

Platforms for Social Media Marketing, Its Advantages and Disadvantages

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Abstract

Review Article

With the rise of the web, Social networking has emerged as key tool for 'online marketing campaigns'. Smart businesses use social network marketing as one of their primary marketing techniques to connect to online communities. Similar to how friends congregate in public bars, coffee shops, or barbershops, groups of individuals interact and congregate online using numerous tools and websites. For assistance, sharing, and socializing, these folks rely on their online friend network. Online communities have evolved over time to adopt a wide range of styles. In contrast, recent years have seen the emergence of communities that enable richer engagement. Social media marketing techniques encourage interaction, community building, and conversation among their users. As social platform on the Internet have grown in popularity, it is now feasible for one individual to connect with thousands or even hundreds of other people regarding products and the businesses that sell them. Thus, the market has considerably increased the influence of consumer-to-consumer communications. In order to engage and influence large populations, you have to take an active role in relevant communities. To reach a larger consumer base and grow your brand, social networking marketing is a need. One channel that may be utilized for brand loyalty development and maintenance is social media marketing. One of them is the advantage of social media marketing for managing consumer relationships. Through social platform, the social web has introduced a new method of communication that enables individuals to interact and chat with one another. It is possible to suggest additional study using factors like confidence and service quality. Social networks are becoming increasingly significant in how businesses sell their goods and services. Among the best platforms for connecting with people, disseminating content, managing reviews and comments, and building long-lasting brand loyalty is social media. MNCs have more spending for physical and online marketing and advertising. Small firms generally have a very constrained budget for advertising. Small and medium-sized businesses (SME's) are credited with driving the Indian economy. The Indian government is launching programmes like "Make in India" and "Digital India" with the intention of promoting the development of the nation's small-scale manufacturing. The general expansion of small and medium-sized businesses will be significantly aided by social media.

Keywords: *SME, Web 2.0, Loyalty, Social Media Marketing, Smart Businesses, Online Marketing, Community Building, Social Websites.*

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INTRODUCTION

Social networking marketing is described as commercial marketing activities that make use of social platform in an effort to influence consumers' purchasing decisions favourably. "Many businesses have already started to consider how to use virtual community websites to expand their interactions and conversations with customers in order to create a sense of intimate and friendly relationships and virtual brand communities in response to the rapid expansion of such websites". A strong sense for community can develop among group members, even those who have never met. Virtual brand communities are groups that aggregate products and services from a single brand. Consumers, according to Prahalad and

Ramaswamy, "Are more interested in creating experiences with other customers or specialists than just buying products". Therefore, "involvement in online communities might result in a high level of consumer cohesion, which has an impact on the market". "Companies must therefore determine the elements or strategies required to get customers to engage in these communities". Wellman thought that "an online community's nature is similar to that of a genuine community in terms of satiating members' requirements for self-identity, shared experiences, and social support". This is in contrast to Wellman's view that an online community differs from a real community in that it does not provide these things. Online communities differ from physical neighbourhoods in terms of their technological infrastructure and outward manifestations

since they operate mostly on computers as their operating system. Specific brand goods or services create brand communities. Brand communities, as described by Muniz and O'Guinn (2001), are particular communities built on social ties among brand consumers that are not bound by geographic boundaries. "The brand community is one of the different kinds of social neighbourhoods, which also include community awareness, rituals, customs, moral obligations, and other essential characteristics of communities". "It is built on users' organised social interactions". For instance, prior studies have shown that when customers join a brand community, the company in question turns into a shared language and set of values that binds the community's members collectively through the sharing of brand experiences. Most of the research on social groups that has been cited so far has been from the standpoint of operators. However, there were little discussions on the advantages brought about by members of the community from the viewpoint of the members, with the purpose of analysing the meanings of social group value and its impact on members. Value is the primary determinant of individual choice and behaviour in terms of consumer behaviour. Consumers will become more loyal to a service provider if they view it to be of higher value, according to their overall evaluation. Additionally, "social media provides businesses with a relatively low-cost platform to run marketing initiatives". Communications in the media have altered. The word "media" has traditionally been used to refer to a means of communication. New media have developed nowadays, especially when used online, that not only enable communication with others but also enable the reader to engage with the author. The author transmits their message to a large audience using conventional media including radio, television, newspapers, magazines, and billboards, and is frequently uninterested in any responses to the message. "The recipient of the message can communicate in real time not only with the author of the message but also with a community of people thanks to new social forms of media like blogs, wikis, and online communities". It's as though the media creator is talking about a subject while seated at the water cooler in the workplace of the target audience. One buddy recommending a different acquaintance to a good or service has always been the oldest and most trustworthy method of marketing. People are linked to one other in novel, adaptable, and open ways as a result of the emergence of so many social media platforms online. The new source of future inventions and "marketing," as well as the forces behind long-term growth and success, are these entities' consumers, suppliers, and stakeholders. This is the fundamental idea behind social business. "One individual can now speak with hundreds or even thousands of people throughout the world because there are no Internet-based social media platforms". "The number of people creating material, sharing it, bookmarking it, and networking on social media has skyrocketed". All forms of social media give users the chance to introduce themselves and their products to active online communities and potential customers. "Consumers who want to educate one another

