

SOCIAL MEDIA PLATFORMS FOR MARKETERS

ABSTRACT

New channels for collaboration, communication, and material sharing have emerged with the introduction of Web 2.0. Every company's sales and marketing strategy now includes social media marketing. More people can access content and messaging through this additional channel than through a personal contact list could ever hope to reach. People can freely interact with one another on social media, which also gives marketers many other methods to connect with and communicate with customers. The aim of this chapter is discuss the social media platform which are beneficial to firms in the new business era. In this chapter, the writers concentrate on where they think social media is headed when it comes to marketing-related subjects and challenges, taking into account the different ways social media impacts both people and enterprises. The writers establish that academic research have found many social media platforms such as Facebook, Twitter, Instagram, Telegram, WhatsApp, LinkIn, etc.

Keyword: Social Media, Marketing, customer, experience, technology

I. INTRODUCTION

In today's generational era, people's daily routines are influenced by the prevalence of various digital platforms. People are more likely to spend money since they have easy access to all kinds of online stores. Social media is rapidly becoming one of the most widely used online retail channels (Majeed et al., 2021). Over the past decade, the number of people using social media around the world has gradually increased, and by 2025, that figure is expected to reach about 4.4 billion. Geyser (2023) argues that major social media platforms like Facebook, Instagram, LinkedIn, Twitter, etc. have significantly altered people's daily routines. Bala and Verma (2018) claim that social media has surpassed even brick-and-mortar stores as the most frequent meeting site for consumers and dealers. In fact, social media use among Indonesians is quite heavy. Digital marketing strategies, such as brand or product promotion, can take advantage of social media's large user base worldwide. The goal is to reach a larger, more specific audience as soon as possible. As a result, the greatest benefit and advantage of marketing through social media is the rise in product sales. However, with the help of social media marketing, the buyer can more easily sell their product, locate their target market, and target their advertising to the appropriate demographic. Consumers' interest in purchasing health care

products is piqued by this medium. In addition, thanks to the influence of the digitization period, certain businessmen can benefit from using their social media platforms for brandishing their items (Cotriss, 2023). Instagram and Twitter's search functions make it easy for potential customers to locate businesses offering the goods and services they're looking for, while the platforms' hashtag functions may be put to good use in advertising campaigns. The customer can have a two-way conversation with the vendor by responding to their posts on social media (Purwanto et al., 2022). It's influenced by how quickly firm's reply to customers, and it's essential for gaining their trust. Hence, the aim of this chapter is discuss the social media platform which are beneficial to firms in the new business era.

II. LITERATURE

Social Media

Social media marketing, or SMM, is a subset of digital marketing that aims to increase brand awareness and sales by strategic use of various social media platforms. The advent of social media marketing has resulted in a plethora of new advantages. Awareness and familiarity with a brand can be boosted by using social media as a means of communicating with a sizable audience. Using social media to interact with clients has been shown to increase loyalty and strengthen connections (Majeed et al., 2020). Smaller and newer enterprises may find it more enticing because of the cost savings compared to more conventional forms of advertising. There are several advantages to social media marketing as a whole. The more people the firm can get to visit firm's site once they see a link to it shared on social media, the higher firm's chances of making a sale. Furthermore, social media facilitates instantaneous contact and clear communication, enabling the collection of real-time feedback from clients. The reach and specificity of social media marketing are two further advantages. Businesses may expand their customer base and stimulate conversation by encouraging sharing, liking, and commenting on social media posts. This is especially true when users share material with those who aren't already paying customers. Conversely, businesses may zero in on users based on their demographics, hobbies, and behavior thanks to the extensive targeting tools provided by social media platforms.

III. SOCIAL MEDIA PLATFORMS

Businesses can benefit greatly from utilizing social media marketing channels like Facebook, YouTube, Instagram, LinkedIn, Twitter, TikTok, and Snapchat.

