

# Smart Technology and New Media W.R.T Advertising and Marketing for Business

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## ABSTRACT

*Social Media is the new Business Junkie...!! Not only has it enhanced the communication patterns among niche population, but also took the business world forward. Be it small scale industry or a large scale industry, business marketing has proved most effective when done on social media. According to researchers, about 40% of the world's population, or nearly 3 billion people, are noted to be active on social media networks in the year 2019. Marketing via these networks is naturally critical for any organization selling products or services, either locally, regionally, nationally, or across the globe.*

*Successful social media marketing is achieved when organizations create clear goals, understand what their audience wants, produce relevant and compelling content, choose the right social media platforms to suit their product or service, enable all their channels to share to social, and commit to making every marketing campaign one that is driven by social.*

*Keywords –Social Media, Business, Media Mix, Marketing Strategy.*

## INTRODUCTION

In today's businesses, social media presents vast opportunities to promote their product or service. Just as popular social media sites allow users to connect with friends and family in faraway places, they also are powerful tools for marketers to create two-way conversations in regards to business with potential customers. Users expect to interact with brands, which mean that marketers have incredible opportunities to create ways to drive demand and expand the reach of what they are selling.

The best option today is to use media mix in order to reach the largest number of people. Advertisers have to consider relative merits and demerits of various media and select one media depending on their financial resources, availability of time and space.

## ROUGH SOCIAL MEDIA, MARKETERS CAN

Engage their audience.

Foster Brand Equity

Integrate with other channels.

Control the message.

Create new leads.

## OBJECTIVES

To understand different channels of media that help in raising business standards.

To identify the opportunities and challenges of online business.

The rise and development of social media usage in business.

## RESEARCH METHODOLOGY

Secondary Data Collection sources: Websites, Academic Books, Reports, Surveys, Journals, Research papers, etc.

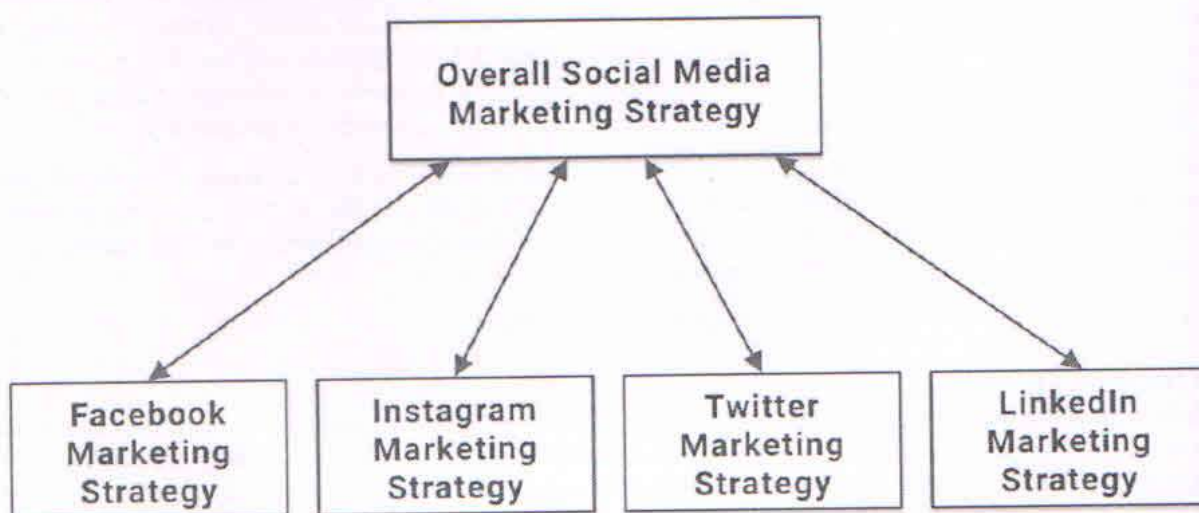
## NEW MEDIA AS A SOURCE FOR ADVERTISING

New media represents channels of communication that carry the message to target audiences. The development of mass media has been a landmark factor which offers ways to reach widespread audience. Mass media are



channels of entertainment, education, and information. Advertisers use this media to carry messages to millions of potential buyers. Thus, media reduces the gap between the advertisers and the consumers. Generally, advertisers select ad agencies plan, prepare and produce ads and insert them in the media to reach prospective buyers. Advertising revenue is a major source of income of mass media. The larger the audience of a medium, the more advertising revenue it earns. Using the right media is useful for communicating message quickly, economically and impressively to target audiences. The selection of right medium also avoids wastage in advertising.

