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Role of Web 2.0 Technology in Social Media Marketing

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Abstract: - Social media or Web 2.0 new generation of internet application explores the aptitude and potential of this application as influences of consumer behavior and marketing instruments. Social media application can be used in two ways: as “passive marketing tools” i.e. as sources of market intelligences, as “active marketing tool” as platform of communication/promotion customer interaction and customer feedback. Social media and Web 2.0 application of effective and low cost tool of strategies marketing instruments substantially support marketing operations in the virtual and physical marketplace. Web 2.0 redefined a way people use information and communication services. Web 2.0 enabled global proliferation of a social networking which again is a foundation for social media marketing. This paper main purpose is to define Web 2.0 technology as strategic marketing instruments in social media marketing and also define the strategy of social media marketing.

Key Words: - Web 2.0 Technologies, Types of Web 2.0 Technology, Social Media Marketing and Social Media Sites.

I. INTRODUCTION

Today we live in 21st century and people do not have time to interact with each other. Social media has become the most important and most effective medium help in connecting people through the social media networking sites. Social media websites provide platform where anyone can share picture, videos, events, activities reviews about product and brands and make a new way of communications with each other. Information technology continues to provide opportunity of decision making process for individuals, groups and organizations. Social media and web 2.0 technologies changes are impact of decision making process of consumer. From the marketing perspective, the web 2.0 should be perceived as the new tool for the marketing communication mix and facilitator and enabler of social media. In India most popular social media sites are *Facebook, LinkedIn, Whatsapp, YouTube and Twitter*. It has become the most important tool for business and brands to use social media to market their product or services. India is the third largest market in the world after USA and China and also fifth largest video sharing market (Sumit and AsadRehman 2012). India has 100+ million internet users and they spend around 16 hours a week online out of the 100 million users 40 million assess from office and the rest 30 million access cyber cafes and 30 million access internets from home.

II. SCOPE OF RESEARCH

The effect of Web 2.0 application on social media marketing. In order to enable social media services to integrate into marketing. How social networking become most popular Web 2.0 services.

III. LITERATURE REVIEW

(Sumita and Asad Rehman 2012) Web 2.0 is a collection of open sources interactive and user- controlled online application expanding the experiences, knowledge and market power of the users as participants in business and social processes. Marketers can consider new marketing communication tools to approach the postmodern consumers. Optimal use of different social media properties as well as their integration into mainstream media can be practiced by the marketers for effective brand communication.

(Walker 2010) identify that new Web and social media platform influencing long term decision making and he conducted a survey that shows that over the past few years old consumers have become more comfortable with Web and social networking use among internet users aged 50 yrs have been increasing to a large extent.

(John M. Gallaugher 2009) blogs, wikis, social networks, photo and video sharing sites and tagging system all fall under the Web 2.0, as do a host of supporting technologies and related efforts. Web 2.0 most powerful features-(1) peer production-where users work to create content and provide services online. (2) Social media include-blogs, wiki, social networks –Facebook and MySpace (3) crowd-sourcing-where groups of users brand together to solve problems, create code and develop services.

(Vedran,Daniel,Tomislav and Lgnac 2013)new way of social networking services to promote to achieve personalize communication. Facebook is the largest SNS (social networking site) to attract most brands and for marketers after facebook next is twitter. Social media marketing provides almost free message channel to consumers. SNS (social networking sites) also gives feedback.

IV. OBJECTIVE OF THE STUDY

- To Identify Web 2.0 technology and types of Web 2.0 technologies.
- To study the Web 2.0 a participatory tool for marketing.
- To know the Web 2.0 marketing strategy for social media marketing.

What is Web 2.0 Technology?

Web 2.0 is the term used to describe a variety of web sites and applications that allow anyone to create and share online information or material they have created. A key element of the technology is that it allows people to create, share, collaborate and communicate. The Web 2.0 also known as the “social Web” did not only allow the connection of information, but also linking people in the ad-hoc groups that can be assembled and dissembled according to the current need (Raman, 2009). Web 2.0 is a phrase used to describe recent changes in the way the web is used. It usually refers to features such as social networking- blogs, wikis, instant messaging and video sharing. All these features rely on the increased participation and collaboration of the users and have become individual’s communication tools. An individual’s blog post or a page in a wiki could be a record. There are following dimensions of web 2.0 in social media:

Web 2.0 Dimensions
Social media
<ol style="list-style-type: none"> 1. Empowerment 2. Participation 3. Openness 4. Networking 5. Conversation 6. Community 7. Democratization 8. User control

Application Types of Web 2.0:- Different types of web 2.0 application include –wikis, blogs, social media networking etc.

