

Social Media Marketing

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Abstract - In today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Social Media Marketing is the need as a connection between brands and consumers, which covers a personal channel and currency for user centered networking and social interaction. Social media has become one of the most popular marketing channels for many companies, which aims at maximizing their influence by various marketing campaigns conducted from their social accounts on social networks. This paper aims to use the medium of social media sites to enhance the brand of the company. It aims at developing fully automated system which conducts social media campaigns and represents the result in an interactive form. It also uses a unique scoring algorithm to give score the users based on their activity, thus identifying the potential leads which can be harvested and used by the company to maximise their profits and reduce the cost incurred in advertising by going after only the genuine targets/leads.

Key Words: APIs, Campaign data, Scoring Algorithm, Black Box DMC.

1.Introduction

Social marketing, like generic marketing, is not a theory in itself. Rather, it is a framework or structure that draw from many other bodies of knowledge such as psychology, sociology, anthropology and communications theory to understand how to influence people behaviour. Like generic marketing, social marketing covers a logical planning process involving consumer oriented research, marketing analysis, market segmentation, objective setting and the identification of strategies and tactics. It is based on the voluntary exchange of costs and benefits between two or more parties. However, social marketing is more difficult than generic marketing. It involves changing intractable behaviours, in complex economic, social and political climates with often very limited resources. Furthermore, while, for generic marketing the ultimate goal is to meet shareholder objectives, for the social marketer the bottom line is to meet society desire to improve its citizens quality of life. This is a much more ambitious - and more blurred - bottom line.

2. Literature Review

Social media consists of three core facets:

1. Monitoring and listening
2. Engaging and participating
3. Influencing

The goal of any social media campaign is Influencing. However, you cannot influence without having first monitored and listened, engaged and participated. If you attempt to shortcut the process and start with influencing you will fall short. Your campaign will likely perform poorly and you may even create negative reactions to your brand. Social media activities can happen in three venues:

1. On your site (i.e. your blog, application, website)
2. On your social networks (i.e. your Facebook page, your LinkedIn Page, your Twitter page)
3. On the social sphere (i.e. LinkedIn groups, QA sites, other blogs)

When planning a social media campaign, you control where you wish to focus your energies and how much you choose to invest in each locale. Typically a holistic approach will yield the best results. Plan a comprehensive campaign, which tailors the appropriate types of materials for each place, but always ensure your message is aligned.

3.Existing System

Previous researches focused on explaining the reasons to motivate firms' intention to use social media. Social Media is mainly used by different companies to promote their products on the social platforms and creating a buzz about their products. Some third party organisations are also used for these purpose, but they only help in managing and conducting various campaigns on social media sites. There is a need for a platform which not only runs a social media campaign, but also studies or assesses the result of the campaigns and provide a pool of potential candidates which could be focused upon.

4. Proposed System

The proposed system is aimed at an automated process which takes campaign information provided by the client and executes these campaigns on various social media sites such as Facebook ,Youtube ,etc .The campaigns if executed successfully collects user related information using third party APIs. The information is then represented in the form of charts using Google charts API. The Scoring Algorithm then gives the score on the basis of user activity and helps to identify the potential leads from a pool of target audience.

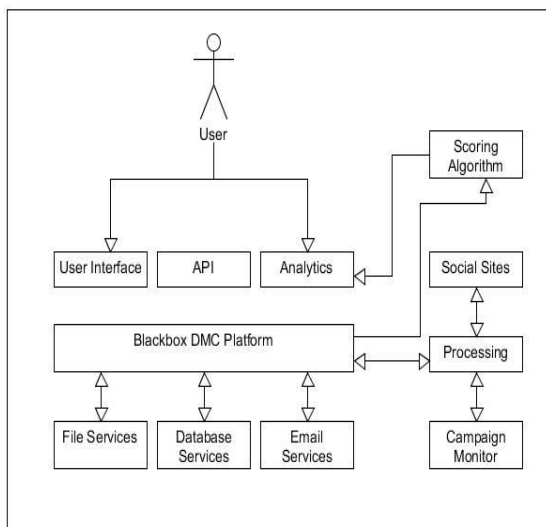


Fig-1: System Architecture

4.1 User Interface & APIs

A companion application developed using Bootstrap CSS and PHP Scripting running at both user as well as administrator machines. This interface will take care of the login, authentication and advertisement management. The development included APIs to access the web for retrieval/storage of data in a web based database .The APIs are used for proving the data from the social media sites. Basically Youtube APIs provides the data such as channel ID, number of views, number of likes, estimated watch time of the videos that are uploaded by the user.

