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## A Study on Marketing Strategy to Attract Customers in Social Media Marketing

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### Abstract

Marketing strategies play a pivotal role in the development and success of any business. As the process of promoting, selling, and distributing products or services, marketing aims to understand customer preferences and attract them through various tactics such as media, advertising, and discounts. A strong marketing strategy is based on well-defined goals and tactics that work towards creating a cohesive brand identity, which is essential for business growth and customer loyalty. In today's competitive landscape, businesses must go beyond traditional strategies and establish emotional connections with customers to foster lasting relationships. This paper explores how businesses can effectively use marketing strategies to connect with consumers, enhance customer satisfaction, and build brand intimacy. It emphasizes the importance of customer retention, relationship building, and creating quality products, which in turn helps businesses establish a solid foundation for their marketing efforts. The paper also discusses the evolving trends in digital and social media marketing, highlighting their influence on consumer behavior and decision-making. Ultimately, the study suggests that businesses must adapt to current trends, prioritize customer experience, and maintain emotional attachments to remain successful in the market.

**Keywords:** Marketing Strategy, Customer Satisfaction, Brand Identity, Customer Loyalty, Emotional Connection

### Introduction

The initial stage to develop a business in marketing. Marketing is the process of promoting, selling and distributing a commodity or service. It involves understanding customers on how they get attracted on products. There are several ways to attract customers such as through media, advertising, discounts and so on. But understanding customer preference is the most important and initial stage of attracting customers. A business sets goals according to what they want to accomplish with each marketing strategy. Some company focuses on attracting customers through advertisement. But some company like TATA, they attract customers by producing premium products. A well-defined marketing strategy outlines goals and tactics to create a cohesive brand identity. Brand identity helps to increase customers and enhance their market presence, ultimately leading to sustainable growth and customer loyalty.

Customers are the lifeblood of your business, so it is crucial to maximize customer satisfaction. It costs about five times more to bring in a new customer than to keep an existing customer. Developing a business need good strategy and emotional attachments with customers. Today, people do great strategy but fails to maintain emotional bonding with customer. It is the key factor in customer loyalty and lead to a business's success. Customers can easily identify fault on people but when they identify sincere people, they trust the business more. Calling customers by their name instead of sir or madam also connect customers more. The lifetime value offered to customers grows in direct proportion to the time they remain a customer. If your customer lifetime value is high, it means more sales you can generate. You shouldn't skimp on connection building when it comes to customer retention. Customer's experience can be improved by providing them with excellent service they expect. When they have good experience with the company, they will spread the word about it.

Brand intimacy is a deep emotional connection between a business and its customers. Focusing on emotions can influence how customers make purchase decisions and become longtime fans of a particular brand.

A repeat customer can come about because of a convenient location, a lower price, discounts and more. But this doesn't mean they are loyal to the company, they are loyal to the price, convenient location, etc. The customer who comes back again and again can deceive you. And finally, it comes to the point to keep your customer loyal is to create emotional attachments with them.

Marketing strategies are available in plenty and we have to choose what strategy suits for our business and we have to imply it. Incase if we don't have ideas about marketing strategies there are many agencies and mentors to provide guidelines to our business but every strategies may work or may not it also takes effort to build a good image among people. To attract customers we have to build a relationship between them so that they feel comfortable for using our products or buying our products. We can make our product towards the convenient of the people those who utilize it so if they got to the habit of comfort we can assure that they won't go for other products.

Only creation of marketing strategies doesn't make any proceedings in the business. The point is how we are taking it to the customers and how it dominates our business choosing a perfect strategy also play a vital role in business. Likewise "PayPal" grew its share of the payment processing market through direct relationships with merchants this strategy helped them to gain more exposure towards consumers. If a business needs to survive in the market it needs to adapt to the current trend while talking about the trends we have to come to know that the trend of the business will keep on changing and the preference of the customers also so knowing the preference is important.

There is a common idea among people that where a product is costly which means it is a quality product basically that's not true even a affordable product also gives a good quality experience to the consumers. The thing is it is not about the price or strategy that we imply to increase the number of sales it is only the quality of the product or service that we provide to our customers that makes them to bind with the brand and even some people have mindset like if a particular product of a particular brand is well and good means they make up their own decision like all the products they manufacture will be of good quality. Actually it is a kind of reward for the production of quality product over the entire market so the people made their decisions not only of advertising or promoting the product the main reason is for their quality. So try to make out a good quality product that makes a strong base for setting up the marketing strategy for the business.