- 1) Blogs: Short for web logs. Blogs are often combined with podcasts or video casts. Online journals i.e. digital audio or video that can be streamed or downloaded to portable device. Most known and fastest growing category of web 2.0 application. Example –gizmodo.com, boingboing.net, Huffington past .com
- 2) Social networks: social networks play a very important role in the distribution of information and word- of-mouth and allow users to communicate and interact. Example – facebook.com, linkedin.com, myspace.com
- 3) Photo sharing: web sites organizing and sharing particular types of content. Examples are application of video sharing: video. Google.com. YouTube.com. photo sharing :flicker.com, social bookmarking; dig.com
- 4) Forums/bulletin boards: sites for exchanging ideas and information usually around special interests. Examples:www.epinions.com
- 5) Content Aggregators: application allowing users to fully customize the web content they wish to access. The sites make use of a techniques known as real simple ‘syndication or Rich sites summary (RSS). Examples: uk.my.yahoo.com, Google.com/ig.netibes.com

SOCIAL MEDIA MARKETING

Web 2.0 a Participatory Tool for Marketing

Social media marketing makes use of social media sites to raise visibility on the internet and to promote products and services. Social media sites are useful for building social networks and for exchanging ideas and knowledge. Social media marketing is a part of a trend known as Web 2.0 which refers to changes in the way users and software developers use the web. Social media marketing podcasts, wiki, blogs, online video photo sharing, news sharing, message boards and posts on social networking sites are used to reach to large or target audiences. Internet marketing is one among many areas affected by an advent of the web 2.0 paradigms. Social media marketing refers as “concerned with the application of marketing, knowledge, concepts and techniques to enhance social as well as economics ends. It is also concerned with the analysis of the social consequences of marketing policies, decisions and activities.”(Lazer and Kelly’s 1973)

BENEFITS OF SOCIAL MEDIA MARKETING

Social media marketing provide three advantages, one it provide a place to marketers to not only present products and services to customers but also to listen to customer’s suggestions and information’s. Two, it makes it easy for marketers to identify among people influences groups, which become a great help in growth of brands and last is,it helps in removing all extra expenses.(SisiraNeti2011) Moreover, social media marketing also helps in:

- Generating exposure to business
- Increasing traffics /subscribers
- Building new business partnerships
- Generating qualified idea due to better lead generation efforts
- Rise in search engine rankings
- Selling more products and services
- Reduction in overall marketing expenses

SOCIAL MEDIA SITES

As Effective for Marketing

Following social media sites listed as effective for marketing target audiences, products and services

- 1) www.facebook.com
- 2) www.linkedin.com
- 3) www.youtube.com
- 4) www.slideshare.com
- 5) www.care2.com
- 6) www.epinions.com
- 7) www.fark.com
- 8) www.wikipedia.com
- 9) www.twitter.com
- 10) www.myspace.com
- 11) www.digg.com
- 12) www.scribd.com
- 13) www.newsvine.com
- 14) www.yelp.com
- 15) www.reddit.com

Sources: <http://www.seomoz.org/article/social-media-marketing-tactic>

The Web 2.0 as Internet Marketing Strategy

Understanding the nature, operation and effects of Web 2.0 applications, seems to be imperative for marketers (Stroud, 2007). Marketers should recognize that engaging in social media is the best way to communicate with increasing numbers of consumers who considerable part of their time online. (Forrester, 2007) . The main Web 2.0 application and their role on the marketing strategy are as summarized:

The web 2.0 as marketing strategy types	Description
I. Search Engine Optimization	SEO involves designing, writing and coding a websites in a way that helps to improve the volume and quality of traffic to your websites from search engine via a high page rank in the natural search results. SEO can involve a number of techniques to increase websites traffic
II. Online Display Advertising	Use of the internet as an advertising medium where paid promotional messages appear on other websites and search engine results pages. These promotional messages are paid for by the business or exchanged between websites.
III. Affiliate Marketing	Affiliate marketing overlaps with other internet marketing methods because affiliate can use a variety of marketing strategy. Those induce SEOs paid search engine marketing, e-mail marketing and display advertising.

Sources: www.innovationpei.com/ebusiness

CONCLUSION

The main features of Web 2.0 (or social media) as a social and commercial phenomenon it identifies the attitudes of Web 2.0 applications as marketing tool. Web 2.0 applications are becoming part of online commercial domain and are important ingredients of the personal and social life for a growing segment of the online population. The popularity of social media has been boosted by low cost broadband connectivity that allow people the fast trouble-free use of new exciting, interactive and complex application. Social media marketing can be used in two ways in personalization as well as in transparent communication. Brands send messages to views without giving them a possibility of replying with a feedback.

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