about goods, services, brands, and issues produce, distribute, and utilise this new kind of online knowledge resource called social media content". "Social media has established trends in a variety of fields, including politics, technology, the environment, and the entertainment sector, because to its accessibility, speed, and reach". "Users of social media essentially promote themselves by spreading". "The use of social media in marketing is currently growing". "Marketers are starting to comprehend how to include social media as part of their customer-reaching strategy and campaigns". "Among the marketing sub-disciplines that may use social media are promotions, intelligence in marketing, sentiment analysis, public relations, communications for marketing, and brand and customer management". Additionally, "social media users today are highly driven web users". "Simply sitting in front of a computer screen and using online websites, consumers may quickly get what they want". Through the capabilities on social media, users can engage in collaborative work and knowledge sharing. Social platform differs from traditional marketing techniques, necessitating particular care and strategies for cultivating loyalty. Traditional marketing strategies have issues because many consumers are better able to block such information. The second is that conventional advertising, like that found in television, only fosters one-way interactions between sender and receiver. The target market, however, desires and anticipates a two-way exchange. They wish to offer suggestions. Wikipedia, YouTube, Facebook are all likely considered to be a part of this broad category by the majority of people, however there is no formal classification system for various social media applications. Social media can take many different shapes, such as 'social networks', 'online discussion forums', 'weblogs', 'social blogs', 'micro blogging', 'wikis', 'podcasts', 'photos', 'videos', 'rating systems', and 'social bookmarking'. On a social networking website, anyone can set up a personal webpage and then connect with friends to exchange messages and share information. Anyone who is interested is invited to participate in social media by giving contributions, providing feedback in an open forum, leaving comments, and sharing information instantly and without limit. The modern organisation needs to understand the importance of maximising its brand because it may aid in achieving growth, profitability goals, and sustainability. During the recession, "social media marketing—online or electronic media that encourages involvement, openness, dialogue, community, and connectivity among online users—became one of the most widely used methods of brand communication". "Social media marketing offers options for communication and necessitates innovative and unorthodox thinking to make sure that customers perceive brand orientation and focus on products". "It is crucial for marketers to look into more creative and alluring ways to draw in greater consumer bases as businesses grow more globally competitive". "The dyadic relationships between these entities are defined". The social network platform offers a variety of tools for examining and researching the organisational framework of all social actors. "Social media platforms enable interaction and relationship

building between businesses and individuals". "Compared to traditional offline marketing and promotion strategies, this contact may feel more personal to users". Additionally, "by choosing who to follow on social media platforms, businesses or products can reach a specific, narrowly targeted target audience while simultaneously reaching the followers' numerous connections". These options include the ability to share photo galleries, wall posts, blogs, tweets, videos, and more. Multinational Voice Over Internet Protocol (VOIP) companies have already embraced the strategy of advertising their goods and services on social media.

Objectives

To aid with the solution to this problem, the following study objectives will be examined:

- 1) The objectives of the study is to determine whether active digital advertising (brand awareness) through business websites and/or social platforms will be helpful in generating consumer demand for a brand or product.
- 2) The objectives of the study is to determine 'whether consumers are interested in interacting with companies (via marketers) on social media platforms to learn more about the brands' performance, features, and costs'.
- 3) The purpose of this article is to determine whether customers are willing to spread information about brands and purchases of tyres to their peers through word-of-mouth (WOM).

Review of Literature

According to Nickson (2009), The Bulletin Board System (BBS) at Friendster served as the foundation for social networks. An online gathering place for others with similar interests is a BBS. The first website for a social network on the internet, called Six Degrees, was introduced in 1997. Users can search for other users, create profiles, invite friends, and organise groups.

