BV. The result produced is given below.

```

Residuals:
  Min    1Q Median    3Q   Max
 -9974   -8239   1339   6557   9488
Coefficients:
      Estimate Std. Error t value Pr(>|t|)
(Intercept) 2.682e04 4.294e03  6.245  0.000247 ***
BV          9.920e-01 2.838e-01  3.495  0.008137 **
Signif. codes:  0 '***', 0.001 '**', 0.01 '*', 0.05 '.' 0.1 ' ' 1
Residual standard error: 8370 on 8 degrees of freedom
Multiple R-squared:  0.6043, Adjusted R-squared:  0.5548
F-statistic: 12.22 on 1 and 8 DF, p-value: 0.008137
Above results indicate strong statistical significant relationship between Y and BV depicted by p=0.008.

```

**A) Combined variables**

Multiple linear regressions were conducted to identify the relationship between dependent variable Traffic and combined independent variables (BV+YT) and (FB, TW, GP, PT, YT, IG, BV). Results indicated a strong relationship in both cases. The cumulative impact of the variables were significant at 0. Also, while the first output indicates that 77.9% variation was explained by regression and rest due to error, in the second output 98% of the variation was explained due to regression and rest due to error. This exhibits an extremely strong relationship between the dependent variable and the combined impact of all social media marketing activities.

```

lm(formula = Y ~ BV + YT)
Residuals:
  Min    1Q Median    3Q   Max
 -6698  -3615  -1222   2055 13433
Coefficients:
      Estimate Std. Error t value Pr(>|t|)
(Intercept) 59083.9545 14146.0717  4.177  0.00415 **
BV           2.5364    0.6949    3.650  0.00818 **
YT          -2.6167    1.1129   -2.351  0.05099 .
---
Signif. codes:  0 '***', 0.001 '**', 0.01 '*', 0.05 '.' 0.1 ' ' 1
Residual standard error: 6689 on 7 degrees of freedom
Multiple R-squared:  0.7789, Adjusted R-squared:  0.7157
F-statistic: 12.33 on 2 and 7 DF, p-value: 0.005083
Call:
lm(formula = Y ~ X)
Residuals:
 1      2      3      4      5      6      7
-3136.3  669.1 2465.5 -156.2 -589.9 2235.3 -2086.1
 8      9     10
 705.6 -130.4  23.5

```

Coefficients:

	Estimate	Std. Error	t value	Pr(> t )
(Intercept)	-1.216e <sup>05</sup>	2.232e <sup>05</sup>	-0.545	0.640
XFB	1.610e <sup>00</sup>	6.963e <sup>00</sup>	0.231	0.839
XTW	-5.619e <sup>01</sup>	3.256e <sup>02</sup>	-0.173	0.879
XGP	-2.258e <sup>00</sup>	5.628e <sup>00</sup>	-0.401	0.727
XPT	-1.082e <sup>02</sup>	2.532e <sup>02</sup>	-0.427	0.711
XYT	1.593e <sup>01</sup>	1.674e <sup>01</sup>	0.951	0.442
XIG	3.444e <sup>01</sup>	1.729e <sup>02</sup>	0.199	0.861
XBV	9.702e <sup>-01</sup>	1.712e <sup>00</sup>	0.567	0.628

Residual standard error: 3647 on 2 degrees of freedom  
Multiple R-squared: 0.9812, Adjusted R-squared: 0.9155

ANOVA tests were used to find the joined significance of all the tests. It was important since more than one independent variable were used to study the relationships.

Analysis of Variance Table

Response: Y

	Df	Sum Sq	Mean Sq	F	Pr(>F)
YT	1	507149623	507149623	4.4624	0.06762
Residuals	8	909188500	113648563		

Analysis of Variance Table

Response: Y

	Df	Sum Sq	Mean Sq	F	Pr(>F)
BV	1	855857142	855857142	12.216	0.008137**
Residuals	8	560480980	70060123		

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Analysis of Variance Table

Response: Y

	Df	Sum Sq	Mean Sq	F value	Pr(>F)
X	7	1389738931	198534133	14.928	0.0642
Residuals	2	26599192	13299596		

**All results indicated a p-value less than 0.07 which showed that our results were significant.**

I used the fitted function in R tool to compare the fit to the original data. The function returned the y-hat values associated with the data used to fit the model.