## Literature Review

NM Lakshmi, M Kavitha (2020) <sup>[3]</sup> a study on customer satisfaction on digital marketing- Journal of Xi'an University of Architecture & Technology, 2020 The invention of ATMs and credit cards paved the way for the digitization of the banks. The commercial evolution of the internet in the early 1990s completely overhauled the banking sector introducing the world to the online banking services. This is when traditional street-side banks started considering ideas to deliver restricted online bank services to cut down the cost of operations. When these efforts proved beneficial and were acknowledged by all, numerous banks ideate to create their own.

Kavitha M (2021) <sup>[1]</sup> Digital Marketing and Customer Satisfaction and Customer Satisfaction in Covid-19 Elementary Education Online, 2021; Vol 20 (Issue 5): pp.2761-2764 <http://ilkogretim-online.org> doi: 10.17051/ilkonline.2021.05.301 In 2020 vast majority of the sector was stepped foot in the digitalization. In COVID-19

pandemic and lock down period in India affected small business, schools, colleges, shops, malls and all fields of life. Most people in the world, especially the elderly, have never seen such an impact of COVID-19 event. In this regards, study about crucial situation of COVID-19, digitalization performance, customer satisfaction and some fields turning to digitalization movements.

Alberico It was verified that half of the world's population is present in social media platforms. Social media can help organizations gain insights into markets and improve business intelligence. Social media is a flexible medium that companies can use in marketing strategies and build engagement and develop a communication plan and monitor performance. Marketing strategies in social media is a strategy to communicate brands, services, products, and ideas. Thus, it becomes evident that strategies in social media represent an intangible benefit related to marketing communication objectives. Research on social media strategy is an area of marketing communication, diverse and very fragmented, hindering its development as a promising research area. It is intended to conduct a review of the literature of social media strategies in order to take stock of theoretical and empirical development and identify research themes.

Shrutika Mahaveer Dasharathna We offer a research model that examines the effects of social media advertising methods (i.e., message material and format) on the consumer participation, brand awareness, and online small business sales performance. This model is based on the theories of media richness, uses, and gratifications. It is anticipated that brand recognition and customer engagement will moderate the relationships between messaging tactics and the success of online small company sales. To validate our model, we will collect data from various social media platform in India. This study is expected to contribute to research and practice on social media marketing to attract customers to brands of small companies.

Barbara the Influence Of Digital Marketing And Social Media Marketing On Consumer Buying Behavior. This article aims to explore the relationship between digital marketing, social media marketing and consumers' online purchasing behaviour. The research will examine how marketing activities in digital and social media such as product reviews, social media advertising, e-mail marketing and influencer marketing affect consumer behaviour and purchasing decisions. It will also examine how social media networks influence the effectiveness of digital marketing strategies and how consumers interact with social media advertising. Results from this study will provide insights into the use and effectiveness of digital and social media marketing strategies. It will help companies better understand consumer behaviour in the digital age and inform their online marketing efforts to increase sales and profitability. The study will also contribute to the literature on consumer online purchasing behaviour and increase knowledge of the impact of digital marketing and social media marketing on consumer decision-making

The study and practice of marketing have broadened considerably, from an emphasis on marketing as a functional management issue, to a wider focus on the strategic role of marketing in overall corporate strategy. This broadening of the marketing concept, to include strategic as well as operational decisions, has resulted in an overlap between marketing and strategic management. Managers around the globe are recognizing the increasing importance for the firm to develop marketing strategies to compete effectively in worldwide markets. The emergence of a more open world

economy, the globalization of consumers' tastes, and the development of a worldwide commercial web all have increased the interdependency and interconnections of markets across the globe. In such a global environment, firms should develop their marketing strategy around three key dimensions: (1) standardization-adaptation, (2) configuration-coordination, and (3) strategic integration. Following Sudharshan, we define a firm's marketing strategy as the development of and decisions about a firm's relationships with its key stakeholders, its offerings, resource allocation, and timing.

Marketing Strategy is one of the important steps in the system of marketing management. Marketing is equally important as designing a product. All the products designed and goods produced will reach consumers only by marketing. Marketing strategy is a construct that lies at the conceptual heart of the field of strategic marketing and is central to the practice of marketing. It is also the area within which many of the most pressing current challenges identified by marketers and CMOs arise. Developing Successful Marketing Strategies uses real market examples to demonstrate the development of effective marketing strategies. The approach uses an organization's mission and vision statements to guide the development of marketing goals, strategies, and tactics. Central to the development of marketing strategy is the use of the marketing mix of price, place, product, and promotion. The book neatly weaves the process of developing a marketing strategy with the use of the marketing mix. Throughout the book examples are given to clarify the theories and guide the reader through the strategic marketing planning process. The Company few products did not reach the target and attain the goal. This is because of lack of proper marketing strategy.

