

# Online Social Media Platform for Marketing Generator

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**ABSTRACT** - Social media has developed into a central marketing device. It is used for research, distribution, and advertisement marketing. Recruiters for marketing positions also claim that they want to appoint "digital natives." Currently, these applications are a common phenomenon for customers and corporations. Social networking networks are used most often as strategic marketing tools and outlets for the promotion of new products-good and services. Hundreds of millions of users around the world, who spend much of their time on these sites every day, are attracted by widely popular social networking apps such as Facebook, Twitter, YouTube and LinkedIn. In this paper, the objective is to create a platform for all users, especially entrepreneurs as marketing generators, to manage their multiple social media in one location. The goal of social media management tools is to be the "one tool for controlling all of them." This platform would make managing their social media simpler for them, so that they can stay in contact with their trading partners. Growing numbers of studies indicate that corporate interest in the field of social media is continuing to develop and more and more businesses are incorporating various types of social media into their everyday business activities and marketing strategies.

**Keywords:** *Online Social media, Digital Marketing, Marketing strategies*

## I. INTRODUCTION

Social media platforms and social networks such as Social Media Marketing (SMM) are used to sell the products and services of a company. Excellent way for companies to identify new buyers, communicate with current customers, and endorse their community, intent, or tone that they want are through Social media marketing. It enables marketers to monitor its effectiveness of their marketing method with the use of data analysis tools. Social networking sites allow advertisers to use various strategies and methods to encourage content and connect people to it. Almost all social media networks encourage users to send comprehensive geographical, demographic and personal information that enables advertisers to customize their messages to user experiences most likely. Since the Internet audiences are more segmented than mainstream marketing outlets, marketers may ensure that their tools are the intended audience [1].

Every year, there is a rise in the global number of social media users. In addition to the number of users, the scope of various social media sites is also rising. Social media is an important component of daily life for communication and knowledge exchange and have changed consumer behaviour. Social networking channels broaden and hit the fields of marketing. The existence of social media has greatly impacted many areas of customer and procurement choices, which have a strong impact on marketing for social media. Social media respond to the demand from customers to reach the information and this will be contributed to the consumers' perceptions. Consumers are more likely to look for information from peer to peer to better their buying choices on multiple social media sites. Social media often allow

businesses to follow expressions of happiness or disappointment after purchasing their products [2]. There are a few problem statements that can be found from this study.

*A. Not all social media marketing platform integrate with all social media* - For Instagram, Buffer does not integrate. The Hootsuite platform just works for Pinterest writing, too. You must use the separate 'New Pin' button if you want to schedule or post a Pinterest pin. This means that you should not prepare for Pinterest and other networks at the same time. You have to connect pins to your Pinterest separately.

*B. The interface is not suit for all social media* - A large number of networks are connected to various sites and the multi-column model has less relevance, so this design is perfect for Twitter, but not so much for other networks. The interface isn't acceptable for all social media. This imposes a restriction on a user of the web on other social media applications.

## II. LITERATURE REVIEW

### A. Social Media Marketing

The approach to marketing has been totally changed by social media. As we consider the fundamental concept of marketing is to optimize the use of the company's resources and to produce goods and services to fulfil consumer requirements. The social media marketing has in fact made it possible for organizations, through reviews, images and reviews, to take the feedback, recommendations and suggestions from their consumers to strengthen their goods and services so that consumer desires can be met pro-actively. With social media, advertising and marketing have evolved tremendously. Marketing in social media is all about using people's natural dialog channels to create ties with them to meet their needs [11] [12].

### B. Social Media Platform

As a multimedia forum for social networking, a social network operates. Social networking sites assist people with a common mindset, issues, schooling, viewpoint and lifestyle in creating virtual communities or social networks. A 'sharing forum' allows user groups to post, edit, sort, co-create and distribute a wide range of materials. It also allows it to connect with or broadcast to all relevant citizens either indirectly or explicitly. Their other features help connect friends, set user preferences controls such as privacy and other native features of the social media [9]. A social network consists of the social language labelling dimensions for building native applications on their technical aspects, a third-party Application Programming Interface (API) and a back-end administrative console to handle all user preferences.

