Evolution of Social Media Marketing

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Abstract: Social Media is a platform where people socialize virtually. There are several social media platforms such as Facebook, whatsapp, Twitter, Quora, LinkedIn, YouTube and many more which are all used to acquaint with people across the globe by sharing their lifestyle status, Opinions, interests and also to create Awareness amongst each other. Social Media has impacted modern World on a very high scale. It can also be called as a first ever virtual creation that has revolutionized the world by Toppling governments; by keeping people on toes regarding day to day news, fashion, trends; by Sharing information's, bold facts which never reached common man in the recorded history. It is also providing a voice to common man which he/she never realized that he/she ever had. Human race has never been this aware; never pushed its potential to this extent. Never were our lives this easier, aware and revolutionary. Although there are several factors that made this world as it is today, it's evident that Social Media is to be thanked the most. As people are sharing pretty much everything about themselves with each other over the servers using social media platforms, their data's are stored in the databases which are hawked by corporate companies to promote their products by Mining, analyzing, predicting the data in the database. Sports Brand like Nike, Adidas, Under Armour and Puma use this data from different social media such as Facebook, Instagram to promote their product using the users search site records. This paper proposes a framework to develop a Social Media which is exclusively staunched to a distinct domain such as Sports, Fashion, Music which makes mining of data and promoting of products efficient without much hassle. Proposed Framework is further narrowed down to Sports domain for better understanding of the framework that's been explained.

Keywords: Social Media, Facebook, Instagram, Advertisement, Promotion, Platform, data Mining, Interests, Hassle Free, Under Armour, Nike, Sports, Tournament Bizz, Sponsor.

I. INTRODUCTION

Every Modern Man is impacted by social media regardless of his/her consent. Our thoughts are controlled, Manipulated by the advertisements that we come across. Our Desires and flow of imagination are controlled by Elites; who heedfully propagate their brands into our perception of wanting's and create inadequacy towards our lifestyle, which most of the times we never had. Our increasing immunity towards advertisements is pushing the marketers to evolve. Gone are those days were a famous celebrity used to throw couple of cheesy lines about the product; now the brands have to associate amongst the buyers by proving their worth, which has led the advertisements to evolve to a whole new level called - "Content Marketing". Promoting your product directly is obsolete. Fostering your product alongside the promotion of content is the Latest Trend; a trend that every global brand has conceded to monopolize themselves. If not monopolize, it has helped them to stay as a top contender, for few underdog's such as Under Armour it has assisted them to give tough competition for established giants such as Nike and Adidas. So it's clinched, Content Marketing is new face of Advertisement; period.

The framework that this paper is narrowed down to is Sports. Sporting Escapade of Today's World isn't just Cramped To Stadiums or arenas. Half the sport fanatic population follow their teams digitally. This digital

Atmosphere has led marketers to thrive in smart ways to engross their fans. Sports broadcasters are caving a new medium to captivate fans through social media which paves new commercial opportunity with respect to sponsors that increases the familiarity and fidelity of the audience towards the sponsoring brands [13]. Today we have software's for almost all the fields. Yet there is no web application that deals with the socialization for the field of sports, which also gave us an opportunity to develop framework for a web application such that it allows all the sportsmen across the globe to come into one place where they can host and participate in any sporting event. This also gives a platform for organizations to sponsor events and in turn helps the events to grow. Overall this application will exclusively act as the social network for sports. This framework will not only ease the sponsors to look for an appropriate platform to endorse but it will also take advertising industry to Automation.

It's like I want to fish a gold fish from a lake which contains varieties of fishes. Now I have a high chances of fishing this other varieties than the gold fish which wastes my time and cost of fishing. So to overcome this I create a pond where I only breed goldfish. Therefore when I fish in this pond I catch only the gold fish.

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II. PROBLEM DESCRIPTION

Social Networking sites like Facebook have over 1.8 billion active users and these sites are the target area for marketing and advertising. Advertisements get displayed on a user's page based on the user's interest which was tracked from the users search histories. This is a good way of marketing but it is not very effective. Though the users on Facebook visit several other pages that are used for business, the prime purpose of using these sites would be to socialize. Most of the time, the users would not be in a frame of mind to notice the advertisements displayed on the page. So the advertisements displayed on these user pages will not get the expected result. The effective way to market a product is to advertise on web applications which are used by users for a special purpose, like sports, fashion etc. Users who are using these applications would be more in need of the products that are advertised than the users on social media.

III. LITERATURE REVIEW

[3] No other Event seizes more heed of people than Sports which has made it the center piece of marketing for decades. A famous beer brand Budweiser alone has spent close to quarter billion dollars on Superbowl (NFL - the most famous sport event in USA) commercials in the past decade.

