

## IMAPCT OF ADVERTISEMENT ON SOCIAL MEDIA

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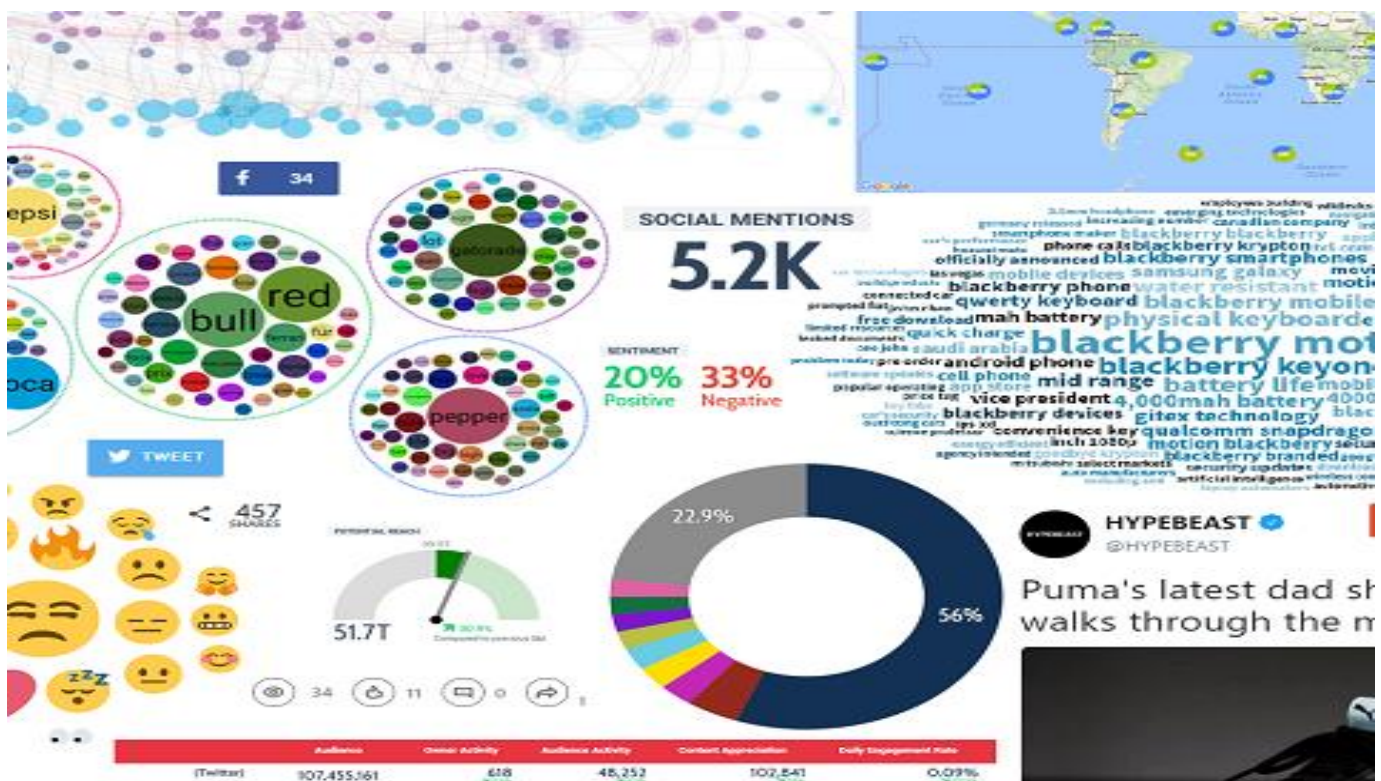
### ABSTRACT

This paper mainly focusing on paid advertisement on social media. By considering various social media applications such as facebook, Youtube,Whats app,Twitter etc. basically these are played very big role in Indian community as well world. Today's situation is , up to date need of modern future, which is becoming technically routine things in our life.