This allows unlimited visibility and longevity for people and material.

### C. Detailed Media Tactics for Sites and Social Networks

Companies which simply put on their digital social media campaigns have had a hard time achieving success in social networking in 60 companies based on Piskorski [15]. These companies were clearly trying to transmit their business data to customers, interfering with unwanted progress and continuing to press clients for details. On the other hand, successful organizations could go beyond optimizing supporters and executing their social strategies. In the first point, social campaigns advise corporations to establish stronger ties and incentives if people do business openly. The company can only make non-intrusive, user-compatible efforts to develop partnerships among companies and consumers on a second level. A Social Strategist will call this network of "many to many Interactions" social networks (equal to free co-creation and participation) and never restrict those thinking of calling this social network as social mediums or dump content with commercial messages. This social network is one of many communicating networks. For instance, cardholders with open forum functionalities were found to suggest Amex credit cards for others. The Nike Plus app allows its 5 million branded digital products, which have increased sales by up to 30%, to communicate with their peers. Cisco's social network not only protects the organization against Chinese giant Huawei violent movements, it also enables engineers to communicate, to receive a variety of qualifications, and to make their jobs more successful [14].

Five new marketing paradigms using digital interactivity and five ways companies intervene with these lives have been described in another research by Deighton [16]. These five paradigms are answers to the decline in marketing power compared to customers. The five paradigms include thought lines, omnipresent communication, real estate exchanges, social exchanges and cultural trade [3]. Table 1 shows the various sites for the social media.

Table 1: Various sites for social media

Social Media Platforms	Main Features
Social networking sites- Facebook, Google Plus, CafeMom, Gather, Fitsugar	Enable users with similar interest and background to connect and share.
Micro-blogging sites- Twitter, Tumblr, Posterous	Enable the users to submit short written entries, which can include links to product and service sites, as well as links to other social media sites.
Publishing tools- WordPress, Blogger, Squarespace	Enable user in engaging and responding posting by community conversations.
Collaboration tools- Wikipedia, WikiTravel, WikiBooks	Enable user to create, modify and manage content (synchronously or asynchronously).
Rating/Review sites- Amazon ratings, Angie's List	Using web2. The platforms allow reviews to be posted about people, businesses, and products or services. It is a social strategy tool professionally designed and written to maximize conversions sales.
Photo sharing sites- Flickr, Instagram, Pinterest	Enable users to upload, transform edit, publish and share pictures and videos etc.

Personal broadcasting tools- Blog Talk radio. Usueam. Livestream. tumbler	Is a way of participatory journalism and synonyms to personal publishing.
Virtual worlds- Second Life. World of Warcraft. Farmville	Is a 3D computer based online community environment in which users are represented on screen as themselves or as made-up characters and interact in real time with other users using texts, or 2D or 3D models, known as Avatars.
Location based services- Check-ins, Facebook Places, Foursquare, Yelp	Apps on gadgets and mobiles that uses geographical position (GPS) and link it with information. Entertainment or social media service that is available nearby location. E.g. gas prices and services or restaurants near your location.
Widgets- Profile badges. Like buttons	A small helpful software program or Apps which gives extra power and control to the user when embedded directly into a web page. These can be used to add features like weather, clock, and local news. Twitter widget. Mailing list, gossips and joke of the day etc.
Social bookmarking and news aggregation- Digg. Delicious. Stumble Upon	Allow users to save and organize links to any number of online resources and websites
Group buying- Groupon, Living Social. Wowcer. Crowd savings	Latest trend in money saving, with the power to pull in big discounts.