[1] In the pre-internet days the advertisements were consummated through infomercials in radio, Billboards and Televisions; which was considered as golden era of advertisements as it almost took a cultural status in society. 1941 is the year when a product - 'Bulova clocks and watches' pioneered in advertising on Television in USA which precedents for next seven decades. Commercials not only promotes the product but also helps in changing the perspective of the product; filtered cigarettes was more of a feminine thing or phenomenon but 'Marlborough Man' cigarettes conducted one of the best advertising campaign of all the time for 3 decades from 60's to 90's which converted the filtered cigarettes into a Masculine phenomenon. From advertisement being a culture thing we now have evolved to era of Ad - Blockers. This new trend of no Ad has costed 22 Billion dollars in 2015 for the publishers. Globally the ad Blocking has grown from 21 Million to 181 Million in 5 years (2010 - 2015).

[2] USA has spent 72.09 billion dollars on digital advertisements in the year 2016 and this amount is expected to increase by 10 more billion dollars in 2017; it is also expected to reach 113 billion dollars by 2020. It's no revelation that Facebook plays a vital role in digital ads as it has captured 35.4% ($11.93 billion) of total display advertising spending alone in USA and also with 95.8% of ROI (Return of Investment). Google follows Facebook in Digital Ad spending with total of 4.79 billion dollars but Twitter takes second place with respect to ROI of 63.5%. In 2016 eighty percent and more social network users are accessing social media on a mobile devices hence advertising should be highly compatible to Mobile devices and it's wise to use GeoFencing when the mobile users are in specific zip code.

[5] In 2017, there would be a 26.3% increase in global spending for Social Media Commercials. For lowest cost ad option- social media is ranked top by more than 50% of Business To Business marketers. There is a 60% increase in the advertising revenue of twitter in third quarter of 2016 over 2015. Instagram is whopping 1.53 billion dollars in mobile ads revenue in 2016 as it's having more than 50 crore active users under the age of 35. All the top 100 global brands have campaigned on YouTube in 2016. Half of the YouTube Channels are increasing their earnings by 6 figures every year.

[6] There are 3.65 billion distinctive mobile users across the globe and in 2012 alone more than 60% of them surfed sports related data on their device every day. Red bull is a pioneer to utilize this information and engage in content marketing. Struggle for creating awareness of brand in current era is getting minimal as almost everyone are aware of the brands in the market; the real struggle is to engage fans with product as stand out the best amongst the brands.

[12] Facebook is the cheapest platform to advertise compared to all the other options. You can create awareness of a product up to 4000 people with just a dollar. It is impossible for you to sell your product to anyone without them knowing that you exist. If you are unable to dispense 30 dollars a month then you are unfit to the current business trend. Only one percentage of your post will reach out to your fans or followers of your page on Facebook, where as if you advertise then the awareness will increase to 10%.

[13] International Management Group, a sports marketing agency, examined the value social media adds to the shirt sponsorship rights to the largest sporting club Barcelona on social media across the globe with close to 15 crore fan following for over a weekend to find out that there were 6.1 crore web impressions. Rob Mason, Managing director of International management Group concluded from the above study that the social media has increased the boundaries of sponsoring although it has left a void for sports rights holders to understand their value on social media and for sponsors to know their need from it; this void is filling up fast.

IV. PROPOSED MODEL

In today's world, the corporate Companies that want to promote their product are falling in mercy of Social Media. Where they Mine data of the user in Social Media and find out his/her interest and promote their products accordingly.

The mining happens in different perspective like mining according to age category or Predicting according to website that the user has visited Or Based on the location of user Or Advertise for everyone.

Although this traditional method is meeting client's expectations, it's not efficient enough as the clients have set their bars low. This is due to the lack of options for the Companies to promote their Products or Brand. Below is the Example Scenario to justify my statement -

Consider you have Sport Shoes (Product) that you want to sell; using the traditional way you are opting to sell your product by promoting in social media, let's say - Face book.

Let's hypothetically say that there are 100 Users in Face book. The product that you are promoting here draws attention of, let's says 30 people as the rest 70 users might not be interested in Sports and are totally into some other interests other than sports.

Now among these 30 users half of them that is 15 of them might be hardcore sportsmen or Your product drew their attention [12]. Now amongst these 15 users 10 or 12 users are for sure going to buy your product based on their immediate requirement or financial condition.

So what we can derive from the above example is that - The product that your advertising is first of all reaching only 30% percent of the users. Amongst the 30%, 50% of them that is 15% of overall users are hardcore sportsmen; In this case potential Buyers, in which your product has 10-12 percentage of sales rate.