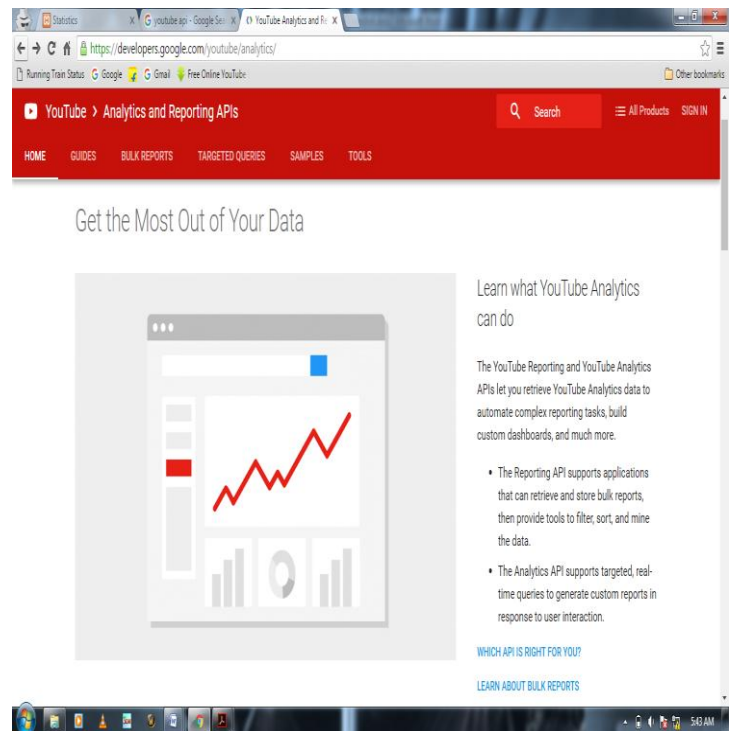


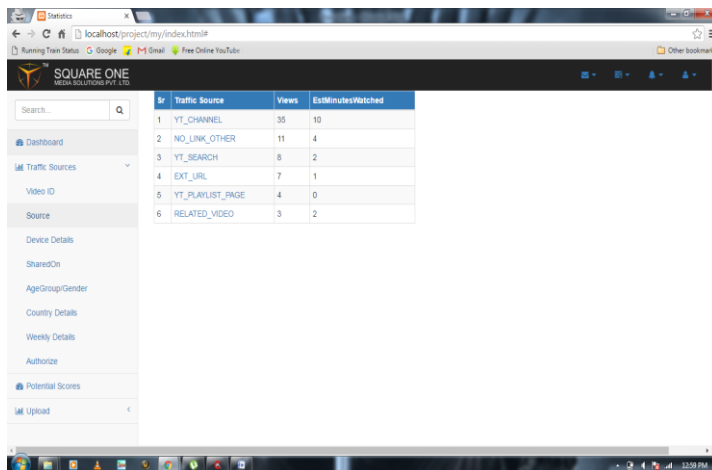
Fig -2: Youtube Analytics API

4.2 Black Box DMC

The Black Box DMC stands for the Digital Media Center. Black Box DMC contains the services required by the project which are file services, database services, email services. File services includes the advertisement banners and videos to be uploaded for the upcoming campaign. Database services stores the obtained potential leads from the campaign and the data gathered from the Application Programming Interface of the respective social sites. Email Services are being used for providing the emails for advertisement and after finding potential leads in the campaign.

4.3 Campaign Monitor

The Campaign Monitor is the interface which displays the data from the APIs of the respective sites where campaign are performed. Campaign Monitor displays the results of the campaign in the form of charts and graphs. It also displays the data statistics obtained from the campaign. It can also used to upload the campaign videos on the social media sites. It shows the final output in terms of number of leads obtained from a successful campaign.

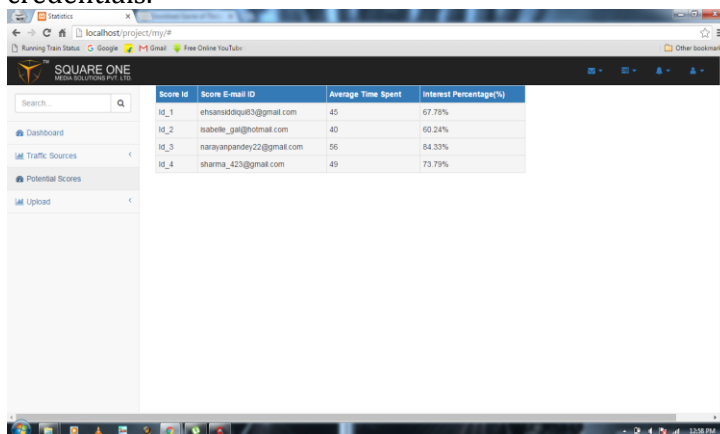


Sr	Traffic Source	Views	EstMinutesWatched
1	YT_CHANNEL	35	10
2	NO_LINK_OTHER	11	4
3	YT_SEARCH	8	2
4	EXT_LIRL	7	1
5	YT_PLAYLIST_PAGE	4	0
6	RELATED_VIDEO	3	2

Fig -3: Campaign Monitor

4.4 Scoring Algorithm

The A website with SQL database connectivity was used for the specific purpose of data management. PHP scripts were used for APIs used in the Android app. A call to the PHP URL and by passing parameters the job of data storage and retrieval was taken care of. For the bulk of data at places where required, JSON was also used. Structured data, primarily relational based is used for record storage. The records contains data about the login credentials, personal information, logs of vehicle passage and some pseudo wallet based credentials.



Score Id	Score E-mail ID	Average Time Spent	Interest Percentage(%)
Id_1	ehsamsdiqu63@gmail.com	45	67.78%
Id_2	isabelle_gai@hotmail.com	40	60.24%
Id_3	narayanpandey22@gmail.com	56	84.33%
Id_4	sharma_423@gmail.com	49	73.79%

Fig -4: Output of Scoring Algorithm

3. Benefits

- Provides a smart automated system mechanism.
- Uses third party APIs to gain information about the users.
- Uses interactive charts to represent in a user friendly format .
- The Scoring Algorithm analyses the data and identifies leads

6. CONCLUSIONS

All marketing activity needs to be tailored to reflect a target audience. By using social media as a key part of its marketing campaigns, the system is able to reach one of its key target audiences more easily and can convey its messages in a format that suits the audience. To help it achieve clear brand awareness through its campaigns, the system has devised highly structured guidelines and visualizations which ensures that the effect of advertising is maximised and the cost incurred is minimised, it also filters the potential leads from a pool of target audiences.

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