According to Kim and Ko's (2012) research, "there are five key components to community marketing campaigns for luxury brands: entertainment, interaction, trendiness, customization, and word-of-mouth". The experiences of customers and users vary even if they can all participate in the same service activities. This is because various people will undoubtedly feel and perceive events in different ways. Users today don't just focus on the features of a product; firms now need to offer memorable user experiences. "The greatest influence on customers' continuous use of a product or service comes from the position that marketing initiatives hold in their hearts and minds".

Social Media

"A platform called social platform enables us to engage in social networking". To increase business visibility, we can distribute our posts on numerous social media networks. "It is currently the top source for breaking news, advertising, instructional material, and entertainment".

History of Social Media Marketing

"Although social media appears to be a recent phenomenon, its origins may be found in the early days of computing". "Social platform has been evolving for millennia, leading to what we see today". "Users might post to newsgroups via usernets. Bulletin board systems (BBS), which enabled users to log in and communicate, came next". "Dating websites and forums reached their height in the 1990s, which sparked the creation of social networks". "However, they forbade users from creating friend lists". Even now, people still like it. "After 2000, modern social networks started to emerge". In 2002, Apple released 'Friendster'. Millions of people utilise it. In 2003, LinkedIn and Hi5 were introduced. "Professionals can connect with one another on LinkedIn". "MySpace began in 2003 and gained popularity by 2006". Like MySpace, "Orkut, Multiply, and other similar websites, Facebook was introduced in 2004 and continues to grow". Additionally, throughout this decade, news and bookmarking websites like 'Digg' and 'Delicious', as well as media sharing websites like 'Photobucket', 'Flickr', 'You Tube', 'Instagram', and 'Revver', were created. "Social media has exploded from the year 2000 and is continuing growing unrestrictedly today". It is a potent marketing avenue and a game-changer for any company. It gives us the freedom to communicate on both a personal and professional level. "Using search media, business owners can increase traffic, leads, sales, and search ranking positions". "This can be accomplished with lower marketing costs". "A well-executed Social Media Optimisation (SMO) strategy can significantly increase the success of your company".

SOCIAL MEDIA MARKETING AND ITS FEATURES

A fast expanding method for companies to quickly reach their target audiences is 'social platform marketing'. "Utilising social media platforms to advertise a business and its goods is the essence of social media marketing." "This type of marketing can be considered a subset of online marketing activities that finish off conventional Web-based promotion techniques, such e-mail newsletters and online advertising campaigns." Social networking marketing has introduced a new concept of exponential dispersion and trust to mass communications and mass marketing by encouraging users to distribute messages to personal contacts. Before accessing the website, 'users must register'. Once they do, 'they can establish personal profiles, add friends, and send messages—including automated notifications when a buddy updates their profile'. "Users can also sign up for user groups with similar interests and group their connections into lists like "People From Work" or "Close Friends." Giving individuals the ability to share and fostering greater global connectivity and openness is Facebook's primary goal". Although they may differ in some ways from each other, other social networking sites like 'Twitter', 'Google Plus', and 'LinkedIn' generally operate on the same principles. Social networking marketing like this can take many different forms. Particularly in the

classic Facebook model, the idea of a "friend" is replaced by a company, actual good, or creation of a page or group. When a user chooses to "like" a product or business, 'they are announcing that link to their personal network of contacts'. 'Other social media platforms are also included in this notion'. Twitter fans can get brief updates and promotions from their favourite producers. "Twitter offers users the chance to participate in real-time sharing". Typically, 'a tweet is only 140 characters long and is visible to the user's followers'. As noted by Kaplan and Haenlein, who were referenced by Nick Hafele, "there are a number of social media outlets that can be used for marketing, and each one offers potential and special benefits". "Wikis and other editable data sources are examples of collaborative initiatives that are particularly meaningful channels of communication". In reality, according to trends, "they are increasingly taking over as the main information source for the consumer populations mentioned". Another popular marketing platform is 'blogs', which are run by both individuals and businesses. "Businesses can increase brand awareness by using blogs to share insider knowledge, tell clients about new items, and provide links to the primary sales channels". "Fans will periodically receive updates about any special events, competitions, or new promotions planned by the brand or item". Blogs also make it easy to post comments and criticism, letting both supporters and opponents ask producers questions and express their ideas. "This promotes open communication among peers and can also inspire sincere debate between people and businesses to raise their standards".

