

## SOCIAL MEDIA MARKETING

Carmen-Simona, DUMITRESCU<sup>1</sup>, Liliana, MIRIANICI<sup>1</sup>, , Anka, PASCARIU<sup>1</sup>, Diana, MARIN<sup>1</sup>, Iasmina, IOSIM<sup>1</sup>

<sup>1</sup> University of Life Sciences “King Mihai I” from Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania

Corresponding author: iasminaiosim@usvt.ro

**Abstract.** In this paper, the authors conduct a comprehensive investigation into the evolving field of marketing conducted in and through social media platforms. The study explores how social media has transformed traditional marketing practices and created new opportunities for businesses to engage with consumers in dynamic and interactive ways. The authors begin by defining key concepts such as social media platforms, marketing, and the specific applications, networks, and services that constitute the social media ecosystem. They emphasize that platforms like Facebook, Instagram, X (formerly Twitter), LinkedIn, and TikTok have become crucial tools for marketing communication, brand building, and customer relationship management. A significant part of the paper focuses on the importance of social media in services marketing, highlighting how it enables firms to reach target audiences more effectively, personalize customer experiences, and foster long-term loyalty. The authors argue that social media serves as both a communication channel and a marketplace, allowing for two-way interactions between brands and consumers that were not possible through traditional marketing mediums. Furthermore, the paper introduces a taxonomy of social media marketing that categorizes the main dimensions, components, and activities involved in developing an effective social media marketing strategy. These include content creation and curation, audience analysis, engagement measurement, influencer collaboration, and data-driven decision-making. By analyzing these dimensions, the authors provide a structured framework that helps marketers understand how to integrate social media tools into their broader marketing strategies. Overall, the paper underscores the strategic significance of social media as a powerful driver of modern marketing practices and customer engagement.

**Keywords:** social media, marketing, advertising, public relations, strategies

### INTRODUCTION

**Social media platforms** are virtual environments where people share content and connect with others, and have revolutionized communication, making it easier to discover new content, interact with communities around the world, and stay connected. They come in various forms, including (Davis, 2016):

- **discussion forums:** Reddit and Quora provide spaces for users to discuss topics and ask questions;
- **microblogging sites:** Twitter and Tumblr allow users to post short messages or "tweets" and engage in conversations;
- **photo and video sharing sites:** Instagram, TikTok, and YouTube are popular for sharing images and videos;
- **social networking sites:** Platforms like Facebook and LinkedIn allow users to build profiles, connect with friends, and share updates.

**Marketing** is the art and science of promoting and selling products or services, which involves understanding the needs and wants of the audience and creating strategies to satisfy them. Effective marketing combines the elements below to create a coherent strategy that drives awareness, engagement, and sales (Pleno, 2023):

- **branding**-, i.e. the development of a unique identity for the product or service offered, which differentiates it from competitors;
- **market research**, i.e. collecting and analyzing information about the target market to understand customer behaviors, preferences, and trends;
- **digital marketing**, i.e. the use of online platforms and technologies such as social media (e.g., blogs, email, forums, search engine optimization, live streaming, vlogs) to reach and interact with audiences;
- **advertising**, i.e. creating and disseminating messages to promote the brand and attract customers through various channels (e.g. print, radio, social media and TV);
- **public relations**, i.e. building relationships with the public and media and managing brand reputation;
- **sale**, meaning direct interaction with customers to convince them to buy the product or service offered.

The best social media apps/platforms/networks/services for marketing can vary depending on your target audience and marketing goals (Heinze et al., 2020). Each platform has its unique strengths, so you should choose the ones that best align with your business goals and target audience (Singh, 2010; Davis, 2016; Chyrak et al., 2023; Pleno, 2023; Rosário & Dias, 2023; Chyrak et al., 2024; Maciejewski, Mokrysz & Kita, 2024; Phan et al., 2024; Szymczak, 2024):