Different strategies are needed for marketing on various social media platforms. People's online social interactions and information sharing have been revolutionized by these platforms. Some of the most widely used venues for brand creation and promotion are:

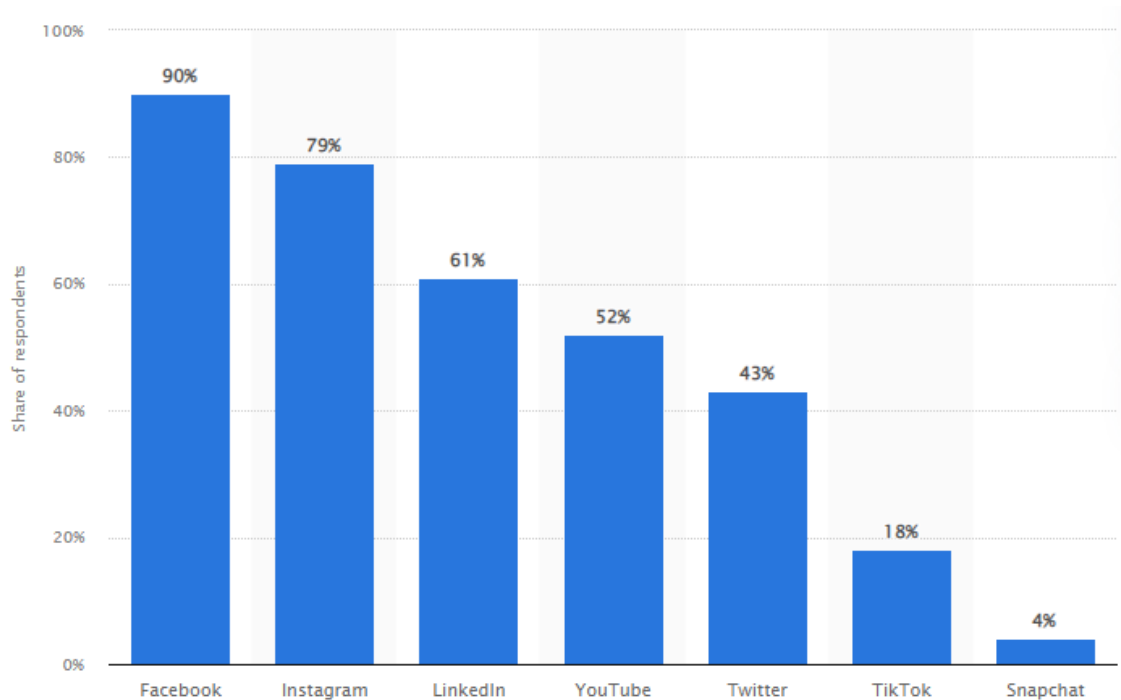


Figure 2: Leading Social Media Platforms for Marketer as at January, 2022
Source: Statista (2023)

Table 1: Leading Social Media Platforms, 2023

	Monthly Active Users (MAU)
Facebook	2.96 Billion
YouTube	2.2 Billion
WhatsApp	2 Billion
Instagram	2 Billion
WeChat	1.26 Billion
TikTok	1 Billion
Kuaishou	573 Million
Sina Weibo	573 Billion
Snapchat	557 Million
Qzone	553.5 Million
Telegram	550 Million

QQ	538.91 Million
Pinterest	444 Million
Reddit	430 Million
LinkedIn	424 Million
Quora	300 Million
Mastodon	2.5 Million
Twitter	238 Million
Discord	150 Million
Twitch	140 Million
Tumblr	135 Million

Source: Statista (2023)

- 1. Facebook:** More than 2.9 billion people use Facebook every month as of 2022 (Cotriss, 2023) making it the most popular social media platform in the world. Having a Facebook business profile and making use of Facebook's business tools is beneficial for companies of all sizes. Firms and users can upload images as well as important company announcements to Facebook. A business account grants users entry to advanced analytics and advertising capabilities. Customization opportunities abound on business sites, allowing firm's to feature everything from contact details and business hours to featured items and services. Advertisers on Facebook have access to a wide variety of paid and unpaid promotion options. As Facebook puts it, "to share what matters the most" with friends and family all across the world. Sponsored content, advertising campaigns, and promotions fall under the paid category, whereas Pages, Groups, and Stories are all free resources that marketers may use to their benefit. While Facebook Groups are great for generating buzz and discussion about the company, the Messenger feature allows the firm to have direct conversations with people who visit firm's Page. Video content that establishes the company as a leader in its sector, or a live webinar in which the firm take questions from customers, are two more options to consider. People of all ages use it to stay in touch with loved ones, form new communities, discover and support local companies, and keep tabs on their favorite brands. Among the many benefits of using Facebook for marketing purposes is the opportunity to deepen connections with existing clientele. Proclaim any shifts in schedule as well as major achievements. Team meetings, live broadcasts, and marketing to the baby boomer generation are now possible.
- 2. YouTube:** YouTube, which launched in 2005, is not only a popular place to watch videos but also a thriving social media community where users can like, share, comment on, and contribute their own content. To put YouTube's