HISTORY OF FACEBOOK

On February 4, 2004, Harvard undergraduate Mark Zuckerberg created Facebook. Facebook made its developer platform available to other developers in May 2007 so they could create widgets and applications that, once accepted, could be shared among Facebook users.

FACEBOOK CONNECT

With the help of Facebook Connect, users may publish content on other websites and have it appear in their Facebook newsfeed. In order to simplify the website and to make it simpler to discover what friends were up to, it underwent a revamp in late 2008.

FACEBOOK MARKETING

Without a question, "Facebook is the most widely used social media site, and it has numerous benefits". Although it mainly serves as a social networking website, 'it may be a useful tool for marketing and advertising a company'. Facebook can be used to market a business, promote a brand. More than just a fan pages and a few close companions are needed for this type of marketing to be successful. Facebook marketing may offer a business interesting perks and outcomes when applied appropriately. Through Facebook marketing, businesspeople may significantly raise their brand exposure and connect with more

people.

CREATE A FAN PAGE

A Facebook fan page is a fantastic method to advertise your company, raise attention for a cause, and amass support for your brand. To build a fan page, just adhere to these simple instructions: Go to Facebook and sign in. On your page, click the settings link in the top right-hand corner. Simply select "create page." The page type you want to create can be selected by clicking. Complete all the required fields. "Get started" must be clicked. Click the save photo button after adding a profile picture. After completing the "about" section, click "save information." You must now choose whether to enable adverts or bypass them (enabling will cost money).

FACEBOOK PROFILES

Facebook profiles belong to individuals and are often solely intended for private use. An account on Facebook is assigned to a specific person, who can use it to connect with friends and co-workers and share info with them. It is not intended to be used to represent a business, an organisation, or a fictional character; rather, it is intended to be that person's sole Facebook page.

FACEBOOK PLACES

Facebook Places gives users the ability to share in-the-moment updates about their location and activities. Additionally, it enables users to profit from chance meetings, such finding out they are attending the same performance as pals. Users can know whether their friends are nearby by checking in before they arrive at a location. The nicest thing about Facebook locations is that once they are established, they essentially take care of themselves. Encourage visitors to click the "like" button once they've checked in because Facebook users can 'like' the Facebook places as well.

FACEBOOK GROUPS

Facebook Groups are forums for discussion in smaller groups where members can share shared interests and voice their opinions. People can unite in groups around a common goal. Groups are used to share relevant stuff and discuss topics. We can choose when we create a group whether we want it to be private and open to invitation-only members, openly available for everyone to join, or require administrator permission. The topics covered by groups vary greatly, ranging from amusing themes to planning exercises to weightier subjects like politics and current affairs.

FACEBOOK COMMUNITY

A Facebook community is focused on a business, an individual, or a subject. Community pages are intended for general subjects and a variety of fascinating but unofficial things. These pages enable us to maintain contact with people who have comparable interests and life experiences.

GROW YOUR BUSINESS WITH FACEBOOK

Due to the sheer volume of interesting users on the site and the ease of communicating with them directly, Facebook is quickly growing into an immense source of marketing activity. Facebook may give your organisation a web-based branding outpost where clients, staff members, and even the media can learn more about your business, goods, and services. Facebook gives you and your staff instant access to your clients and followers. Facebook can increase the number of leads for your company by bringing users to your offerings. Facebook assists in sharing updates, links, and photographs on a page that you may customise to better represent your company. Facebook uses strategies like competitions, sweepstakes, etc. that can grow your company's fan base and brand recognition.

LATEST FACEBOOK TRENDS

Due to the changing nature of social media marketing, "it's critical to continually keep up with the most recent consumer trends". Utilising the cover photo for marketing purposes, posting various kinds of content on Facebook, employing more images, and other recent Facebook trends are some that an organisation should be aware of. It should not be surprise that Facebook marketing has altered significantly given how drastically different Facebook looks now compared to how it did a year ago.

ADVERTS

Facebook ads have a distinct style. They are presented to selected teams of highly involved individuals. Your advertisements will receive more likes, comments, and shares if they are highly targeted and contain excellent creative content. More individuals will see our page posts or our ads when they visit Facebook if we boost them or broaden their target demographic. We can advertise on Facebook, increase the number of people who like our company page, and generate more leads for our sales team. Facebook advertising let us promote a website or online assets we control (such as a group, page, or event).