### D. Capture: Monitoring Social Media

Organizations may lose the competitive advantage if they are not up to date with external trends. Organizations are beginning to search the business landscape by creating and using external information. Therefore, businesses must continuously check the world to track what happens around them. Zhang et al. [7] reported that environmental scanning detects significant environmental signals that help businesses solve uncertainties and devise suitable strategies based on the actual situation in the current unstable market climate. Environmental scanning activities are not new. Companies have used various approaches and sources of knowledge to practice it for a long time which describes it as collecting information on events and connections in the external environment of a corporation, is the earliest concept of environment-level scanning, which will allow senior management to prepare the future course of action of the organization [4].

### E. The Conceptual Framework

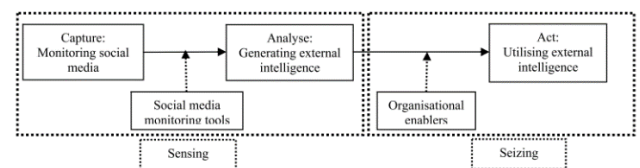


Figure 1: The proposed conceptual framework  
 - - - - - Presumed moderating influence  
 - - - - - Presumed causal influence

Figure 1: The conceptual structure

In Figure 1, the effect on the business is suggested and described in accordance with the previous debate based on conceptual model of social media monitoring. It begins




with the social media monitoring such as the filtering, the identification and processing of relevant information about the external market environment), and the generating and utilization of external data (e.g. social media analysis) (i.e. utilisation of external intelligence in specific business initiatives such as improving service quality, new product development, decision making, strategy formulation and etc.) [8].

The dynamic's principle used in the conceptual model involve sensing activities include the first 2 steps which include the capture and analysis of information. The third stage is the use of external intelligence which includes takeovers. On the basis of this study, tools are suggested for social media surveillance which enables the social media to be monitored for external intelligence generation. The moderating impact of social media monitors in the connection between monitoring of social media and generating external intelligence is therefore another area to be explored. Furthermore, organizational facilitators often affect the degree to which organizations use external intelligence [10].

### F. Big Brands and Social Media

Nearly everyone uses social media, and even businesses have started to use social media to advertise and promote themselves, given their size. Popular brands use social media to connect with customers their robust nature and a friendly friendship. Maximum use has been made of social media by big brands including IBM, Dell and Burger King. IBM has over 100 websites, hundreds of virtual world islands and many official Twitter accounts, as well as a Developer Works Forum which has been accepted. It publishes a series of computers on YouTube as well as presentations by some employees to the Slide Share media networking website [16]. Dell has selected the power of social media by introducing ideas and changes for new lines of growth, choosing them up or down and commenting on the submission with its incredibly popular Idea Storm website. Dell began shipping Linux computers due to the website and included community transportation. Starbucks successfully use this representation with its My Starbucks Idea section. Burger King has repeatedly made headlines with its creative and viral social media ads. The burger chain offered Facebook users a free whopper coupon to "unfriend" 10 of their links to the social network. Table 2 shows the percentage of commonly used marketing tools in social media.

Table 2: Commonly Used Social Media Marketing Tools

		
Facebook 92%	Twitter 84%	LinkedIn 71%
Blogs 68%	Youtube 56%	Forums 24%
Foursquare 17%	MySpace 6%	Social BookMarking 26%

### G. Review on related product

*I. Hootsuite* - Hootsuite is a social media management tool created by Ryan Holmes in 2008. The device's user interface is a dashboard supporting social networking integrations of Twitter, Facebook, Instagram, LinkedIn and YouTube. The value of this site is that it integrates both social media and postal timelines.