impact on users and businesses in perspective, consider that it was the second most visited website in the world in 2013. Video appeals to consumers because it can be absorbed quickly and easily (not to mention is highly entertaining), and it also appeals to marketers because of its wide reach, high impact, and inexpensive production costs. Users are inundated with text-based material, therefore marketers are increasingly relying on video to reach their target demographics. It's a chance to get people involved, give them a sense of the people behind the brand, and give them a good time all at once. Video may be easily forwarded to others or embedded in other works.

- 3. Telegram:** Telegram is a free program that allows a firm to send and receive messages across different devices and of varying formats of media. Telegram stands apart from the crowd because all communications and files sent between users are encrypted from end to end (Lua, 2015). Its dedication to privacy and security has attracted more users over time, especially after WhatsApp disclosed plans to share user data with parent firm Meta. Telegram, founded in 2013 by Berlin-based business visionary Pavel Durov and his brother Nikolai Durov, a software engineer, is another widely-used web tool. Telegram is a convenient app because it has built-in stickers and is simple to use. In contrast to WhatsApp, this app's file-transfer capacity allows firm's to download and send a wider range of document types. Telegram is a multi-platform program that works on iOS, Android, Windows, and macOS. Ebrahimi et al. (2016) state that Telegram can be used in many devices at once. Users of Telegram can make groups of up to 5,000 people and share their messages with an unlimited number of people at once (Vivienne, 2016). According to Niayesh (2015), the number of Iranians using Telegram has caused this mobile informal community application to be an observer of a tremendous explosion, and she goes on to explain that if local informal organizations attract more clients like Telegram did, it will be beneficial for the nation, particularly with regard to the society and economy. The huge influx of users is a direct result of the difficulties Iranian customers had using other popular informal community apps like Viber or Whatsapp.
- 4. WhatsApp:** More than 180 nations have WhatsApp users (Lua, 2023) because it is a popular communications program. WhatsApp was first used for simple texting between friends and family. Over time, WhatsApp became the preferred method of contact between consumers and companies. With WhatsApp Business, companies of any size can connect with their customers on a more personal level, develop brochures of their

products and services (which can be emphasized and shared individually), and have support staff answer questions from shoppers in real time. The software also allows businesses to notify their clients of essential updates and news right on their phones.

5. **Snapchat:** Snapchat is a photo- and video-sharing app exclusively available on mobile devices, and its posts disappear after 24 hours. Videos and photographs sent between users, or posted to their public Stories, will automatically delete themselves after 24 hours. The app's functionality has grown to encompass more than just instant chatting. Snaps can now be stored and shared on other platforms. Due to the transient nature of the posts, less effort is required to ensure their absolute perfection. Companies may also see how many people read firm's story and who among those people were. When it comes to using Snapchat for business, a small company is more likely to take advantage of the Stories function. Keep in mind that only logged-in users who have added companies will have access to Stories. Once a company has established a following, they can use Stories to effortlessly produce engaging, interactive content centered on a narrative.
6. **Pinterest:** When it comes to finding new ideas and items, Pinterest is users one-stop shop. Users "pin" images that lead to external resources including web pages, online stores, and blog articles. By "pinning" items to virtual bulletin boards that may be sorted into various categories, users of this visually-focused platform can save and share information for later use. A user might, for instance, have one board for food recipes, another for pictures, and so on. Rich Pins are a type of enhanced pin that allows businesses to insert more information, like a product description or a map, in their pins. Pinterest is an entirely visual medium because every pin is an image or video. Therefore, Pinterest is not the place to announce things like store hours.
7. **Instagram:** More than 1.1 billion people worldwide used Instagram in 2022 (Cotriss, 2022). There is a wide variety of Instagram business tools available to aid in the marketing and merchandising of products and services (Majeed et al., 2021). Instagram is a photo and video sharing app, making it a great promotional medium for companies with compelling visual content to disseminate. In addition, everything is designed to work on a mobile device. Marketers may increase their reach even further by using Instagram stories or Instagram Live Video in

conjunction with relevant hashtags. Facebook now provides access to Instagram's advertising possibilities for businesses.

