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Contributions to books
- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

Conference papers
- Chandel K.S. (2009): "Ethics in Commerce Education." Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

Unpublished dissertations and theses
- Kumar S. (2006): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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Website
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ADVERTISING THROUGH SOCIAL MEDIA NETWORKS: LET'S CATCH UP WITH THE INTERNET AUDIENCE

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ASST. PROFESSOR
BITS
PILANI

ABSTRACT

Advertisers are always looking out for new ways of advertising to push their products and services in the markets. Advertising is one such activity that thrives on newness of presentation techniques and uniqueness of saleable ideas. Advertising industry, in general, claims to be ever changing, innovative, creative and technology driven in its approach. The Internet has added a new dimension to the existing media of advertising by opening up the world of social media networks and its millions of users. There is so much buzz about social media in today's world. From Facebook to MySpace to Orkut, and our very own desi versions such as Ibibo, Yaari and Minglebox, suddenly all Internet users seem like one big family. The Internet world is vibrant and the ultimate transformation that is taking place is within business landscape, worldwide where companies are beginning to leverage informal social networks to engage people, mollify customers, strengthen their brands and even hire people. The paper manly talks about the social media as strong advertising component, how does it work, what are the genres it offers, the marketing potential of social media, and some of the success stories from Indian markets. It further explores that the large number base of users would make social media an easy, favourable and cost-efficient choice of advertisers in the days to come. Although many companies are experimenting with the medium through Facebook, Orkut, You Tube and other applications, a lot needs to be done to achieve significant results.

KEYWORDS
Advertising, Indian Market, New Media, Social Media Networks.

INTRODUCTION
The impact of Internet is profound for a massive and knowledge-hungry nation like India. It is a media of young people. Today's consumer is young and he feels more comfortable with social media networks. To tap this young generation, many Indian companies are planning to use Internet, specially the social media networks as their part of integrated communication strategy. This form of marketing allows companies to target the most consumers with ease and great management. It has emerged as the most cost-effective advertising media over the years in the hands of internet advertisers. It has become a Hobson's choice for a successful business enterprise. Whether a start-up or an established multinational brand, it is mandatory to have online presence in today's economic climate. Social network marketing is a wonderful form of word-of-mouse marketing which is just catchy and contagious for businesses to target their audiences in the online world. Internet offers enormous reach and scope to Social Media networks enabling the better prospects over the traditional marketing. It is a vibrant media that promises to market everything online and provides attractive marketing options.

REVIEW OF LITERATURE
Today, Social Media Marketing may sound familiar but in the early seventies even the marketing concepts and techniques had been applied to the promotion of social objective, safe driving, and family planning (Kotler and Zaltman 1971). The authors illustrated how social causes could be advanced more successfully through applying principles of marketing analysis, planning, and control to problems of social change. In the early part of 21st century, the marketing scenario has completely reversed with the introduction of digital media. This increase in the number of media has been driven largely by improvements in technology and how customers interact with the technology and each other. Companies are dipping their toes into the bustling Internet, trying to gain a foothold in the rapidly expanding online social media. Drug companies see big profits in online social media advertising (Jun Yan 2009).This new media is challenging and posing new threats for the marketing managers (Russell S. Winer 2009) who are using this to engage customers. In the US presidential election; Social Media has changed the face of politics in America. And the way Barack Obama exercised social media (Vijay Sankaran 2008; Suzana P. Sousa 2009), it has given a new power to the political leaders and clear voice to the people. Beyond drugs and politics, Social media is also playing an increasingly important role as information sources for travelers (Xiang and Gretzel 2009). The goal of this study is to investigate the extent to which social media appear in search engine results in the context of travel-related searches. It also provides evidence for challenges faced by traditional providers of travel-related information. Even Social media is being integrated with traditional PR/marketing, especially in non-profit public relations in order to influence the governments, policy makers, and business houses (Watson, T., 2009). Web 2.0 can also enhance the power of viral marketing (Lemi Baruh 2009) by increasing the speed at which consumers share experiences and opinions with progressively larger audiences. Web 2.0 applications can directly engage consumers in the creative process by both producing and distributing information through collaborative writing, content sharing, social networking, social book marking, and syndication. Web 2.0 will expand to allow health promotion practitioners more direct access to consumers with less dependency on traditional communication channels (Rosemary Thackeray etal 2008). The above perspectives indicate that the Social Media is gaining momentum in all walks of life worldwide. The developed economies with strong 'information superhighway' infrastructure are greatly capitalizing on this media, however, it is yet to be developed into a popular and feasible advertising media in India.

