

ARTICLE ON SOCIAL MEDIA ADVERTISEMENT TECHNIQUES: LEADS TO CLIENT SATISFACTION

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Abstract: From the research investigation of this point it is normal that it would clear up are connected ideas marketing, marketing blend, advancement, advertising and related angles. It would be useful for successful correspondence to the objectives for the organizations.

Facilitate it would be helpful for the specialists, academicians, research researchers whoever would allude this research report for their related reason. High commitment is normal from this true research work in future. In this article we would like to through light on social media advertising techniques towards customer satisfactions.

Key Words: Customer satisfaction, Social media Networking, Advertising techniques.

1. INTRODUCTION:

Marketing is the way toward performing statistical surveying, offering items and/or administrations to clients and elevating them by means of advertising to further improve deals. It creates the system that underlies deals methods, business correspondence, and business advancements. It is a coordinated procedure through which organizations manufacture solid client relationships and make an incentive for their clients and for themselves. Marketing is utilized to recognize the client, to fulfill the client, and to keep the client. With the client as the concentration of its exercises, it can be presumed that marketing administration is one of the significant segments of business administration.

2. OBJECTIVE:

- i. To discover the practices embraced by the main organizations in regards to advertising and key media making arrangements for advancement of business and too distinguish the troubles confronted by these organizations in it.
- ii. To recommend courses on the premise of finding to enhance advertising and media arranging capacity to claim more viability in advancement exercises.

3. RESEARCH METHODOLOGY:

To concentrate the research point, out of engaging, trial and exploratory the unmistakable research is reasonable. So it is chosen since nature of theme is more hypothetical. Alternate sorts are not discovered reasonable.

There are two sorts of information i.e. essential and optional

There are distinctive sorts of instruments Available for information gathering, out of them the accompanying instruments have been utilized primarily:

- i. Interview
- ii. Questionnaire
- iii. Telephones, Mobile telephones
- iv. Mail and email
- v. Internet
- vi. Television
- vii. Newspapers, Magazines and diaries.
- viii. Camera and recording devices.

There are three strategies i.e. overview, perception and test.

4. ANALYSIS:

Table 1: The Pitch-Madison Media Advertising Outlook 2009

Medium	Advertising Market size in Crores (2008 estimate)	Growth %	Share %
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TV	8319	17	40.2
Press	9825	16	47.4
Radio	662	38	3.2
Cinema	129	24	0.6
Outdoor	1419	11	6.8
Internet	363	45	1.7
TOTAL	20717	17	100

Table 2.: Lost relations due to social media

Lost relations because of social media	Chart	N	%
Yes		119	11.4
No		778	74.4
Don't know		148	14.2
Total		1045	100

Table 3: Located lost relations through social media

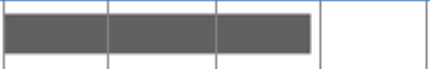




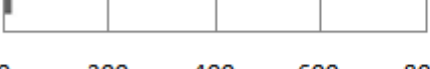
Located lost relations through social media	Chart	N	%
Yes		382	36.6
No		400	38.3
Don't know		263	25.2
Total		1045	100

Table 4: Social media connections of respondents

Social Media Connections of Respondents	Chart	N	%
Family & Relatives		778	21.08
Friends met offline		680	18.42
Classmates		550	14.90
Friends met online		462	12.52
Colleagues from a previous job		162	4.39
Colleagues from current job		174	4.71
Romantic interests		54	1.46
Teachers / professors		218	5.91
Job recruiters / Placement Agencies		232	6.29
Your Employees		78	2.11
Customers		86	2.33
Suppliers & other business contacts		110	2.98
Celebrities		95	2.57
Others*		12	0.33
		3691	100.00

*Others includes NGOs, other social activity groups & communities

Table 5: decision in join social media networks

Decision to join social media networks	Chart	N	%
Based on Friend's Recommendation		584	55.9
Based on Family Member's Recommendation		165	15.8
Based on Colleague's Recommendation		56	5.4
like to be the first one to try a new social media network		92	8.8
Don't Know / No Response		134	12.8
Other reason*		14	1.3
Total	0 200 400 600 800	1045	100

*Other reason includes – One's Own Judgement & Decision, Depending on the number of friend listings.

5. CONCLUSION:

- Customer's mindfulness with respect to advertising is high. It ought to be remembered by organizations for correspondence reason.
- Use of TVs and daily papers are more organizers likewise ought to utilize these media to reach to greatest number of watchers/peruses.
- Media are preferred by clients because of their positive components. These purposes of high caliber of sound, video, lucidity of message and cost included ought to be dealt with uncommonly in advertising effort.
- Message required by clients is clear message. Media organizer ought to give message in regards to properties, costs, advantages, uses and events for utilize appropriately to enhance viability of advertising effort.
- Objective of advertising are more being used. The goals ought to be checked on time to time so it can contribute in target accomplishment successfully.

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