Advertisement is wasted on 70% users whereas the potential buyers are 30% and the sales rate is very low.

To overcome this I propose a model where we create a platform; a platform entirely dedicated to Sports or Fashion or Art or Theater and so on. Where their respective Users socialize among each other. Now such platform is designed in such a way that it attracts the hardcore users of its fields. This makes the Companies of different entities to narrow down their promotion to their respective fields. For Ex - A shoe Company like Nike can promote their product in the Sports Platform where the users in this platform are 100% Hardcore Sportsmen. And by the Above Explained Scenario your advertisement is not waster and your sales rate would drastically increase from 10% to more than 40%. This dramatically increases in sales and awareness of product will reduces the stress and wastage of promotion.

The framework that this paper is narrowed down to is Sports; it focuses on creating a web application, a social media for all the sportsmen across the globe to host an event/tournament, participate in the hosted tournament and sponsor the hosted tournament or participating team/s. For easier understanding of the explained framework let's name it as Tournament Bizz. Tournament Bizz will consist of three primary modules - Host, Participate and Sponsor, those which are the core cycle of organizing any event. Figure 3.1 depicts the flow of data in Tournament Bizz. A person has to be a member of the social media Tournament Bizz to host, Participate and sponsor a Tournament; Whereas he/she need not be an user to view the hosted

tournament or to view the participants, participating in the hosted tournament or to view the Sponsors, sponsoring an event or team/s. A user must submit at least one sport of his/her choice while registering.

Fig 4.1 Level 0 DFD for Tournament Bizz

Now let's further narrow down to Hosting part. Figure 3.2 gives an overview of how data flows while hosting. A person has to select the sport (ex-Basketball), Category(Under 18) and locality in which he/she desires to host while hosting a tournament; Once hosted it will notify all the users in the selected locality of the respective sport followers as the users would have submitted their sport of interest while registering to this social media. Tournament Bizz can also notify to those who have participated or hosted or sponsored the hosting sport in the past, even if they have not submitted this sport as their interest while registering. Host can also share the stats and pictures of the tournament after its completion. They can also receive the feedbacks or evaluate the comments on their tournament. This module can provide additional features such as - Ground Booking for the Tournament, Photography and drawing of Fixtures to an event. This will not only ease the work of the user who is hosting but will also be helping him/her in fetching the Participants and Sponsors for his/her event which further makes the user more dependent on this social media platform.
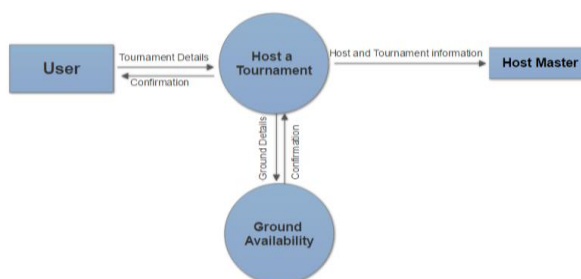

Fig 4.2 Level 1 DFD for Tournament Bizz

Now let us focus on Participating Module - We can observe the next level of data flow in figure 3.3 where it pivots on participating. A user can view the list of hosted tournaments against the selection of Sport and his locality. Now user can select a tournament of his choice to participate according to the Tournament's entry fees, Category, Time, Gender and many more specifications. A host can also participate in the hosted tournament, same implies to the sponsor. Once a team registers to a tournament, Tournament Bizz will notify the Host about it and it will also notify other teams who have already

registered to the event. Participants can share the stats of their game and photos after the event apart from the host's announcements. They can communicate with the fellow participants and post comments on a tournament. Such additional features increase the popularity of Tournament Bizz and loyalty of the users towards it.
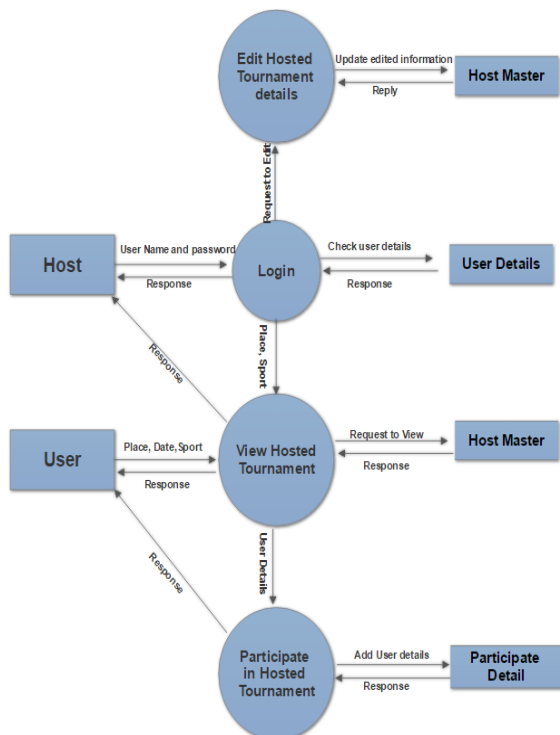

