



A Review of the Application of SMM

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ABSTRACT

Using the information transmitted by users on social media to mine the various applications of SMM (social media marketing) in the market has the advantages of low cost and high efficiency. The rise of social media in recent years has shown tremendous research and practical value. This paper systematically reviews the application of social media in enterprises, the entertainment industry, customer acquisition of information, etc., and puts forward the existing problems of social media. Finally, the future development of social media is predicted.

Keywords: *SMM, customer acquisition, the entertainment industry.*

1. INTRODUCTION

With the rapid development of social media, the use of social media to promote products has become a topic of commodity sales in the new era. It will increasingly be used for online sales because of its low cost, convenience, ease of supervision, dissemination and other benefits.

Social media marketing (SMM) refers to marketing activities conducted by businesses, individuals or institutions on social networking platforms, which have both advantages and disadvantages. As a medium to create interaction and dialogue, social media can attract customers and develop long-term development with enterprises and brands, which is also a development strategy of social media marketing [3]. In general, online media marketing can be used to help monitor markets and data analysis. Sophisticated web analytic and monitoring now allow marketers to monitor interactions and social relationships on the web and test and refine their messages and methods precisely for maximum impact.

Sophisticated network analysis and dynamic media marketing refer to monitoring data that can be used to stimulate discussion and action on government policies, and to assess their impact over time. The study found that when shopping during the holidays, "88 per cent use new media to communicate with companies, 67 per cent sometimes use social media, and 21 per cent frequently use online media." These data can help the government inspect the online market and show the importance of new media marketing for customers to understand product information [3]. Data obtained by enterprises or governments through surveys and studies can discover

the impact of dynamic media marketing on consumer brand equity responses. These data can help brands acquire customers' consumer psychology, and also help the government regulate the market [1].

Compared with the traditional media marketing, consumers are more willing to through social media to get the commodity information, the unique interactive function of social media is the important power to create user-generated content, new media can also provide help for the consumer and communication space, through the survey, consumers think the social media marketing has more reliable information [1].

The big downside of social media is that SMM can interact with people, which can lead to bad preferences and influence the thinking of teenagers and adults. Accessing social networking sites has become a common interest for adolescents, and these sites are seen as a necessary part of their leisure and friendship networks [2]. In addition, the study reported that the presence of Internet advertising was associated with the frequency of alcohol consumption among Australians aged 12-17 [2].

2. APPLICATIONS OF SMM IN THE MARKET

2.1 Enterprises obtain customer network analysis

SMM is designed to help enterprises obtain customer network analysis. Customers can communicate directly with the company through the Internet and can also obtain more information about the company, such as assets,

personnel, world rankings, salaries and other information. Consumers can generate any content on social media, including impressions of the media, they usually consist of relevant experiences and experiences, shared online, archived and reviewed, etc., so that other consumers can evaluate the product. [3]. On the other hand, the data provided by online media can be used as a standard to measure the market. Due to the comprehensive data analysis capabilities of contemporary online media, marketers of companies and enterprises can use existing data for more effective marketing methods. Companies can analyze customer data through indicators such as brand exposure, customer engagement, product sales and brand awareness. [5]. Users can not only obtain marker information but also share information through dynamic media. Businesses can interact with users on social media and learn what users are saying about their brands. Social media can also be used for public relations, and it can be maintained as soon as possible when encountering problems, which can increase user trust and improve brand reputation. Using SMM is easier to get some customers' network analysis, which can help the company to have a more accurate positioning of customers, and classify customers according to their preferences or age groups, thus improving the efficiency of the company in classifying and recommending products to customers[4]. In general, companies using real-time media can analyze customer feedback online.

2.2 Promoting the development of the entertainment industry

Social media can promote the development of the entertainment industry and thus help enterprises reap higher economic benefits. Due to regional reasons, there are many remote areas of scenery that are not known, the local tourism development is stagnant, and economic development is relatively backward. Since the birth of social media, small businesses have gained traffic and tourist sources through social media, thus greatly improving the local economic development[3]. a lot of companies through their own brand game for young people's eyes, this special marketing through games to make more people know the products of this enterprise, also encouraged companies to better improve the game, so that they can attract young people for a long time, make more and more small and medium-sized enterprises through the marketing means to obtain customers[7]. Foreign luxury brands (Dior, Gucci, Louis Vuitton, etc.) advertise through entertainment information on their websites. Enterprises attract Chinese consumers by inviting celebrity spokespersons or publishing fashion magazines, to drive the development of the entertainment industry and gain more customers[1]. As an important medium for the development of the entertainment industry, bars have been deeply loved by people. Liquor companies advertise their products through social media marketing, and good marketing strategies will attract

some bar contractors to buy products, thus obtaining higher economic benefits[2].

2.3 Customers' preferred medium for obtaining product information

The emergence of social media marketing makes it easier for companies to get customer feedback. Social media can help enterprises obtain a more comprehensive network analysis of customers on their websites, so that they can have the flexibility to approach customers so that enterprises can have more convincing product information, and achieve better marketing effects[3]. Social media can integrate brand information from various media, and comprehensive information can promote consumers' purchase decisions, thus increasing consumers' responses. Similarly, rich web analytics enable marketers to monitor consumers' interactions and social relationships on social media, so that marketers can use data analysis to adjust product information and make corrections[7]. The enterprise can through the investigation of social media marketers understand the relationship between brand equity and consumer, evaluate new media for the creation of the importance of commodity value and consumer preferences and measure brand value, loyalty and the influence of the final price. After getting the above data analysis, the enterprise can be good and improve the way of publicity, To attract more consumers[1]. Social media can be used to collect opinions, opinions and information sharing between consumers and enterprises. The collected information can be analyzed accurately, so that enterprises can establish a better relationship with consumers and improve after integrating positive and favourable product information, to make enterprises better in development [8].