Y2hat <- fitted(regtotal)

>summary(Y2hat)

Min. 1st Qu. Median Mean 3rd Qu. Max.  
26690 31620 33360 38630 44810 63700

Subsequently, the residuals of this error were calculated which was accomplished by using the resid command.

>e2hat<- resid(regtotal)

>summary(e2hat)

Min. 1st Qu. Median Mean 3rd Qu. Max.  
-3136.00 -481.50 -53.45 0.00 696.50 2465.00

## B) Validation Check: Comparing Models

In order to perform the validation check, three different combination of models were compared by using ANOVA (model1, model2) command in R. While in two of three cases, p-values greater than 0.1 is obtained (0.1357 and 0.199 respectively) signifying that the null hypothesis stating: "the models are the same" should not be rejected. Interestingly, in the third case p-value less than 0.1 is obtained indicating that the models differ significantly. This indicates that assuming that our models are nested (i.e. same dependent variable) and model 2 contains all the variables of model 1 plus few additional variables), the ANOVA results state that the additional variables (FB, TW, GP, PT, IG, BV) together account for sufficient variance and we can reject the null hypothesis and the coefficients for both variables equal 0.

### Analysis of Variance Table

Model 1: Y ~ BV

Model 2: Y ~ X

Res.Df	RSS	Df	Sum of Sq	F	Pr(>F)	
1	8	560480980				
2	2	26599192	6	533881788	6.6905	0.1357

### Analysis of Variance Table

Model 1: Y ~ BV + YT

Model 2: Y ~ X

Res. Df	RSS	Df	Sum of Sq	F	Pr(>F)	
1	7	313155835				
2	2	26599192	5	286556643	4.3093	0.199

### Analysis of Variance Table

Model 1: Y ~ YT

Model 2: Y ~ X

Res.Df	RSS	Df	Sum of Sq	F	Pr(>F)	
1	8	909188500				
2	2	26599192	6	882589308	11.06	0.08523

## V. CONCLUSION

Social media is one of the vital ingredients of modern marketing mix and social media marketing is an affordable means of showcasing business and building a company's reputation. A number of social networking sites are available that differ in uniqueness and purpose. Merely, building a social media presence without any suitable strategy could be hazardous. Selected strategy must be analyzed constantly to gauge its effectiveness. An effective customer engagement strategy on social media does not only help brands locate target customers, but identify loyal brand ambassadors.

It is not just a single social networking site but an echo of all that impact overall traffic performance. All intrinsic efforts are wasted if the marketers do not adopt an integrated marketing model. Emphasis is laid on understanding the buyer's journey and the channels to attract, engage and convert the target group. Consumers' expectations change dynamically. They search for relevant online content that not only informs and interests them but also adds value to their lives. Therefore, discontinuity in the message flow over digital media could cause hazardous results. Business owners can tailor make the content to suit social media platforms. Each social network caters to a specific demography and social user category. Hence, using the same content across all channels may not be a very viable option. Story-like content coupled with pictures and videos interest readers. Instagram and Pinterest are more visual and can be allied with Facebook, Twitter and Blogs to increase viewership. Tracking key performance indicators can tell whether the social media marketing efforts are paying off. Setting up predefined KPIs is a solid foundation for spreading awareness.

One of the limitations of this study is that the search engine optimization and social media marketing strategies were gauged only for a period of ten months. Future scope of work may include exploring SEO and Social Media Marketing (SMM) statistics on a comparatively larger time frame in order to devise a more effective digital marketing strategy.

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## About the Author



**Dr. Ruchi** has over sixteen years of experience constituting both corporate and academia. She specializes in the areas of B2C E-Commerce. Her key interest is to advocate how consumers and brands communicate in today's digital world and enable businesses to develop and establish their own digital roadmap. Her hands-on experience includes implementing successful digital marketing strategies for organizations. She has delivered successful management development programs to marketers focusing on capitalizing on the power of digital media to increase their online visibility and overall marketing efforts.