Fig 4.3 Level 2 DFD for Tournament Bizz Host and Participate

Figure 3.4 shows the data flow with respect to Sponsoring. A list of tournaments and its teams will be listed on selection of Sport and locality for the person who wishes to Sponsor in Sponsoring Module. Here the host's details such as Hosts Name, Phone Number, and Email ID are
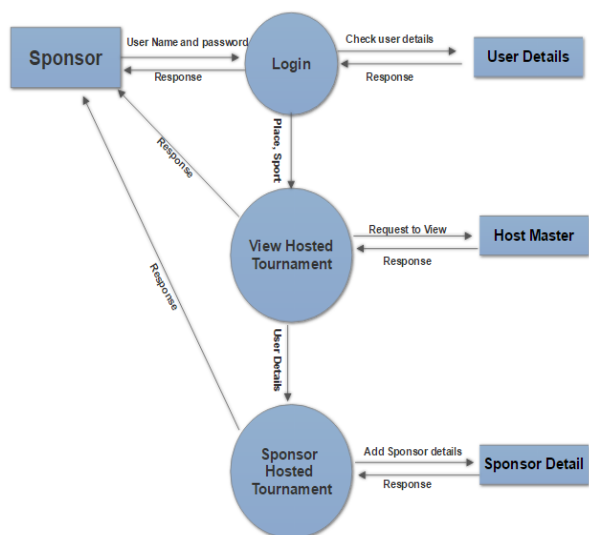

Fig 3.4 Level 2 DFD for Tournament Bizz Sponsor

provided to the Sponsors; it also provides the team's details provided to the Sponsors; it also provides the team's details such as manager's name, Phone Number, Email ID, Players Name - if the Sponsors want to sponsor specific team rather than the entire tournament. Tournament Bizz will notify the Host or the Participant with respect to the sponsor's choice of sponsoring.

Every Social media as a whole would require an admin, figure 3.5 depicts the data flow of Administrators role. admin creates and maintains the master data's such as sport master, Locality information's , Category's such as under 18 or 16, maintains the ground booking master, fixes any bugs; overall admin maintains the Social Media - Tournament Bizz.
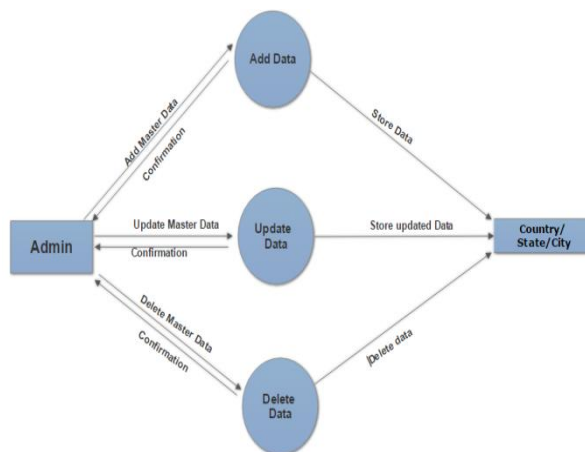

Fig 4.5 Level 2 DFD for Tournament Bizz Admin

V. CONCLUSION

By creating and maintain social media as proposed, we will have information about users choice of sport and their locality. Now this data can be mined to determine –

1. The Country/State/area wise report on popularity of sports amongst the users.
2. Number of Users Interested in particular Sport.
3. Rising or Depleting Popularity of Sport.
4. An Event/ Tournament Evaluation.
5. A Team's Evaluation.
6. Sponsors Pattern in locality and on sports.
7. Return of Investment Calculation area and sport wise.
8. Season Pattern - sport and area wise.

Tournament Bizz can easily provide accurate stats based on the above reports to the advertisers or sponsors such that they will be completely aware of their target audience. They will know how much to invest, where to invest, when to invest and on whom to invest; As investment/Advertisements, here can be of virtual one, i.e. by advertising on the web page of individual user every time he/she logs in based on the history of their interest and participation or by sponsoring on Individual Team or entire event. Overall this will ensure the evolution of Marketing.

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