Marketing strategy is a construct that lies at the conceptual heart of the field of strategic marketing and is central to the practice of marketing. It is also the area within which many of the most pressing current challenges identified by marketers and CMOs arise. We develop a new conceptualization of the domain and sub-domains of marketing strategy and use this lens to assess the current state of marketing strategy research by examining the papers in the six most influential marketing journals publishing such papers over the period 1999 through 2017. We uncover important challenges to marketing strategy research—not least the increasingly limited number and focus of studies, and declining use of both theory and primary research designs. However, we also uncover numerous opportunities for developing important and highly relevant new marketing strategy knowledge—the number and importance of unanswered marketing strategy questions and opportunities to impact practice has arguably never been greater. To guide such research, we develop a new research agenda that provides opportunities for researchers to develop new theory, establish clear relevance, and contribute to improving practice.

This Research Study looks at various innovative marketing strategies used by our top most companies. Marketing strategies is a long term, forward looking approach to planning with the fundamental goal achieving a sustainable competitive advantage. Overall approach of this paper is to create a link between growth rate of companies and new marketing strategies. Good marketing is no accident, It is both an art and a science and it results from careful planning and execution using state-of-the-art tools and strategies. So, marketing is and about the importance of understanding consumers and the marketplace environment. At Present—"CONSUMERS ARE KING" –understanding consumers'

needs and desires are necessary for every company. Marketing Strategies boils down to questions like which customers will we serve, how will we serve them? The tough part is coming up with good answers to these simple-sounding but difficult questions. The goal of marketing strategies is to create more value for the customers than competitors. In this study, it's found that innovative marketing strategies have great role in company's success like: Apple, V-Mart, Amazon, Patanjali –whose names are enough to show their place in market.

The future of education industry is dependent on the university's ability to develop an effective marketing strategies, especially during the Covid-19 pandemic. Marketing strategies are the plans that enables university to achieve competitive advantage. Therefore, this study examines the relationship between marketing strategies, namely packaging, relationship marketing, price, and brand image and customer satisfaction at the higher education institutions in Johor, Malaysia. Questionnaires were distributed to 90 students who currently studying in universities in Johor, Malaysia. Smart PLS 3.0 (M3) was applied to test the hypotheses and subsequently bootstrapping was conducted to investigate the standard error of the estimate and t-values. The findings indicated that relationship marketing and price have positive relationship with customer satisfaction. On the other hand, findings revealed that packaging and brand image does not show positive relationship on customer satisfaction. It is believed that packaging has a short lifespan and the respondents does not really concern about the popularity of the brand. There is limited research on this topic to guide the universities to cope up with the current situation. Thus, this research findings have provided significant insights that help stakeholders to better strategize and position universities, particularly in the scenario of Johor, Malaysia.

In today's world, the word of globalization is well-known and it is a widely-used concept in various fields. For a marketing expert, it should be considered if the globalization is the best way (or strategy) to be successful while performing in foreign markets. The companies which sell and buy products over the world know that it is not logical to use only one marketing strategy for all the markets and that will not help them compete with the competitors. So this idea brought the concept of "glocalization." In this study, the glocalization will be explained. The comparison of glocalization and globalization will be made by using different and interesting examples of today's markets with marketing researches.

### Intend of the Study

To find the Marketing strategies to attract customers in social media marketing

### Marketing Strategies to Attract Customers in Social Media Marketing

Social media is one of the most powerful tools small business owners can use to connect with customers, allowing you to engage your audience while showing a more personal side of your business. Communicating with customers on social media enables you to highlight your expertise and nurture relationships: elements that can go a long way towards building your business.

Connecting with customers through social media is a great way to increase your qualified leads and drive profits, so the importance of social media in customer service is clear. What might be less clear is how to attract new customers using social media.

To attract customers on social media, create content that's

relevant to target audience and engage with them. Marketers can also use social media to promote business, share free tools, and run contests.

Attracting customers through social media is one thing, offering real-time customer service takes your brand loyalty to a whole new level. You don't have to monitor your social media 24/7, but being available to respond to questions or direct people to someone who can help them shows you care. Customers are tired of waiting on hold, so there's an opportunity to improve the customer experience through social media. Being active on social media to respond to within the same day puts you ahead of the competition and encourages loyalty.

Social media monitoring platforms can help and monitor when the company or brand is mentioned. That helps to track how company is doing on social media.

### **Findings and Conclusion**

A social media marketing strategy is a comprehensive plan that integrates social media efforts with team's goals and the broader business objectives. This alignment ensures that activities are not only optimized for performance but also deliver measurable results that contribute to your overall marketing success.

A well-defined social media marketing strategy also sets clear boundaries around team's time and expertise. Social media is a unique channel, and while nearly everyone uses it, this widespread usage often leads people to overestimate their expertise.

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