8. **Twitter:** With 238 million MAUs (as of Q2), Twitter attracts an audience interested in sharing posts on current events, pop culture, sports, and politics. The focus on current events and trends in just 280 characters (140 in Japanese, Korean, and Chinese) is what sets Twitter apart from other social networking platforms. Twitter has become more popular as a customer support platform for many companies. Marketers on Twitter estimate that Twitter handles over 80% of all social customer support inquiries. Twitter provides its users with a constant flow of updates and fresh content from all around the web. Every month, it attracts millions of active users, and nearly every company in the globe uses it to keep its customers in the know. Though it lacks Facebook's global reach, this professional social network is among the most accessible on the Internet.

Twitter is a huge opening for online advertising. Brands may utilize the site to engage users and followers, raise brand awareness, market products, increase conversion, establish communities, and earn the confidence of consumers because there are so many users in one location and subjects can be easily found by entering a hashtag. A firm can reach new audiences, spread firm's information rapidly, and keep tabs on the tactics firm's competitors are employing, all without spending a dime. Promoted tweets and Twitter ads can be purchased to increase firm's brand's exposure in the news feeds of certain users.

9. **LinkedIn:** LinkedIn is the most popular platform for business-related social networking. Use it to keep firm's clientele up-to-date, find talented new employees, and network with complementary businesses. As a business-oriented platform, it is ideal for B2B social media advertising. LinkedIn Groups allow businesses to connect with influencers and perhaps cooperate, while the LinkedIn Publishing Platform allows marketers to establish their brand as a thought leader in the sector through the creation and publication of smart content. In addition, having a LinkedIn Company profile increases trust in firm's brand and gives users the chance to inform potential clients about the business and the services the firm provides (Allabarton, 2023).
10. **TikTok:** TikTok is a mobile application for sharing short videos. Although it didn't hit the market until 2017, it has quickly become one of the most popular apps worldwide, even surpassing Google in terms of

traffic (Lua, 2023)! TikTok users may record and share films between 15 and 60 seconds in length, and the app offers a wide variety of filters, music clips, and sound effects to make their creations stand out. Videos covering a wide variety of topics—from lip sync battles and dance tutorials to

11. **Loomly:** Loomly is a great option for a company whose employees are part of a larger team, since it streamlines team management and provides an end-to-end post and ad history to keep everyone on the same page. Tools like a centralized asset library, hashtag manager, and computer-generated post and ad previews are just a few of the many offered to streamline brand and content management. Loomly's main features include automated post posting across many platforms (Geser, 2023): Facebook, Twitter, Instagram, Pinterest, LinkedIn, and Google My Business; post analytics; post idea creation; and an approval procedure including comments.
12. **Sina Weibo:** "micro-blog" translates to "Weibo" in Chinese. Similar to Twitter and Instagram, Sina Weibo (or just Weibo) was released in 2009 by the Chinese technology firm Sina Corporation (Lua, 2023). Users of Weibo can share media such as photos and videos, as well as read up on popular topics, communicate with one another in real time, and make use of hashtags. Sina Weibo's younger user base and focus on news and popular culture make it a more attractive alternative to WeChat.
13. **Agorapulse:** Agorapulse is yet another feature-rich, scalable, and adaptable social media management platform for marketers. Companies may use it to keep track of all their social media profiles, interact with their audience, grow their fan base, and more. Its built-in customer relationship management system (CRM) is ideal for learning about and communicating with followers (Geser, 2023). A social media dashboard with several uses. It is compatible with every major social networking platform.
14. **QQ:** Tencent introduced QQ to the Chinese market in 1999. Before WeChat came along, QQ was the most popular Chinese chat program. QQ is more than just an IM client; it also lets customers shop online, blog, decorate firm's avatar, watch movies, play games, listen to music, and make payments. QQ may have lost ground to WeChat in China, but it remains a favorite among the country's youth. It's translated into dozens of languages and utilized in more than 80 nations. QQ's ease of

use and lack of requirement for a phone number to register are both advantages. This draws in young individuals who prefer the desktop version but don't have access to mobile devices.