- **Facebook**, a social media and social networking service with over 3 billion monthly active users, which has the power to reach a wide audience with the help of its advertising tools (e.g., Facebook Ads Manager):
  - *demographic category*: Boomers (25-34 years old);
  - *the content*: photos, information, links, live videos;
  - *type of marketing*: local marketing, advertising, relations;
  - *aim*: few fans of organic products;
- **Instagram**, a social networking photo and video sharing service that is particularly popular with younger audiences and is ideal for visual content and perfect for brands looking to showcase their products through photos and videos:
  - *demographic category*: Millennials (18-24 years old, 25-34 years old);
  - *the content*: adventure, inspiration, questions / polls;
  - *type of marketing*: e-commerce, through influencers, organic products;
  - *aim*: high advertising costs;
- **LinkedIn**, a business and employment-focused social media platform that operates through websites and mobile apps, which is great for B2B marketing, which is a great platform for sharing industry information and building professional relationships, and which allows connecting with professionals and companies:
  - *demographic category*: professionals (46-55 years old);
  - *the content*: large format content, core values;
  - *type of marketing*: B2B, international products, organic products;
  - *aim*: reports and personalized audience;
- **Pinterest**, a social media service for publishing and discovering information in the form of boards, which is great for sharing infographics, DIY projects,

- and other creative content, and is perfect for brands focused on visual elements;
- **Reddit**, a news aggregation, content review, and forum social network that has diverse communities and is great for niche marketing and engaging with specific interest groups;
  - **Snapchat**, a multimedia instant messaging app and service that is great for ephemeral content and engaging with a mobile audience, and is popular with younger audiences:
    - *demographic category*: teenagers (13-17 years old, 25-34 years old);
    - *the content*: funny, pleasant, trendy;
    - *type of marketing*: in-location marketing, app marketing, video ads;
    - *aim*: building relationships;
  - **TikTok**, a short-form video hosting service known for its short-form video content, which is incredibly popular among Gen Z and is a great platform for creative viral marketing campaigns:
    - *demographic category*: women (60%) (10-19 years old);
    - *the content*: fun, challenges, humor;
    - *type of marketing*: serial content, marketing with the help of influencers;
    - *aim*: building relationships;
  - **Twitter (X)**, a social networking service that is great for sharing news, promotions, and quick updates, and is ideal for real-time updates and customer interactions:
    - *demographic category*: educated, wealthy (25-34 years old, 35-49 years old);
    - *the content*: discussions, news, humor;
    - *type of marketing*: men's ads, customer service;
    - *aim*: small advertising audience;
  - **WhatsApp Messenger**, an instant messaging and voice-over-IP service that is widely used to reach audiences in regions where they can access it, is an excellent platform for direct communication and sharing updates;
  - **YouTube**, an online video sharing and social media platform, the second largest search engine, and a great way to share tutorials, product demos, and other engaging video content, is perfect for video marketing.

Ajiboye, Harvey & Resnick (2019) identified other social media applications/platforms/networks/services for marketing: Amazon Mechanical Turk (MTurk), the company-managed online brand community, and Weibo. It is worth noting that young people spend a large number of hours on social media. In percentage terms, these values are 39.2% between 3-4 hours/day, 30.8% between 5-6 hours/day, 17.5% between 1-2 hours/day, 9.2% over 6 hours/day, and 3.3% under 1 hour/day (Baruk, 2024, 15).

In another vein, platforms like Goldenline, LinkedIn or Wykop are not used at all in services marketing (Baruk, 2024, 15).

The importance of social media in services marketing is highlighted by Baruk (2024) (Figure 1).

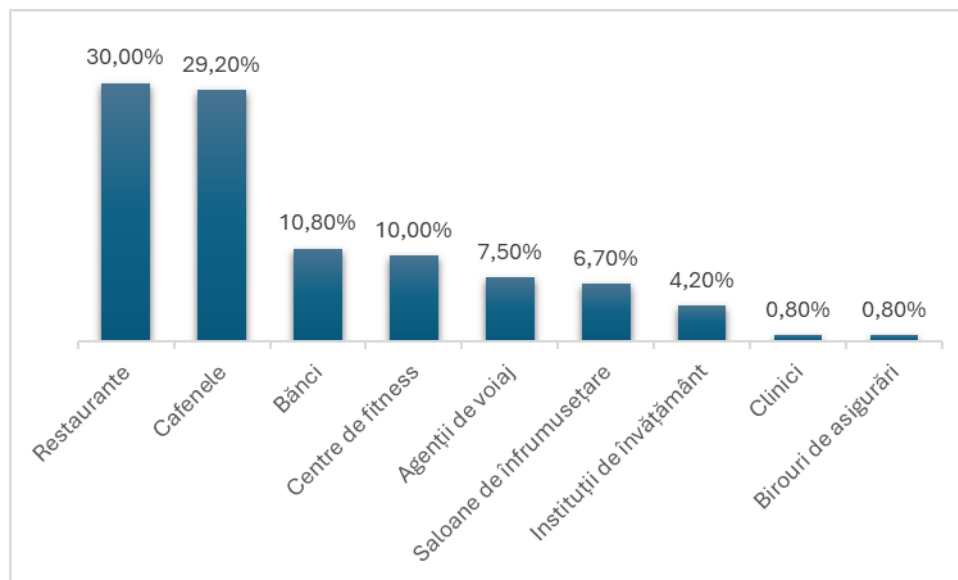


Figure 1. Services for which social media presence matters  
(after Baruch, 2024, 16)

## MATERIAL AND METHODS

The material used in this study consists of articles and books about social media marketing, and the research method consists of content analysis of the results presented in this research.