## Social Media Marketing Strategies



### TRADITIONAL BUSINESS STANDARDS VS. NEW BUSINESS STANDARDS

Any business relies on a variety of marketing and advertising methods to reach potential customers and leads. Over time, the marketing methods one uses have likely evolved, changed, or even been retired and replaced with new ones.

That's why more businesses are asking about traditional media vs. new media

As marketing continues to evolve, new methods — typically referred to as “new media” — have emerged. These methods are mostly said to deliver better results than other tactics — known as “traditional media” or even “old media”.

Traditional media allows businesses to target a broad target audience through billboards, print advertising, television commercials, and more. In comparison, new media allows companies to target a narrow target audience through social media, paid online ads, and search results. Price-wise, traditional media tends to cost more than new media due to its broad targeting and advertising channels.

### WHAT IS TRADITIONAL MEDIA?

Traditional media includes mostly non-digital advertising and marketing methods. It mainly comprises of-

- Television advertisements
- Radio advertising
- Print advertising
- Direct mail advertisements
- Billboards and off-site signs
- Door-to-door sales



- Banner ads

Companies have used these methods for many years to reach consumers and motivate them to make purchases. Up until very recently, these marketing and advertising styles were very effective, and helped businesses make a profit.

However, as the needs and expectations of consumers evolve, marketing has no choice but to evolve as well. This is what has led to the rise of new media and digital marketing methods — and the decrease in popularity of some traditional methods.

### WHAT IS NEW MEDIA?

New media, also called digital media, consists of methods that are mostly online or involve the Internet in some sense.

These methods include:

- Search engine optimization
- Pay-per-click advertising
- Content marketing
- Social media
- Email marketing

Many of these methods have been around for several years, but have only gained prominence recently. So when the topic of traditional media vs. emerging media is discussed, it's somewhat misleading to call these methods "emerging" as very few of them are new.

Having said that, these marketing methods are continuing to change as time goes on. Best practices for these methods are currently dependent on their sources, as opposed to depending on the attitudes of consumers. But over time, we may see another shift as consumer feelings change toward these methods.



### THE DECLINE OF TRADITIONAL MEDIA (AND OUTBOUND MARKETING) IN 2020

Within the last few years, new terms have been coined to discuss traditional marketing methods and modern ones. These terms are **outbound marketing**, which typically lines up with traditional advertising, and **inbound marketing**, which aligns with new media.

The "outbound" in outbound marketing refers to the fact that these marketing methods rely on messages being sent out to consumers. On the other hand, the "inbound" in inbound marketing refers to marketing where consumers are seeking out the company, or coming into their marketing channels willingly.



Over the last few years, outbound marketing methods like those you have relied on have declined in popularity among consumers. Now that potential customers can use new channels like the Internet, websites, and social media to research and discuss companies, they can choose to draw their own conclusions on where to take their business—and ignore advertising that suggests otherwise. Consumers have also become less receptive to traditional media now that they are able to tune it out. Commercials can be skipped, radio stations can be changed, mail can be thrown away, and banner ads can be blocked. This means that marketing methods are often ignored or even seen as ineffective.

### **SHOULD EVERY BUSINESS STOP USING TRADITIONAL MEDIA?**

Not necessarily! No one can tell which marketing methods are and aren't worth the time and money. Since every business has its own nature and its audience are unique, it's impossible to say that something will or won't work for any business—and that applies to new media, too.

As we mentioned, many marketers are finding that traditional and outbound marketing methods are losing their effectiveness over time. If one has noticed lower returns on the advertising or outbound marketing, this is a symptom of that decreased effectiveness. So it would be a good idea to slowly phase those methods out in favour of new ones.

Many companies have found that one or two traditional media methods still work very well for them. Again it depends on one's budget, nature of business, product and target audience. One must choose the media wisely so as to plant fruitful outputs.

For example, billboards, while expensive, may help businesses gain awareness in local operating areas. And print advertising can help some companies reach markets that include those who still read books or magazines regularly.

While often positioned against one another, traditional media and new media can offer immense value when combined with one another.

**There's no harm in continuing the current marketing methods if they are still working.** It's entirely possible to invest in both new and traditional media! However, with all of the marketing methods, one should pay attention to their performance, and do frequent evaluations so that you can scale up or down your spending appropriately.

### **CONCLUSION**

Social media includes various vehicles that the advertiser uses to communicate their message to the consumers. Unlike traditional platforms like newspaper, television or radio, social media does not offer a one-size-fits-all solution but instead operates depending on the objective. The number of marketing strategies that are as plentiful as the number of social media networks themselves — choosing one requires a deep understanding of your target audience in order to drive value and create the strongest impact with your messaging.

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