- 15. NapoleonCat:** Companies can choose the number of accounts and users they need at a price that works for them (Geser, 2023) [citation needed]. Companies can use it to automate the management of generic customer feedback. With its performance metrics, businesses can track their growth across all of the most popular channels. It allows users to schedule posts in advance and publish them automatically on Instagram.
- 16. Quora:** Information about a wide range of topics can be found on Quora, a community-based question-and-answer website and app. Users can rate and assess each other's contributions to a question and its subsequent response. A firm can promote its company using Quora's advertising platform.
- 17. SnapChat:** Snaps, Snapchat's term for pictures and videos sent between friends, are the app's main focus. With its help, other social media sites like Instagram and TikTok adopted the vertical video format (Sammuel, 2020). However, the popularity of Instagram Stories appears to have hampered Snapchat's expansion and the desire of advertisers in employing Snapchat to promote their companies.
- 18. Outbrain:** The ad network Outbrain is another great choice for content promotion. If firms want to increase firm's blog's readership and subscriber base, this is the way to go.
- 19. Visme:** Visme is the greatest social media marketing platform tool for making infographics, presentations, GIFs, charts, and other social media visuals. Visme's user-friendly features include a pre-built collection of images and graphics as well as a straightforward dashboard for organizing firm's work (Geser, 2023). Visme's best feature is that it allows businesses without designers to make engaging infographics. It offers access to a vast library of resources. Companies have a wide variety of options for graphic material. To summarize, it facilitates the gathering and archiving of leads by businesses.
- 20. Discord:** Discord is a chat service that caters mostly to the gaming community. Users can host their own chat rooms, join existing ones, and communicate with others via text, voice, and video in real time.

Discord's adaptability, flexibility, and cross-platform support have made it a hit with users. Its use has spread from the gaming community to the business world, schools, and other sectors.

- 21. OnlyPult:** Social networking and blogging are accomplished entirely within OnlyPult. This post merely scratches the surface of its many useful and well-integrated features. When it comes to social media marketing tools, OnlyPult is a cut above the rest thanks to its speed and ease of use. Facebook, Instagram, Twitter, LinkedIn, Google My Business, YouTube, TikTok, Tumblr, WordPress, Telegram, V Kontakte, Odnoklassniki, Pinterest, and Medium are just few of the platforms where a business can publish content. Multi-posting and automated scheduling are also a part of it. It comes with Builder, a link-in-bio tool that helps businesses make miniature landing pages that go to other resources. Crisis management and customer satisfaction enhancement are both aided by a social media listening/monitoring technology (Geser, 2023) that is a part of the suite. Onlypult is a social media management application that allows firms to publish to numerous accounts at once. Organizations can tailor their postings to their own demands and regulate user participation with the help of this platform.
- 22. Twitch:** Video game content can be broadcast in real time on Twitch. It provides content for video games as well as other sorts of entertainment. The service enables users to set up a channel, stream their games, and have conversations with their viewers. Twitch has rapidly grown to become the go-to place for gamers and esports fans alike. Many professional players, teams, and tournaments air their matches on this platform. The success of Twitch can be attributed to the fact that its producers can attract a loyal fan base, which in turn helps them monetize their channel through things like subscriptions, contributions, and sponsorships.
- 23. Later:** Its primary focus is on Instagram, but it also works for other social networks. Instagram now allows businesses to graphically plan and schedule posts. It offers a robust organizer that helps businesses arrange their Instagram content (Geser, 2023) with ease. For single users, there is a free option. Businesses can improve their conversion rates by developing engaging landing pages. A business can use Later to post any number of media types (Geser, 2023) at its discretion. Later is a social media scheduling software featuring a calendar view and an easy-to-use drag-and-drop interface. The ability to visualize social media

management tasks is greatly facilitated by their planning and scheduling capabilities. Photo editing, story publication, and other features are available.