The wide range of online commercial ad is increasing dramatically day by day. As per so many survey that Businesses are spending more on online advertisement than before. Accepting the things that influence online advertisement effectiveness is crucial. An internet broadcast model is what many major advertisers have been waiting for.

YouTube, Facebook, Twitter and other social media are proposes a decision-making implication to make the most of the paid advertisement' performance in reaching as many group as possible with the greatest possible engagement. ANN, Garson's algorithm, and support vector machine weighting were used to analyze publication characteristics. The results demonstrate that in terms of number of people reached; paid publications are only relevant, compared with for post hour for total page likes, and for type of publication. Online Consumer, Online Advertisement, Online Purchasing. Brand Loyalty, Social Media, Data mining, paid ads, Artificial Neural Networks

The effect of social media on advertising is part of a larger shift: customers are moving from regular channels toward latest digital channels. However, TV ad use is falling a little this year. Now a day's advertisers are also spending less on Print media. People can access information and purchase items rapidly as per the need through the web. This is one of the reimbursements of Internet promotion to customers. Our target crowd can get quick and convenient examine when they need it. They can buy products quickly and efficiently on their own time.



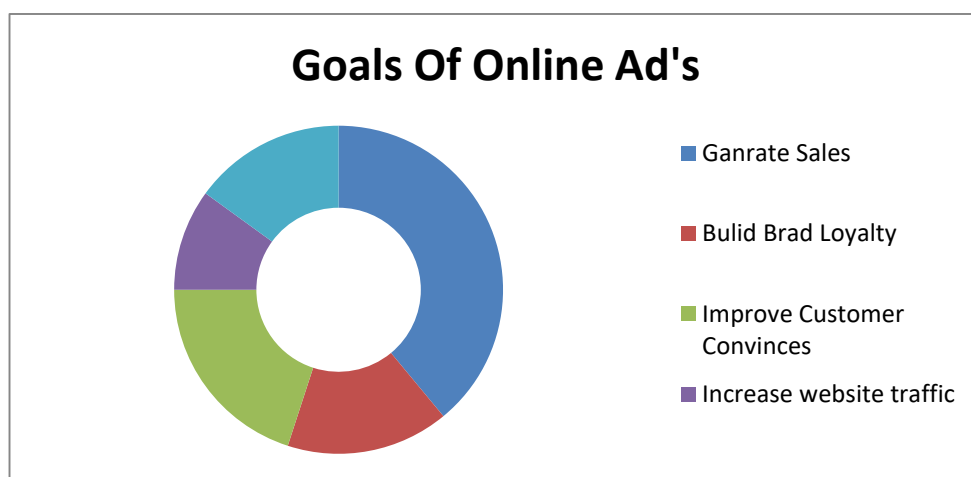
A promotion on Internet includes following things:

- Search engine optimization (SEO): Techniques and strategies used to achieve a elevated position in the search engines results.
- Pay per click (PPC): Search engine-based promotion that directs web traffic to a website. Websites recompense the search engines at every instance an ad is clicked.
- Email marketing: Manual or computerized messaging that targets exact groups of community i.e related users who want to keep in contact with your company.
- Blogs: Writing regarding industry-related information to keep your customers up to date.
- Social media: Keeping in track of your customer profiles via Facebook, Pinterest, Instagram, Twitter, LinkedIn, and more. These things make effect on our product.
- Content marketing: Publishing unique, compelling, and appealing content like info-graphics to capture the mind of customers.
- Video marketing: Creating short, informational videos is added advantage viewers as well as for the industry and uploading those on youtube.
- Location-based marketing: Establishing a local existence via Google Places and as well as proper information on your website, e. g. Contact number or address.

If we not considering the variety of Internet promotion you can choose for your business as per requirement, you're making yourself more noticeable and available by putting yourself out there. The main thing is that you can start small business with just a few focused objectives and then develop to optimize your site in new ways, on the whole since most of these things only have need of spending of time.