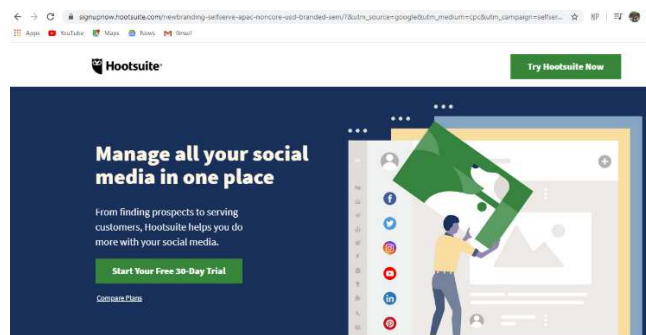


Figure 2 Hootsuite

*II. Sprout Social* - Sprout Social is a platform for social media management and optimization brands and agencies of all kinds. Our platform offers you a shared hub for social media sharing, review and interaction across your social networks. The benefit of this platform is a well-structured dashboard and the message field will display all of your connections.

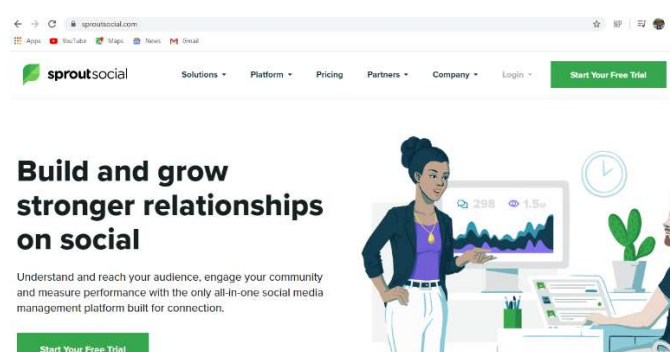


Figure 3: Sprout Social

*III. Buffer* - Buffer is a web and mobile software application that allows you to manage social network accounts and to provide a user with the means for scheduling Twitter, Facebook, Instagram, Instagram Stories, Pinterest and LinkedIn notifications. It is a distant company owned by Buffer Inc. The benefit of this tool is precision marketing research.

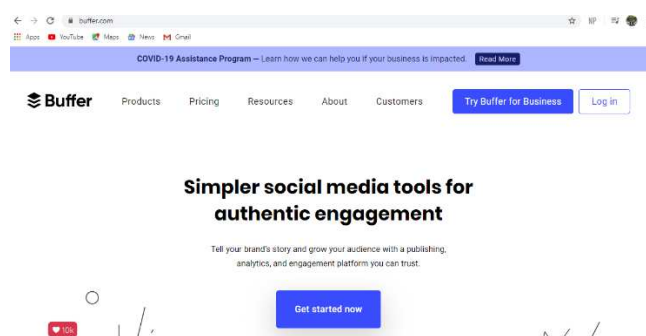


Figure 4 Buffer

## III. METHODOLOGY

In Figure 5, it showed how this project was created. In this first step, all specification are captured and documented in a requirement specification document. The specifications of the first step are investigated and started preparing the device design. In general, it helps to describe the system architecture by identifying hardware and systems requirements required.

The system is designed with inputs from the system design in smaller so-called units which are implemented in the

following process. In order to ensure the functionality, unit testing is used for each of the unit. All units are then integrated into a system. After integration, complete system is checked for any bugs and errors. The product is introduced in the user environment or started on the market before the functional and non-functional tests are done.

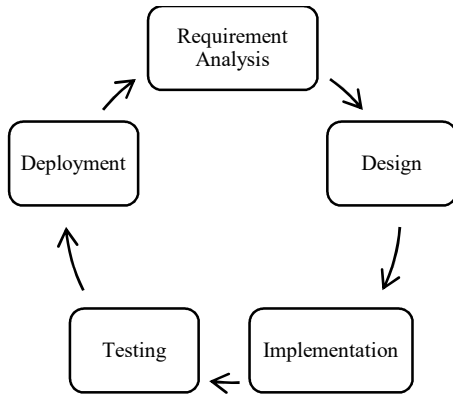


Figure 5: Agile Model

IV. RESULTS & DISCUSSION

This is the system design interface of system website. This interface chooses because easier for user can register their account. Also, the interface is simpler to use, user friendly properties and can accomplish objective project.