WHAT IS WEB2.0
Web2.0 is a collection of tools and technologies that allows users to interact with online content, engage users by letting them participate in, control and guide their online visit. It's with surprising ease that people have adopted Web 2.0 into their daily lives. From "podcast" to "poke", "wiki" to "weblog", the internet generation has a language all of its own. The surprising part is not all Web 2.0 junkies are internet savvy people or tech-savvy people. In fact, for some of the people this has become the centre-piece of their lives. Facebook, the social networking phenomenon, dominates water cooler conversations everywhere, having gained a staggering 42 million users since its worldwide launch in 2006. YouTube, which was founded as recently as 2005, attracts some 100 million page views a day (Budhiraja 2009) [1] Social media marketing also known as social influence marketing is the act of using social influencers, social media platforms, and online communities for marketing, publication relations and customer service.

NEW CONSUMER, NEW MEDIA
Presently the market witnesses two things: the new consumer and the new media. Now, there is a lot more on the menu to choose from. The staple fare of movies and top 10 countdowns from 10 years ago is now changed to be in line with one's gender, age and other persuasions. There's something for everyone, but still not enough for all. The youth would like to see more content made for them than just cricket and comedy. Reality shows have made a dent at least for now. Though there are so many radio stations, they all sound the same, that's pretty tragic. The web of course, particularly the social networking sites are growing so fast that it's unbelievable and advertisers have yet to catch on. It is the time when the marketers should look at online media that attracts more consumers and builds better image of brands. Today, people are spending more than 20 percent of their time online, so obviously, it becomes a prudent choice for the marketers to bank on social media. According to ViziSense, an online audience measurement and analytics platform, social networking and photo-video

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sharing sites draw over 50 per cent of the Indian Internet audience in an Internet subscriber base of 50 million. And the advertisers know that the digital medium is growing at a much rapid pace than the rest (Sharma, 2009).

WHY SOCIAL MEDIA FOR ADVERTISING

Social media optimization and marketing is usually community-specific. It doesn't interfere with any other methods of getting traffic to your website. It can and will fit perfectly with an advertising campaign targeting other websites or search engines. Talking about some of the opportunities first – this new world order is bringing consumers closer, and they are forming communities around their common interest and preferences. These are all consumer-driven communities where they are flocking by choice and not by chance. This has given marketers an opportunity to narrow-cast their communication and reach to their target audience in the right context with minimal wastage. These connected consumers are also sharing and forming opinions through blogs and message forums. The word of mouth is traveling faster today through the word of mouse. These being digital conversations, give marketers an opportunity to monitor consumer preferences and opinions leading to better product development or service delivery (Motwani, 2009).

There is so much buzz about social media in today's world. From Facebook to MySpace to Orkut, and our very own desi versions such as Ibibo, Yaari and Minglebox, suddenly all Internet users seem like one big family. As per recent survey of comScore, a leader in measuring the digital world, Orkut reigned as the most visited social networking site in India in 2008 with more than 12.8 million visitors, an increase of 81 percent from the previous year (comscore, 2009).

Another reason that goes in favour of Social Media Marketing is the large number base of users. While Indian PC and Internet penetration rates are relatively lower than the West. India has one of the largest Internet population in the world-some 60 million regular users. Moreover these users are the most sought after customers with high disposable incomes, and companies with clear online media plan are waking up to the fact they can reap the benefits of engaging with this audience (Mitra, 2009).

Moreover, India enjoys the global reputation of being the expert in technology, there's no reason why Indian brands can not join the bandwagon of social media and make more refreshing appeal to the online audiences. Success on the Social Web is all about genuine participation. Brands like US-based Comcast and India's Kingfisher are using channels like Twitter to reach and engage customers by using the language and speaking style that these customers are themselves using. One more reason that makes it more favourable is that it is more important during recession. As it is cost-effective, measurable, interactive and resonates better with the audience. It is the new old medium, really – it's the new direct, the new TV, the new radio, the new ambient, the new heart of integrated communication (Chandra, 2009).

THREE TYPES OF SOCIAL MEDIA

Social media demands that you make a difference right from the business model itself. A web presence has to be crafted for success from the outset. The net also mandates that technology work hand in hand with the big idea to make the whole experience more forceful. Within SMM there are three broad activities which you should be involved with. There is quite a bit of overlap between them (Miles, 2009):

Publishing – you publish information for others to read, watch or listen to. You can publish on sites or using tools you control such as a blog, or you can publish on third party sites such as Wikipedia or YouTube.