CAMPAIGN

An effective campaign can be a potent weapon in our promotional arsenal with targeted ads, content, and wall posts. We can use a variety of Facebook features, including wall posts, Facebook advertisements, sponsored marketing, special page tabs, etc. while operating a Facebook campaign. We can quickly start/stop each ad set within a campaign and segment reports by campaign. Campaigns are in line with each of our advertising goals, such as increasing brand recognition or boosting website traffic. They are made to assist us measure and optimise the effectiveness of each objective across various ad sites and advertisements. Each ad set in a campaign might have its own budget, timetable, and number of ads. Each ad set can also be arranged to represent a certain audience group; for instance, we could create an ad set for those who reside

close to our store. "This will make it easier for us to manage our spending on each audience, choose the best time for them to view our advertising, and track how they react". We can have many ads in each ad set, each with its own assortment of graphics, links, videos, and text.

INCREASE FACEBOOK LIKES FOR A FAN PAGE

In order to draw in more attention, create a Facebook fan page with an immediately appealing image. By creating engaging page headers and writing appropriate descriptions, keep the Facebook fan page updated. Always make an effort to give your audience something new to read. If you have a contest going on, encourage your visitors to "like" your fan page. The simplest approach to get users excited is to run a Facebook contest, as the promise of a large reward will push your target audience to "like" your page and follow you. It is the simplest approach to boost your brand's visibility and connect with a niche customer base if you run a business, thus you should advertise your fan page on Facebook. In order to obtain likes from new site users, promote your page on your official website. Your website can easily attract fresh likes over time by having a "like" button. Connect your Facebook page to your other social media profiles on sites like Twitter, Dig, etc. to increase visitor reaction. Depending on your company or the target audience, instructional content may occasionally serve as a greater inducement for a "like" than a discount or a gift. Free written content, like eBooks, can attract a tonne of new followers and clients.

Facebook Apps

In essence, Facebook apps are computer programmes that may be installed on users' Facebook pages. These interactive software programmes are created to make use of the fundamental Facebook platform technologies. Facebook applications are quite popular right now because of how simple they are to make and how unique they are. Facebook users can learn about and get interested in an app by using Facebook newsfeeds, notifications, multiple social channels, and other features that are integrated into Facebook apps. Games and apps are typically created to improve your Facebook experience. The application centre has a list of apps that you can add. These apps' data is kept on developer servers, not Facebook's, which are not under Facebook's control. The servers are the owners' responsibility. However, apps can use "Facebook credits," a virtual currency that can be bought in order to buy virtual goods and services inside Facebook apps. Real money has not been able to be exchanged directly within Facebook apps.

TWITTER

Another social networking site is Twitter, "which enables signed-up users to read and send 140-character messages known as "tweets"." It is accessible on all platforms, including mobile phones, desktop computers, laptops, and tablets.

HISTORY OF TWITTER

“An individual using a message service to connect with a small group was first proposed by Jack Dorsey, an undergraduate student at New York University”. Twitter was first introduced as an “SMS-based messaging service”. Its original name was "twtr." The first tweet, "just setting up my twtr," was made by Jack Dorsey on March 21, 2006, according to Twitter.

TWITTER MARKETING

Companies of all shapes and sizes may use Twitter marketing to interact with other businesses, attract new clients, and promote their brands. Users may learn whether customers are mentioning them, and the company can then react in kind. Tweets provide the company another online presence that appears in search engine results. “Twitter provides a strong basis for your company to expand to other social media platforms”. “Twitter is a fantastic medium for showcasing your company's activities and reaching a wide audience, where your Tweets can advertise items and events”.

ADVANTAGES

“As opposed to other marketing strategies like face-to-face salesmen, middlemen, or distributors, social media platforms are often less expensive”. Additionally, “social media marketing enables businesses to connect with clients that would otherwise be inaccessible due to the spatial and temporal constraints of current distribution methods”. Since more information may be shared in this manner than in any other means of contact, it has an advantage over those other methods. Again, and perhaps more crucially, “the data can be made available in a format that is simple for customers to analyse and comprehend”. Example, “it is exceedingly challenging to design and keep up reservation and scheduling systems for airlines that cater to specific needs”. Additionally, “there are many options available in this context and it is challenging to give them in a format that is superior to the web-based format”. Social networking marketing companies can facilitate interactions by personalising data for each customer, enabling them to offer goods and services that are tailored to their unique needs. “For instance, seat assignment and online checking are both possible online”. Last but not the least, “social networking platforms can facilitate business transactions between clients and companies that ordinarily demand direct contact, as in the case of prosperous companies like Dell and Amazon.com”.