### THE FOUNDATION OF ONLINE PUBLICITY

Online publicity is a form of mass communication which is based on usual form of promotion but develops its own based on conventional form of publicity but develops its own based on usual(traditional) form of promotion but develops its own advertising is about delivering advertisements to Internet/online users via E-mail ads, Web sites ad-supported software and Internet-enabled smart phones Examples of online promotion consist of appropriate ads on search engine result pages, banner or poster ads (Print media), audio, video, or other elements that push audience , Social media promotion, full-screen ads, online classified advertising, advertising networks and e-mail marketing, including e-mail spam etc.



Advertising is essential for the industry on the entire as it lets the industry will get more clients, thereby growing selling turnaround. Generally, a business uses the services of an advertising industry to maintain their products and services.

### ONLINE ADVERTISING ADVANTAGES

- Choosing exact audience (i.e End User) : Perhaps the greatest advantage of online marketing is the capability to target a very precise group of public.
- Know Your Analytics. Have you spent capital on an commercial advertisement and waited for clients to approach in through the door?
- Flexibility of Ad Types.
- Getting Customers Where They Are?
- Spend Less Money.

While the benefits of promotion online include the probability to reach a huge market and the capability to calculate outcome, online promotion also presents some disadvantages.

- Customers do not take into account these advertisements.
- Technical Viewing Problems.
- Might be costly Ad Prices.
- Consumers Get Distracted.
- Too Many Options.
- Virtual world so it can changes drastically.

### SOCIAL MEDIA V/S TRADITIONAL MEDIA

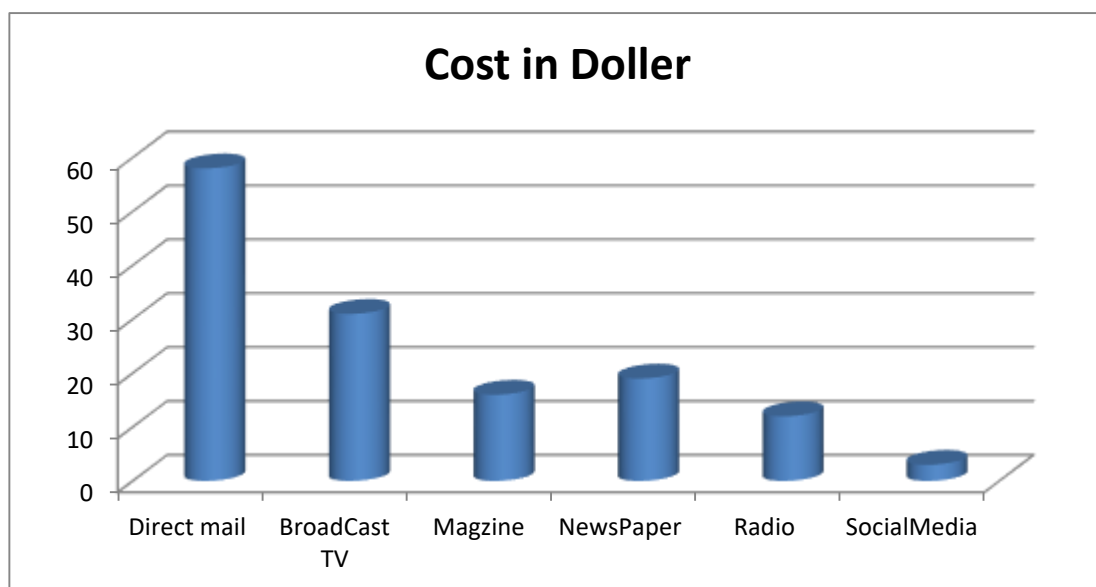
Conventional media has formed publicity for thousands of businesses for last ten years. by means of the Internet, you can obtain benefit of social media, content marketing, and search engine marketing.