Sharing – you share with your friends and followers third-party sites and content that you find interesting and valuable. Sharing is done via bookmarking sites such as Digg, Stumbleupon and Del.icio.us or through the likes of Twitter.

Networking – networking is about joining and interacting with groups of people who have common interests. Some network sites cover all interests such as FaceBook and MySpace. Others are built around niche interests such as Ecademy, a network for entrepreneurs.

Social Media Genres

On the marketing front, today's networked market offers a wonderful opportunity to build communities around your brand. The online world of social networking is a wonderful place to create your brand and communicate about it. A few examples of the different Social Media genres include:

News - These sites allow users to submit news articles. Once an article is published, users can submit their comments and vote to promote the story and/or author.
Examples: Digg, Propeller, Mix, Reddit, Newsvine

Media - These sites allow users to upload and share a variety of different media files including music, video, photos, live casting etc. The overwhelming majority of these sites are dedicated mainly to photo and video files.
Examples: YouTube, Flickr, Ustream

Networking/Communication -These sites allow users to create profiles and network with others according to similar traits, tastes, and interests.
Examples: Blogs, Blogger, Live Journal, Open Diary, Type Pad, WordPress, Vox

Social Networks: Bebo, Facebook, LinkedIn, MySpace, Orkut, Skyrock, Hi5, Ning

Micro-blogging- It is slowly moving into the mainstream. It is a web service that allows the subscriber to broadcast short messages to other subscribers of the service. Microposts can be made public on a Web site and/or distributed to a private group of subscribers
Examples: Twitter, Plurk, Pownce, Jaiku

Wiki - These sites allow users to add and edit informational articles as determined by the individual users.
Examples: Wikipedia, WikiHow, Million Dollar Wiki

Bookmarking - These sites allow users to compile public bookmark collections of sites they find interesting, informative, or helpful. The more a site is bookmarked, the higher the ranking.
Examples: Stumble Upon, Technorat, Del.icio.us

There are some Social Media sites that serve the specific social or professional objectives:

Reviews and Opinions
Product Reviews: epinoins, MouthShut.com
Q&A: Yahoo! Answers, WikiAnswers

Entertainment
Media & Entertainment Platforms: Cisco Eos
Virtual worlds: Second Life, The Sims Online, Forterra
Game sharing: Miniclip, Kongregate

SOCIAL MEDIA & INDIAN MARKETS

Social networking and blogging are latest attractions of youths in India. All social networking websites in India offer a social media platform; free of charge for users to connect and interact with the coterie of people to create their own world of expression and creativity. These sites are the accepted medium for advertising because of their huge base of users. Bigada, yaari and Bharatstudent are the top Indian social networks gaining rapid popularity among the youngsters. Social Media sites have lot of information such as user profile data which can be effectively used to rank users, or target a specific set of users for advertising. They enjoy great traffic as these sites are updated with fresh content regularly.

EARLY STARTERS

Brands that have a definitive web strategy are showing others what they stand to lose by vacating the space. Sectors that took to the medium early – automotive, banking, travel are now reaping the benefits of a head start. Late bloomers are discovering how costly hesitancy has been. (Chandra, 2009). Social

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media is still a new realm for Indian advertisers, though many companies are experimenting with the medium through Facebook, Orkut, You Tube and other applications. Maruti Suzuki India is truly a pioneering automobile company in online Social Marketing. Realising that there are several online communities for the highly popular Swift, it has created an online platform to bring together the 2,500 disparate online Swift users clubs in India. Recently, the company actively seeded forums, and social networking sites with news about the launch of Ritz. The Team Tata Nano has been even more social media savvy-interacting with large member groups-both official and non-official-on both Orkut and Facebook. This Nano site had games built into it, where people could customize colours and pick their favourites ones-thereby sneakily helping the company figure out which one to use on the Nano. Another enterprising social media drive is initiated by Apollo Hospitals. It employs the Social Media in an engaging and innovative manner. The company has caught up the eye of medical "tourists" worldwide by uploading videos about its procedures, in video sharing site YouTube-the company posted its first clip in October, 2008 where a foreign patient spoke about his experiences at the hospital. This brilliant move of Apollo has brought several advantages: it is completely free, with a mass reach; it is devoid of company-controlled jargon, presenting a far effective, "honest" and "true" account of a patient's experience, it is also far more targeted than an advertisement on TV (Mitra, 2009). The above promotional concepts underline the power and reach of Social Media marketing. One can imagine the enormity of this media when a Nike commercial uploaded by some user gets more than 16 million views on YouTube. We all know how much media money one would have spent to reach an audience of 16 million!