Figure 6: Register Page



Figure 7: Login Page

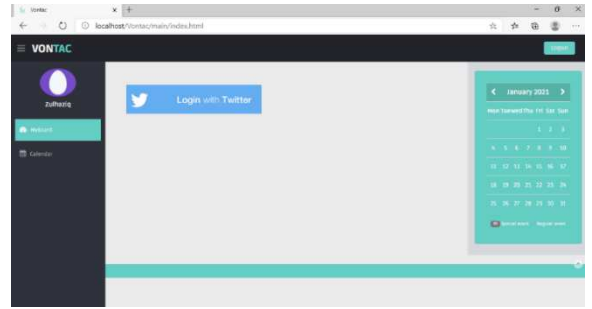


Figure 8: Home Page

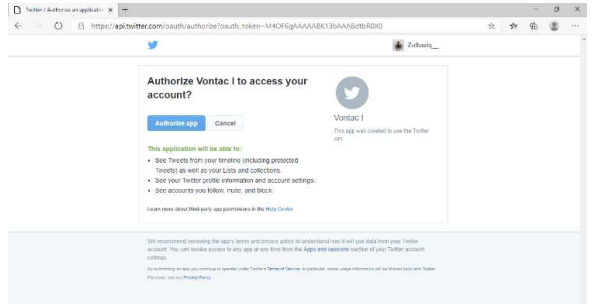


Figure 9: Authorization Page

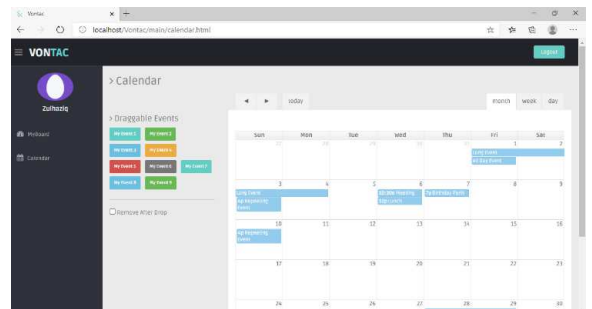


Figure 10 Calendar Page

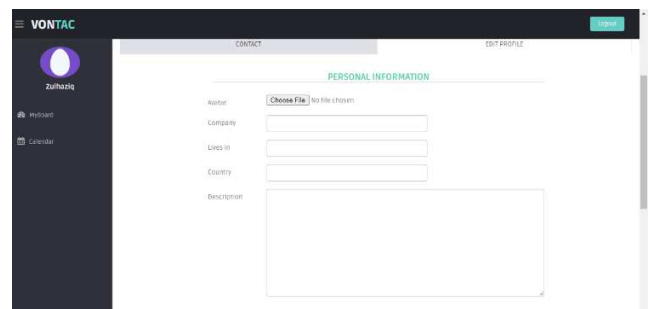


Figure 11: Edit Profile

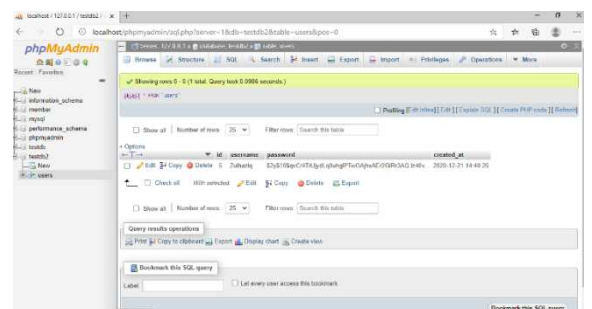


Figure 12: Database Page

## V. CONCLUSION

As a conclusion, company has so many social media tools. Through this research, so many individuals have won. This makes it convenient and saves time for completion of certain items. Social networking is a vital component of the business marketing, but management may not have to be overwhelming. Take the first step, create a profile, and begin to connect with your clients. To conclude, the projects we suggest are focused on concerns that some users also pose. We therefore suggest that our framework be built in order, in other words, to enable other users to encourage users to deal with their social media very well.

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