I. Cost-related

“The primary benefit of social media marketing, according to Weinberg, is financial. Comparatively speaking, social media marketing has relatively minimal financial hurdles”. “On a shoestring budget, businesses may execute extremely effective social media marketing campaigns”. To reach the right audience, “pay-per-click adverts on websites

like Facebook are "geo-targeted" based on predetermined criteria”. As a result of social media's inherent virality, each individual who views your posts has the power to spread the word further throughout his own network, enabling rapid dissemination of information to a big audience.

II. Social Interaction

“The growth and development of new kinds of social interaction is one of the most noteworthy effects of new media”. People engage in communication activities for more than a quarter of the time they spend online, which is equal to total amount of time specified for online general amusement and leisure. “Social networking websites are becoming the most frequented websites on the Internet due to their widespread use”. Technological advancement changed how frequently people connect online, yet it has also increased the number of people with whom they may communicate and created new channels for persuading people to change their behaviour. “Consumer behaviour studies show that people pay more attention to guidance and data shared online, spending more time on websites that offer third-party evaluations”. “Other studies also show that this information can directly influence purchasing decisions, even if it comes from purely "virtual" sources cited by”.

III. Interactivity

One of the features of modern media technologies is interaction, which enables increasing user control over and involvement with social world material while also facilitating broader access to information, as noted by. The context affects interactivity. While certain forms of interactivity, like filling out forms and clicking links, are straightforward, other sorts of interactivity, like letting users create their own online content, are more complex and involved. “Customers can take part in personal social networking by choosing the subject matter, timing, and communication act thanks to this user interaction”. Particular social media platforms provide users power so they can take initiative in two-way dialogue. “Active control occurs in a social networking setting and calls for engagement and attention from all parties involved, including individual users, communities or groups of networked people, and brands”.

IV. Targeted market

“Using social media, marketers may target audiences and customers based on the specific interests of site visitors and what their peers enjoy”. Like, “if you include traditional music as one of your hobbies on a social networking site, you will probably start to see advertisements for events and singers that are involved in the genre”. Despite what advertising alone can do, “social networking also makes it possible for word of mouth to promote goods”. “A often used viral marketing illustration mixes implicit advocacy and network targeting: The Hotmail free e-mail service included the hyperlinked advertisement, "Get your free e-mail at Hotmail," to the bottom of every outgoing e-mail message, thereby targeting the social neighbors of every current user and profiting off the

user's implicit promotion”.

V. Consumer Assistance

It's impossible for website designers to avoid a certain level of complexity in a website's architecture. “Links to representatives on the internet and Frequently Asked Questions (FAQ) are helpful for guiding customers through the choosing and purchasing process”. “A marketer shouldn't limit themselves to internet support”. As a result, “offering customers a toll-free number should be taken into consideration”. “Order fulfilment and speedy delivery systems are equally important to the growth of e-loyalty”. “The system of logistics should allow for many methods of product distribution in addition to quick delivery”. Some clients choose to use parcel delivery services like FedEx and UPS to receive their products. Others might choose to purchase a product in-person so they can interact with a salesperson. “A customer who purchases something online has one significant disadvantage over a customer in physical place”. “Customers who shop online cannot physically hold, smell, or use the product before making a purchase”. This makes a customer uneasy about making a purchase. An online marketer on social media should promote reputable businesses, high-quality products, and of course assurances to reduce this fear.

DISADVANTAGES

There are five main drawbacks of social media marketing that should be taken into account:

I. Time Consuming

“Social media, as its name suggests, is interactive, and two-way conversations require commitment to be successful”. “In social networks, marketing takes on a different form as the emphasis is on building long-term relationships that could result in more purchases”. Organisation will struggle to compete if they don't have a service to handle these social networking. Expecting huge returns by simply experimenting in a few social media tools is unrealistic. Realising the required time commitment, a business must decide whether to accept it as feasible for its operations or not accept.