## RESULTS AND DISCUSSIONS

The specialized literature has recorded several important themes related to marketing in and through social media platforms, including marketing strategy in and through social networking platforms.

**Social media marketing strategy** It is of four types and comprises five dimensions and four components.

The taxonomy of social media marketing strategies comprises four types depending on their level of strategic maturity (Li, Larino & Leonidou, 2021, 58-60):

- **social commerce strategy (= promote & sell)** refers to exchange-related activities that occur or are influenced by an individual's social network in computer-mediated social environments, whereby the activities correspond to the need recognition, pre-purchase, during-purchase, and post-purchase stages of a focal exchange;
- **social content strategy (= connecting & collaborating)** refers to the creation and distribution of educational and/or persuasive content in multiple formats to attract and/or retain customers;
- **social monitoring strategy (= listening & learning)** it is a listening and response process through which marketers themselves get involved;
- **customer relationship management strategy (= empower & engage)** is a form of collaborative interaction, including firm-client, inter-organizational,

and inter-customer interactions, that are intended to engage and empower customers so that they build mutually beneficial relationships with the firm and lead to superior performance.

The five dimensions of social media marketing strategy are: core, orientation, resource, purpose, and premise. These five dimensions are common to both social media and marketing strategy – of course, with differences in content (Table x).

*Table 1*

Comparison between social media, marketing strategy and social media marketing strategy  
(after Li, Larino & Leonidou, 2021, 53)

Size	Social networks	Marketing strategy	Social media marketing strategy
Core	Interaction and connectivity	Building long-term customer relationships	Customer engagement
Orientation	Passive actor versus active actor	Transactional oriented versus relational oriented	Transactional-oriented versus commitment-oriented
Resource	Resource integrator	Basic resources and higher-order resources	In exchange for resources owned by the client
Scope	Interaction and connection	Gaining a competitive advantage	Generating, integrating and reconfiguring social media resources to achieve specific marketing objectives
Premise	Recognizing different customer motivations regarding social media brand activities	Improving long-term customer relationships by delivering superior value	Leveraging social media interactions and customer engagement to generate marketing resources

The four components of social media marketing strategy are (Ajiboye, Harvey & Resnick, 2019):

- **determining factors**, i.e. the company's social media marketing goals and customers' motivations for using social media;
- **INFLOWS**, that is, the firm's social media engagement initiatives and customer behaviors on social media;
- **yields**, that is, how the firm connects and interacts with customers to exchange resources and satisfy their needs;
- **RESULTS**, that is, what was achieved through customer involvement.

According to Chyrak et al. (2023) and Chyrak et al. (2024), a social media business strategy should include the following:

- determining the target audience for effective product positioning and choosing the right social network;
- defining and coordinating the company's long-term goals in its offline and online activities;
- generation of high-quality unique content and constant work on filling it;
- selecting social media tools to increase the efficiency of attracting potential customers, promoting sales and automating business processes;
- conducting media analysis, i.e. monitoring the effectiveness of business activities in social media.

Young people believe that service marketers (cafes) should include, on the list of specific activities, the following activities (Ajiboye, Harvey & Resnick, 2019; Baruk, 2024, 16): attracting new customers, strengthening relationships with existing customers, promoting the cafe, providing information about the menu offered, promoting specific products on the menu, providing

information about changes in the cafe's operating schedule, offering the possibility to order drinks, dishes, etc. to take away, providing information related to the search for employees, promoting appropriate behavior (e.g., caring for animals in the heat), providing information related to contests (e.g., choosing the name of a dish), promoting specific attitudes and trends (e.g., ecological), promoting interesting events (e.g., a concert, a football match, etc.). We believe that these strategies are appropriate for any type of service.

## CONCLUSIONS

This study identified five main research themes in the field of marketing in and through social networks: the consequences of online brand communities on purchasing behavior; the effects of influence on purchase intention; the factors influencing consumer purchase intention; the impact of social media marketing on consumer purchase intention; and advertising and marketing strategies on social networks.

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