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SOCIAL MEDIA CHRONICLES: NAVIGATING THE NEW ERA OF MARKETING

INTRODUCTION

Social media, a powerful persuasive tool has introduced their new function in marketing! By the use of social media—the platforms on which users build social networks and share information—to build a company's brand, increase sales, and add valuable incremental website traffic. In addition to providing companies with a way to engage with existing customers and reach new ones, has been a trendy coming of age realm in marketing. In this blog I will break down the emergence, benefits and the concerns relating to social media management.

EMERGENCE

The History of social media marketing can be traced back to the early times when the Internet surfaced. Social media has evolved from a bare electronic information exchange or virtual gathering place to the only marketing tool of the 21st century real quick.¹ In the 1980s, some online communication services, including CompuServe and Prodigy, came into being. But they're limited to digital communication via dispatch or bulletin board messaging. the factual thing came in 1997, named Six Degrees, the first social networking point. yet, it was short-lived and failed soon.

But an example I like to state of a successful social media marketing application has to be that of LinkedIn.² In 2003 a perfect social point surfaced that revolutionized the conception of

¹ Alicia (2022) 'The history of social media marketing,' *The Payments Association*, 26 May. <https://thepaymentsassociation.org/article/the-history-of-social-media-marketing/>.

² Wikipedia contributors (2024) *LinkedIn*. <https://en.wikipedia.org/wiki/LinkedIn>.

professional networking by creating a devoted platform for connecting professionals. LinkedIn was created by Reid Hoffman, who wanted to pave smooth way for career-acquainted relations. It allowed individualities to produce detailed professional biographies, punctuate their talents and gestures, and connect with associates and potential employers. This professional-acquainted approach made LinkedIn an indispensable tool for networking, job stalking, and particular branding. LinkedIn also helps aspiring law students showcase their skills that they have acquired over the time of integrated law course, which can be internships, winning competitions and certifications.

Benefits of social media marketing

the benefits of social media marketing are a multitude but the main benefits that help an organisation grow their base is the following

- Engage the audience
- Promote customer service
- Impact sales and conversion rates³
- Become a thought leader
- Study the competition via checking the followers of the other rival brand on Instagram
- Improve SERP presence
- Boost website traffic
- Attract top-of-funnel leads
- Earn greater Return On Investment
- Retarget missed customers
- Learn about your audience
- Build partnerships with influencers
- Keep up with industry trends
- Acquire new talent

CONCERNS

Challenge 1 Lack of Connection Across Departments

In the history, brands did not use to place important significance on a social media platform. Far from it, social media brigades were either missing or managed by just one person. But now social is no longer limited to online advertisements. The COVID-19 epidemic, along with developments in the metaverse, has made social media more popular than ever. Not

³ Team, A.C. (no date) *15 benefits of social media marketing* | Adobe.
<https://business.adobe.com/blog/basics/smm-benefits>.

coming as a surprise that social media operation is the third most in- demand marketing occupation moment.

For companies, these additional liabilities mean further reliance on their social media departments and for that, nearly 90 percent of brands anticipate to hire new social media marketing company members in the coming times, One of the stylish practices for hiring new gift is to acclimatize the core platoon to the challenges that social media faces. There needs to be Investment in growing not just the social media team but also those other departments that contribute to the social strategy.

Challenge 2 relating the Right Platform

The coming chain marketers face is in the selection of which platforms to leverage. The COVID- 19 epidemic has increased social media use among people , If brands don't readdress and reevaluate their marketing strategy. top platforms consumers and brands .Investing in the wrong platforms can exhaust your budget, especially if you regularly use paid ads. If the decision- makers in the company aren't keen on the idea of social media marketing in the first place A lot depends on the nature of the business as well. brands need to be active on visual platforms like Facebook and Instagram to snare the attention of consumers. They must also post regularly on LinkedIn to make useful connections with brands and also need to keep tabs on the challengers. “ Out of sight, out of mind, ” is very true for social media users,given the shrinking attention span on the rise amongst us netizens!

Challenge 3 Understanding the Target followership

There are numerous brands that do superb business in- store but fail miserably on social. The difference is that in slipup- and- mortar stores, guests approach brands, whereas, on social media, brands have to seek out guests. And, do some brands have no indication how to do this.⁴ At times marketers produce content first and figure out the target audience later . Though great content gets engagement, it might not induce leads if it is not suited to your target followership's requirements. Directionless marketing relies on a spray- and-pray approach that rarely gives the asked returns. In fact, it can damage the brand's credibility and run the threat of getting blocked or reported if they bombard people with inapplicable content.

⁴ Lighty, T. and Lighty, T. (2023) *Facing your social media marketing problems*. <https://www.oneupweb.com/blog/social-media-problems/>.

Conclusion

the realm of social media management is relatively new and a wild uncharted terrain by Indian brands, who are just starting to make social media accounts and interact with their consumer base with social media management experts in order to grow their brands. This field's emergence has boosted sectors of employment challenging the saying by old folks that social medias usage is only a way to wilt away time. customers are spending more time than ever on social media platforms. All that scrolling, swiping, and liking the posts is driving renewed importance of social media marketing and social e-commerce, driving brands to reevaluate upon their ways they present themselves to the world.