

Social Networking - A Step Ahead in Online Advertising

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Abstract

The introduction of the internet-based social media has made it possible for a person to communicate with hundreds or even thousands of people about products and the companies that provide them. This article gives a picture about the internet, online advertising, about social media. Online advertising is a form of promotion that uses the internet and World Wide Web for the expressed purpose of delivering marketing messages to attract more number of customers. Now, social networking portals are a recent development, allowing the user to create and maintain a network of close friends or business associates for a social or professional reasons, this had created a forum, where people can share their views, can become a fan for a particular product or service, more importantly they can recommend it to others. Hence, it is becoming essentially important to know about the social media and the ways how best we can use it as a powerful tool for online advertising.

Key words internet-social –media- online –advertising- networking development- World Wide Web

INTRODUCTION

In recent years, the internet especially the Web has created a communication revolution period. The ability to send and receive information has changed the way we work and live. Social networking portals are a recent trend. A Social Networking Site (SNS) connects people based on information gathered about them, as stored in their user profiles. These user profiles determine the way in which users are able to present themselves to the world. The most important distinguishing factor between the various sites is the range of profile information that they store and can perform operations on this paper will present a review of the various classifications of social networking portals and some of the ways through which this medium can be used for business development.

What is Internet?

The internet sometimes simply called ‘the net’ is a worldwide system of computer networks or a network of networks using which, users with a computer net connection can, send and receive information from any other computer (and sometimes talk directly to others). It was conceived by the Advanced Research Project Agency (ARPA) of the US government in 1969 and was first known as the ARPANET. The original aim was to create a network that would allow the users of a research department at one university to communicate with the researchers of other university.

Online Advertising

Online advertising is advertising on the internet. This particular form of advertising is a

source of revenue for an increasing number of websites and companies.

There are two sides of online advertising, a legitimate one and an illegitimate one. The legitimate sides of online advertising include search engine advertising, advertising networks and opt in email advertising. The illegitimate side is dominated by spamming. Though the range of advertising options has expanded since in the commercialization of the internet, the use of rich media and static images is extremely popular. The ever increasing users of online users will likely to continue to be a major advertising market. The recent trend in online advertising is through social networking.

Social Networking

A social network service focuses on building and verification of online social networks for communities of people who share same interests and activities, or who are interested in exploring the interests and activities of others. It provides various ways for users to interact, using chat, messages, emails, videos, shared files, blogs and discussion groups.

Social networking an Introduction

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The use of the internet as a networking mechanism has its origins long before the birth of the web. Usenet is a distributed messaging system that has been in use since 1979, providing a forum for people to discussion online. It also enables rich media file sharing. Unlike today's social networking sites, it was an 'open' distributed

system that is not owned or controlled by anyone or any company.

The first web-based social network site (<http://www.sixdegrees.com>) was launched in 1997. This site allowed the users to create profiles, list their friends and to contribute messages to bulletin boards. At the height of its success, the site had 1 million registered members. The site was sold in 2000 for \$ 125 million. The UK's first major experience of social networking came in July 2000 when friends Reunited was launched. This site allowed people to create their profile based on the schools they attended and to establish contacts with old classmates. At the end of the first year the site gained 3,000 members. A combination of intense press publicity and the human fascination to learn about their old school friends drove the membership to 4 million members in 2001 and 8 million by the end of 2002.

Social Networking in India

According to the latest report released by comScore, a marketing research company, out of total internet users in India, 84 percent users visits the social networking sites in India. This makes India the world's seventh largest social network sites visitors. United States is the largest and number one social network sites visitor among all the countries with 174.4 million unique visitors in July 2010. It has the growth rate of 23 percent. In July 2009 there were 131 million users who used social networking sites from this country.

China is on number two in the list following US with a total of 97.1 million users in July 2010 and is followed by Germany who had 37.9 million unique visitors in July 2010 with the growth rate of 47 percent. It had 25.7 million unique visitors in the July of the last year 2009.

1. Face book

According to COM Score, face book is the number one social networking site in India visited by 20.9 million visitors in July 2010. Face book becomes the number one by replacing Orkut who had about 19.87 million unique visitors in July 2010.

2. Orkut

Being on number one as India's most popular social site, Orkut is now replaced by Face book in India. Orkut is now on number two with a low double growth of 16 percent as compared to the last year.

Recommendations for promoting through social networks platform

Today many small businesses create profile but not pages. Remember one thing, profiles are for individuals and pages are for business. There are many benefits to using a page rather than a profile, a business can have an unlimited number of fans. Profiles are capped at 5,000 friends. The bottom line for businesses: Set up a page, not a profile.

Unlike big brands, small businesses do not typically have large fan bases. Therefore, it is easier for them to pay attention to individual fans. Paying attention also means that, when a fan leaves a comment, it should be acknowledged and responded to. It's amazing what a simple "thank you" can do to energize your fan base. Use photo strip options effectively, since these give your products pictorial representations always select the best picture that covers your entire product range. Marketing must be congruent with the social media feedback cycle – the way the consumers use word of mouth to spread recommendations and advice to other potential customers. Use social media

applications like 'Eventful' and 'Upcoming' to plan, schedule and publicize your company's special events. Developing and publishing a blog is an easy way to communicate information about your products. Because a blog establishes an open-ended two-way communication channel, your customers can use it to tell you their concerns.

Keeping an eye on your competitors is remarkably easy on the social web. Just register for their promotional e-mails, newsletters. Social media marketing should compliment, not replace, your traditional promotional activities, and should reflect the way you do business. Always customers like to feel special. By offering products, information, and special deals exclusively to a subset of consumers can help you to create this feel. People tell others about things to which they are emotionally connected. Organizations can leverage emotional connections by embracing one or more causes that are important to their customers.

Conclusion

The users' traffic for the social networking sites is increasing day by day. Online advertisers should focus on promoting their business through social networking sites. Because this is the forum where people can share their views, they can promote any services by becoming a fan, or even they can recommend to their known sources. So business should focus more on using social networking as a strong source of online advertising.

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