II. Copyright and Trademark Issues

Steinman and Hawkins assert that “when utilising social media to advertise their brands and goods, businesses must take all necessary precautions to safeguard their personal trademarks and copyrights”. “Nearly as valuable as the goods or services a company provides are its brands and other intellectual property”. “Marketers should frequently check the usage of their copyrights and trademarks while using social media, either through a company's own social media platforms or a third-party outlet”. To make sure that “people who are supplying content via the media outlets are not abusing their intellectual property rights, businesses should keep an eye on both their own social media platforms and those of third parties”. “The usage of your company's trademarks and copyrights on other websites can be tracked and screened

using online tools”. This includes ‘searching social networking sites for profiles or user names that are the same as or strikingly similar to your company's names or brands’. Such surveillance can also be a sign of a successful organisation. “Businesses should think about reserving user names for different social media platforms that correspond to or are very similar to their trademarks and logos”. Additionally, “businesses must establish terms and conditions that outline how their own social networking platforms may use their intellectual property or that of third parties”. “Marketers should have policies in place that specifically forbid trademark and copyright infringement as well as impersonation when executing certain types of social media advertising campaigns, including promotions and user-generated content campaigns”.

III. Security, Privacy, and Trust Issues

“Utilising social media to advertise one's company, goods, services or goods can also raise concerns about data security, privacy, and trust”. “It is crucial that businesses are aware of these risks and take the necessary precautions to reduce their exposure to liability linked to the gathering, use, and maintenance of personal data”. According to a study by Ratnasingham, “one of the main barriers to more widespread online shopping has been buyers' fear of credit card fraud”. Moreover, “privacy issues have resulted in a PR disaster for several large social media campaigns, which has significantly damaged brand reputation”. “Marketers who make use of third-party social media platforms need to make sure that their advertising does not incite users or other parties to engage in activities that are against the social media company's privacy policies”. “They also need to make sure that they're abiding by the policies”. An essential component of the online purchasing activity is trust, which is strongly tied to security. Typically, ‘you can't touch, feel, or smell the goods’. ‘You are not allowed to look the salesperson in the eyes’. As a result, ‘these methods of building trust are not permitted online’. Trust in a brand typically helps to reduce uncertainty. Additionally, “trust is a part of the attitude that makes up loyalty”. “It follows that brand trust in particular, as well as loyalty in general, can aid in overcoming some of the drawbacks of the Internet, such as the misconception that it is a dangerous, fraudulent, and unreliable marketplace”. The phrase “third party approval” refers to a method of building trust.

IV. (UGC) User Generated Content

“Users have increased their time on the Internet in recent years and have communicated more information, ideas, and opinions with one another there”. New platforms for cooperation, communication, and content creation have emerged online. User-generated content (UGC) is frequently used in marketing campaigns that leverage social media platforms or other forms of social media.

V. Negative Feedbacks

In a sense, “social media transforms customers into marketers and advertisers”. Following the advent of Web 2.0

technologies, “consumer-generated product reviews, photos, and tags have multiplied on the Internet and had a significant impact on electronic commerce”. “These features serve as an essential source of details for customers making online purchasing decisions”. “Negative post reactions are one social networking feature that is particularly harmful to marketing campaigns”.

DISCUSSION

According to Gurau, “social media marketers have both opportunities and challenges in the online marketing arena”. “Although the audiences are becoming more dispersed and active, the business has the ability to mix multiple informational channels and categories into a complex message”. The drawbacks of social media marketing, on the other hand, include “time requirements, problems with trademarks and copyrights, concerns with trust, privacy, and security, user-generated content (UGC), and unfavourable customer feedback”. According to These “qualities can be merged into a particular form of combined social media marketing. The message shared online should first be imbued with the organization's core principles, then modified to fit its online strategy and methods, and ultimately tailored for a particular mix of the intended audience and online medium”.

CONCLUSION:

Each social network has an own ecosystem. To help ensure that customers can find you when they need you, be sure to list your website in local business directories. It prevents that people receiving many ‘identical communications’, ‘customising messages’ across sites aids in the message's dissemination. Giving your “social group” access to coupons rewards them and serves as a reminder that you are a company that people can buy from as well as participate with. Marketing professionals today use “social media” as one of their many tools to reach their target markets with their messages. By utilising these tactics, “you may strengthen your community, improve the efficiency of your marketing, and encourage purchase behaviour”. Since ‘social media’ affects all facets of the Internet and changes the role of the Internet in people's lives, marketers, advertisers, and those who create online content should take social media into consideration as a fundamental component of their communications. To succeed in the field of social networking marketing, “an organisation must be able to apply the fundamental concepts and strategies of social media as a powerful instrument”.

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