2.4 People from all over the world connect

Social media can bring many benefits to small companies because there is no distance limit and high cost to promote products around the world, and it is easier for companies to establish new relationships with consumers. Dynamic media choices bring more frequent, higher-level communication opportunities with consumers, and real-time media breaks down old geographical constraints [3]. For example, some smaller hotels and B&Bs can promote themselves through social media, and they can use social software to increase the chances of being discovered by people [3]. In this way, all kinds of small businesses can package their iconic businesses and send them online to consumers through channels such as the Internet and social media. At the same time, they can improve their business development model and make communication and sales more effective. As a result, business revenue will increase. Another reason for the increase in revenue is the increased possibility of these businesses to consumers worldwide [3]. In addition, the creation of social media has opened

a new development model for companies and brands, in which they have to change their sales methods to cater to and attract consumers [1]. Online media provide global customer search and smooth communication advantages, expand the market, and attract customers. Therefore, the above points show that the use of new media can communicate with global customers and expand the market.

2.5 The preferred medium for obtaining product information

Social media has gradually developed into a major channel for consumers to acquire and purchase products. Customers learn about products through social media and use the feedback to decide whether to buy or not. Social media promotes two-way communication between producers and customers. Producers can improve products through customer feedback from media, to achieve a better marketing effect. Customers can judge the quality of products by sharing information, opinions and feedback from others[6]. In today's Internet environment, consumers communicate with others through social media, which is conducive to better social media marketing in the development, and products will become more and more popular, thus increasing the purchased quantity of goods[8]. EWOM 's ideal tool is social media, where consumers can share their personal experiences online with friends, relatives and colleagues. Through research, some social media surveys have looked at word of mouth about food brands. They found that consumers' evaluation of word-of-mouth would generate an information dissemination process, including suggestions, tastes, reasons for their choice, etc. [1]. Social media connects EWOM with online consumer-to-consumer brand interactions. Studies have shown that WOM is more credible, compassionate, and relevant to customers than resources created by marketers on the Web [1]. More importantly, more and more people use EWOM word of mouth to judge whether a product is good or bad. They decide whether to buy a product based on the reviews of other consumers. They are more likely to buy products recommended by their friends or products with a good reputation. Therefore, dynamic media plays a crucial role in spreading EWOM and determining the merits of a product. Social media marketing becoming the primary route of transmission of commodity information, social media marketing becomes the primary route of transmission of commodity information. It has a direct effect of consumers' attitudes, decision-making, and the development of the time. It can become an important vehicle for business and consumer relations. In terms of brand, consumer can enhance brand awareness through new media, so as to decide their purchase intention through information satisfaction[3].

The birth of social media marketing has made

consumers more willing to learn brand information and other consumer reviews of products through new media. The media can not only help consumers, but also have a space to discuss and exchange ideas. Through interaction on social media, users can participate in brand-related platform activities, which not only promotes the communication between like-minded people, but also enables the brand to obtain more traffic and achieve the desired publicity effect[6]. Similarly, the brand can also understand the status of the product in the eyes of consumers through the information exchanged between consumers, so that the brand can develop better in the future[5]. Research shows that consumer communication through this medium can have a huge impact on attitudes and purchasing behavior. The presence of real-time media has also been shown to increase brand recognition and thus search rankings on search engines such as Google[3]. As word of mouth is considered to be more reliable and reliable than marketing strategies, consumers will express their constructive or critical thoughts on the product on new media, and the company will absorb positive and effective suggestions for improvement to improve the product, so that the brand will have a better development prospect.

3. FUTURE

The significant negative effect of social media is that SMMS can interact with teenagers and minors, and teenagers and many minors are immature and can be easily guided by information online. The use of social media software has become an integral part of teenagers' daily life, and the use of this software is considered a necessary way for teenagers to socialize and entertain themselves [2]. In addition, the study reported that the presence of Internet advertising was associated with the frequency of alcohol consumption among Australians aged 12-17 [2]. In general, teenagers and minors are more susceptible to social media marketing. Marketers can spread marketing to their peers and take advantage of their sensitivity to social pressure to market products [7]. Previous studies have shown a strong correlation between teens' willingness to drink and alcohol marketing on social media. According to these studies, the consumption level of consumers is also influenced by peer-to-peer sharing of alcohol-related information on social media or information shared by consumers' friends/family. [2]. In general, children and adolescents are less discriminating and more susceptible to external pressure and peer influence. Therefore, some advertisements distributed through interactive media or some content sent from peers' social media may give children or young adults the wrong preference.

4. CONCLUSION

In short, the advantages of using online media outweigh the disadvantages. First of all, the main

significant benefits of real-time media are to help enterprises obtain customer network analysis, help consumers obtain product information through media, communicate with consumers, spread product information around the world, and help the government control the social media market. Second, the dynamic media also promotes consumers' recognition of products and communication with consumers. Finally, and most importantly, in terms of the impact proposed in this article, new media that are not effectively managed may harm children, adolescents and even adults. In general, the advantages of SMM outweigh its disadvantages. As for the disadvantages, we also need relevant departments to supervise SMM and set age restrictions on social media.

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