There are lots of benefits of social media that specify how social media is additional useful than conventional media. These paybacks contain the capability to be in touch with your clients in a mutual format, developing a long-term following, and being capable to rapidly support new products and services. However, there is one important term that defines the improved choice among conventional media and social media.

This metric is cost per thousand impressions (CPM).

CPM is marketing metric that dealings how much money we have to spend in dollars' to reach thousand people. The aim of every promotion should be to get in touch with as many appropriate people as possible at the minimum charge.

In a up to date cross channel media costs comparison, the CPM of various media channels were calculated. The outcomes were exciting. Take a look below.



Sr . No	Social Media	CPC	CPM ( per 1000 Impressions)	CPV ( Per View)	CPL( Per Like)	CPA( Per Action)
1.	FaceBook	\$0.97	\$7.91	NA	\$1.07	\$5.47
2.	Instagram	\$3.56	\$7.91	NA	NA	NA
3.	Youtube	\$3.21	\$9.68	\$0.10 to \$0.30	NA	NA
4.	Pintrest	\$1.50	\$30	NA	NA	NA

### ACTUAL COST OF ONLINE ADVERTISEMENT ON SOCIAL MEDIA

While the top social media networks all propose Cost Per Click and Cost-per-thousand-impressions, many also use a number of other bidding options. Twitter, for example, lets businesses use cost-per-follow or CPF, while LinkedIn includes cost-per-open or CPO select your platform

- Facebook
- Instagram
- YouTube
- LinkedIn
- Twitter
- Pinterest

### NEGATIVE EFFECTS OF SOCIAL MEDIA ON BUSINESS

Social media is most popular and highly used by todays crowd as well as it is growing up with every date. According to one of the report of "We are re Social", in the late 2019 has already seen more than 3.4 billion social media users. The international total is growing by more than nine percentages as compared to previous year. Information state that social media has penetrated almost half of the world's population. If we are in business, the above data will inform us that social media promotion is an amazingly essential mean in today's times. According one of survey more than seventy percent clients who have a good know-how and when interacting with brands on social media pass on their recommendations to their friends. However, there are some disadvantages of social media administration & promotion that you need to be aware of if you do not want your company to collapse.

- **Maintaining and Creating constant brand image can be difficult:**

Maintaining theses kind consistency and making consumer always happy is not simple. It might be create lots of issue in future.

- **It's Very difficult to remove Your Mistakes :**

As above phrase suggest it hard to remove the previous records it can create serious problems on national and international level.

- **It can be difficult to measure Social media ROI:**

The thing is if you are constantly active on social media, it is possible that you will acquire a lot of engagement over time. However, the complexity arises when you have to estimate the ROI from every the social media campaigns you are running. Unless you know what category of earnings you are enjoying, it is pointless to categorize elaborate social media campaigns.

- **huge investments of both money and efforts:**

Whatever social media marketing is, it is absolutely not cheap due to hidden cost. If you want to earn more profit then one has many option on online advertisement by using those tools can achieve expected results.

If you are owner of a small company, you are capable to control your social media accounts on your own. But at same time it's very hard for huge business.

- **Becoming overly dependent on social media:**

Nobody can deny that social media is a very effective tool when it comes to increasing engagement and boosting sales. However, you should not take it as the only marketing avenue that you should pursue.

- **Hidden Costs:**

There extra costs connected with each medium. With social media promotion, you only have one “secret” fixed cost – time. Whether it is your time, an employee’s time, or an agency’s time, you must think this as a price. However, this is usually not a fee that depends on so a lot of variables such as conventional media. While there are a lot of customs of proving that social media is unbeaten than conventional media, cost is the problem that any person can agree upon. The potential to track outcome, laser-target your accurate viewers, and use data to show your decisions are benefits you’ll read about in the next section.

## CONCLUSION

So there these many factors that affect on advertisements in social media. These are some of observation which might plays important role in business world. These by considering these factors we can go with advertisement in social world.

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