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The Impact of Social Media on Marketing

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Abstract: Social media has had a huge impact on marketing. It has changed the way marketing and consumer behavior, providing more opportunities and challenges for businesses. Social media, as an important channel for information dissemination and a platform for user participation, not only expands the brand's exposure range, increases user interaction and engagement, but also shapes the brand image and reputation. However, social media has also brought about information overload and consumer choice difficulties, requiring companies to make reasonable use of social media platforms and develop appropriate marketing strategies to gain more attention, participation, and conversion.

Keywords: Social media; Marketing; Influence

1. Introduction

In the digital age, social media has become an important platform for people to communicate, obtain information, and establish social relationships. With the popularization and rapid development of social media, it has had a profound impact on various industries, especially in the field of marketing. The emergence of social media has changed traditional marketing models and provided enterprises with new marketing channels and opportunities.

2. Overview of social media

Social media refers to an online platform based on user generated content and interactive communication through the Internet and mobile communication technology. They provide a convenient channel for people to share information, viewpoints, images, videos, etc., and engage in real-time interaction and feedback with others. The development of social media has rapidly flourished in the past few years, becoming an indispensable part of people's daily lives. The popularity and universality of social media are shocking. According to statistics, billions of people worldwide use social media platforms, including Facebook, Instagram, Twitter, WeChat, and Weibo. Both young and elderly people have joined the ranks of social media. This has made social media one of the important channels for brand promotion and marketing, attracting more and more enterprises and organizations to incorporate it into their marketing strategies. Social media brings enormous opportunities and benefits to individuals and businesses. Individuals can showcase their talents, share experiences, establish their personal brand, and communicate with friends, family, and peers through social media. For businesses, social media is an effective tool for promotion, promotion, and customer interaction. Through social media, companies can directly reach potential customers, understand their needs and preferences, and achieve precision marketing and personalized customization^[1].

3. The Changes of Social Media to Traditional Marketing

3.1 Comparison between Traditional Marketing and Social Media

Traditional marketing refers to the promotion and publicity methods based on traditional media and channels, such as television, radio, newspapers, magazines, direct mail, etc. Relatively speaking, social media marketing is a method of using social media platforms for brand promotion and marketing. Traditional marketing typically has a wide coverage and can reach a wide audience simultaneously through media such as television and radio. Social media marketing, on the other hand, places more emphasis on precise targeting, which can segment and accurately position the target audience through user data, interest tags, and other means. In traditional marketing, it is difficult for enterprises to obtain real-time feedback and opinions from consumers. Social media marketing, on the other hand, provides stronger two-way interactiv-

ity, allowing users to directly comment, like, share, or send private messages to communicate with businesses. This enables businesses to better understand consumer needs and respond promptly. Traditional marketing typically requires high investment, such as advertising expenses and production costs. Social media marketing is relatively more flexible and economical, and with appropriate strategies and creative support, good marketing results can be achieved within a limited budget. Social media marketing has the characteristics of rapid dissemination and significant influence. Through user sharing and forwarding, information can quickly spread and reach a wider audience. In contrast, the dissemination speed of traditional media is relatively slow^[2].

3.2 New Opportunities brought by Social Media

Social media encourages users to generate and share content, and through User Generated Content (UGC), businesses can leverage user generated creativity and sharing to spread brand advertising and information. UGC can not only increase brand exposure, but also increase user engagement and trust. Weibo influencers and influential users on social media platforms have a large following and influence, making them important partners for brand promotion and promotion. By collaborating with Big V, companies can gain a wider range of exposure and promotion effects. Social media platforms can provide valuable market insights and consumer behavior analysis for enterprises through the collection and analysis of user data. With the help of this data, enterprises can better understand user needs and preferences, and make personalized recommendations to improve marketing accuracy and success rate.

4. The impact of social media on consumer behavior

4.1 Information dissemination and opinion leader effect of social media

Content sharing and forwarding on social media can quickly spread information, and many users actively share their purchasing experiences and reviews on social media. This allows consumers to learn about other people's purchasing decisions and usage experiences through social media, improving their understanding of goods or services. Some users on social media have a strong influence and fan base, and are known as opinion leaders. The opinions and recommendations of opinion leaders have a significant impact on their fans, which is known as the opinion leader effect. When opinion leaders express positive reviews of a brand or product on social media, it creates a social pressure and trust boosting effect, stimulating user interest and willingness to purchase the brand or product.

4.2 The impact of social media on purchasing decisions

Social media provides a rich and diverse range of product information and user reviews, allowing consumers to obtain more comprehensive product information through social media and provide a basis for decision-making. Users share their purchasing experience and recommendations on social media, which are usually more persuasive than traditional advertisements and can directly influence consumer purchasing decisions. Social media can also influence consumer purchasing decisions by introducing mechanisms of social identity and social pressure. On social media platforms, people often showcase their lives, tastes, and purchasing decisions, which often receive attention and evaluation from others. Therefore, consumers may be influenced by those around them when making purchasing decisions, following their choices to gain social recognition and satisfaction^[3].

5. Social media marketing strategies

5.1 Basic principles of social media marketing

The primary task of social media marketing is to build brand reputation and trust. By providing valuable content, actively participating in user interaction, and responding to users' questions and feedback quickly and professionally, a good brand image can be established. This will help to increase users' trust in the brand and attract more attention and participation. Social media platforms can provide a large amount of user data, including interests, geographical location, age and so on. It is necessary to accurately target the audience. By understanding the preferences and needs of the target audience, we can formulate appropriate marketing strategies and convey advertisements or information to potential customers. Content is the core of social media marketing. Making attractive content strategies, including high-quality articles, images and videos, can attract users' attention and trigger participation and sharing.

5.2 Selection of social media platforms

Choosing a social media platform suitable for your brand and target audience is the first step of social media marketing strategy. Different social media platforms have different user groups and characteristics, so it is necessary to choose the appropriate platform according to brand positioning and target audience. As one of the largest social media platforms in the world, Facebook has a huge user base and a wide range of application scenarios. Suitable for overall brand promotion and brand image building. Instagram is a social media platform mainly focusing on images and videos, which is suitable for brand promotion that emphasizes visual effects. Especially suitable for brands in the fields of fashion, beauty and tourism. Twitter is characterized by immediacy and short text, which makes it suitable for brand promotion of fast news and real-time events.

5.3 Planning and production of social media content

The planning and production of social media content is the key step of social media marketing strategy. Determine the interests and needs of the target audience and make relevant content plans for them. Understand the age, gender, geographical location, interests and other information of the target audience to better meet their expectations and preferences. Various forms of content on social media can attract different types of users. Including images, videos, articles, questions and answers, voting and other forms, and the appropriate form can be selected according to the characteristics of the content. There is a lot of information flow on social media, so the quality and creativity of the content are very important. Creating high-quality content helps to improve user participation and sharing rate, and helps brands stand out. Communicate the brand value and story to users by telling stories^[4].

6. Conclusion

Social media has had a huge impact on marketing, providing businesses with more opportunities and challenges. Reasonably utilizing social media platforms and developing appropriate marketing strategies can help companies achieve goals such as brand exposure, user engagement, brand image shaping, and word-of-mouth management. However, companies also need to recognize the challenges of social media and actively address and optimize their strategies. With the continuous development of technology and social media, marketing strategies also need to be adjusted and updated in a timely manner to adapt to the rapidly changing market environment.

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