VIRTUALLY ANYTHING WITH SOCIAL MEDIA MARKETING

Well-known author Shobhaa De has logged on to the Internet to promote her new book, *Superstar India*, published by Penguin Books India. Hanmer MS&L (a unit of Publicis Group) has been commissioned to promote the book online. Social media and networking sites like Facebook are being used to get the message across. De's profile page on Facebook has her book cover as the main picture. The profile has more than 500 friends of the author. There is also a group with over 200 members, and a specially created page for the book, which is a part of Facebook's branded pages for marketers. In fact, De's website, www.shobhaade.in, automatically takes visitors to the Facebook profile. The author is also writing a blog (superstarindia.blogspot.com) featuring excerpts from the book. A video has been uploaded on YouTube as well, where De talks about the book. The agency is also using the medium of blogs for the campaign, and has contacted prominent bloggers to promote the book (Khan, 2010).

BARACK OBAMA'S ELECTION CAMPAIGN: A TRIBUTE TO SOCIAL MEDIA

Perhaps the single most important ingredient to Obama's online success was his campaign's thorough understanding of social networks. First and foremost, Obama's team understood how people use social networking sites and, as a result, how communication works within them. The battle for the American Presidency has been a fascinating and historic one. Obama has been in the news for his extraordinary online fundraising and $188 million TV ad blitz. But what won him acclaim from American chief marketing officers and chief executive officers was his path breaking digital strategy and campaign. The results have been a game changer: $640 million in funds, 3.1 million contributors, more than a 100 million page views of official and unofficial YouTube videos, five million volunteers, 2.2 million "fans" on his main Facebook page, 800,000 on his MySpace page, and more than a million more names on the official campaign website. (Sankaran, 2008).

FMCG BANDS & SMM

The entire promotional campaigns of *Superstar India* and *US Presidential Election* show how diverse concepts are promoted through Social Media Networking to influence more readers and voters, and achieve bigger objectives while collaborating with them. Recently many FMCG bands are planning to have their online avatars. There are first few big marketing players like HUL, PepsiCo, Coca-Cola, ITC Godrej, Marico, CavinKare, Procter & Gamble and Colgate-Palmolive, who have already joined the digital bandwagon for their brands. These FMCG companies are increasingly looking at online as an effective marketing tool, and it makes sense as their target audience is all here, especially the youth. Hindustan Unilever Ltd (HUL) is reportedly one of the biggest FMCG companies to spend on Internet marketing. It has a website for most of its popular brands and some of these sites are quite engaging. The best known example, of course, is Sunsilk's *Gang of Girls*, which has become a case study for Indian marketers on how to use the online medium. Pepsi seems to be the most smart Indian brand in terms of using internet Marketing. The latest campaign by the beverage brand is about a non-existent place called Youngistaan. It has taken the whole concept to the dizzy heights by building a whole virtual world of Youngistaan. The Internet is the only medium which could give real shape to the concept. For the Youngistaan Campaign they have created a whole micro site depicting Youngistaan with the presence of Pizza Hut, PVR and MTV, all are actually youth brands and that might be the reason for this co-branding exercise. The virtual Youngistaan offers mobile theme downloads, personalized Youngistaan Pizza Hut cards offering discounts, Youngistaan tips for school and a gallery of Pepsi ads.

CONCLUSION

Social Media comes with a word of caution. People, who want to use it, must have clear objectives and realistic expectations of what can be achieved. It is very creative space that requires that marketers identify the space, the nature of stakeholders involved, what makes people tick within that space and, importantly, to listen to people and not try and sell things to them. Even some big companies don't have their significant online presence. These companies don't spend much on an online campaign and they are comfortable with 10 times more promotional budget on traditional media. Experts feel that these companies don't have serious online marketing strategy as they don't have faith in online media due to the lack of authenticated data. Traditional media has enough third party authenticated data and hence, the belief is obviously higher. Moreover, many regional FMCG players do well in their respective regions with television media. The Internet is a vibrant media, they feel, when you are targeting the entire country while at regional level it is not that much effective and precise. Some critics wary of Internet reach amongst the masses and the second being the quality of internet service that people enjoy, which is not apt for viewing live online videos. Yet, considering the cost that it involves, it is worth a try for the marketers.

 To put a final word, it is difficult to ignore this media as people are living off the virtual space for almost all their needs – information, directions, bookings, music, movies, research, dating, jobs, and connections. If this is the case, then clearly the eyeballs are on the computer and mobile screen for the better part of their 24 x 7.

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