- 24. Kuaishou:** Chinese alternatives to Douyin and TikTok include Kuaishou. Kuaishou, like its rivals, lets users superimpose text, stickers, and audio clips on top of visual media. In addition to short videos, users can also record lengthier broadcasts to share with their audience. Kuaishou, in contrast to TikTok, is favored by a more senior demographic, especially in rural China. The app also relies less on advertising revenue and more on e-commerce.
- 25. Followerwork:** Several of its features are designed to boost corporate Twitter marketing. It allows businesses to compare and evaluate Twitter accounts and their followers, as well as locate relevant accounts to follow. It uses a comparison of Twitter accounts to identify key opinion leaders. In order to categorize our followers, we use followerwork. It's a way to evaluate how closely one company competes with another.
- 26. Ozone:** Qzone is a social networking/blogging app developed by Tencent for the Chinese market. Users can share photos and videos, document their daily lives in blogs, play games, and listen to music in real time.
- 27. Tagboard:** Tagboard is a fun and effective social media management and advertising platform. Businesses can find a wealth of social media content suitable for aggregation and curation. Using a hashtag can bring up a number of publicly accessible social media stories (Geser, 2023). After that, businesses can repost them on their own social media pages. It is an effective means of handling one's reputation in its entirety. Businesses can research current trends in any field. It is possible to connect it to Hootsuite.
- 28. BuzzSumo:** BuzzSumo is a fantastic instrument for helping businesses discover what's hot on social media. Companies can replicate popular content from a favored social network by learning what people are sharing and liking. It also aids businesses in identifying influential authors and distributors of industry-related material. It's a great resource for finding new material to read. Keywords, content concepts, and shareable titles can all be discovered by businesses (Geser, 2023) that use this method. By enabling companies to track user feedback and

provide responses, participation is boosted. BuzzSumo is the best content marketing platform available. This service is a global resource for content analysis and performance data. BuzzSumo collaborates with social media platforms such as Facebook, Twitter, Pinterest, and Reddit to analyze content, influencers, and news trends.

29. **Tumblr:** Tumblr has 135 million monthly active users (Lua, 2023) and is a major microblogging social media platform. Users can post a variety of items, including text, images, videos, GIFs, audio snippets, and links. Members of the site post articles and videos on every subject imaginable. Tumblr also provides the option to alter the look of firm's weblog.
30. **Mention:** The practice of social listening complements social media advertising. If a firm wants to keep tabs on what people are saying about firm's brand on social media, Mention is the perfect app for that. Organizations have the option of adding and monitoring social media profiles. Social media activity tracking. Its ability to analyze emotional tone is revolutionary (Geser, 2022). Mention is a social media and brand mention tracker. The program analyzes data from across the web, social media, and other online resources to provide valuable insights for brand management teams.
31. **Mastodon:** Mastodon, a relative newcomer to the realm of social media, saw an exponential increase in its user base from 300,000 in late 2022 to more than 2 million in early 2023 (Lua, 2023). Mastodon is user-run, open-source software for social networking and communication. Posts can be up to 5,000 characters long, and users can embed media such as photos and videos.
32. **Emplifi:** Emplifi is an artificial intelligence-driven platform that analyzes a company's social media following. Insights can help businesses improve the content they provide to consumers. It provides a wide range of options and sophisticated tools to boost social media advertising. It works wonderfully as a tool for developing customer avatars. (Geser, 2023) Businesses can develop and oversee a social content strategy. In the end, it aids businesses in conducting and overseeing influencer marketing efforts.
33. **Tweepi:** Firms should use Tweepi if they are having trouble with Twitter marketing and finding it difficult to grow followers. It's the best way for brands to interact with their Twitter fans. Artificial intelligence is used

to identify influential tweeters and accounts to follow for businesses (Geser, 2023). It's hands-free, it brings in new fans daily, and it helps businesses expand their reach. Companies can easily reach their desired demographic.

- 34. Reddit:** Firms may effectively reach their target demographic and engage firm's content niche audience on this platform. Users of Reddit can talk about topics they care about with others who share their interests. On subreddits, members can discuss related topics and post links, articles, and queries. The upside is that subreddits exist for practically anything (Sammuel, 2020). Marketers can use Reddit as a resource to find out what topics interest their target audience and build content around those topics. In addition to facilitating research, Reddit also offers advertising alternatives to assist businesses reach a wider audience. Marketers are still not making nearly enough use of Reddit. The reason for this is that if firms try to promote on the site, the extremely active community will quickly take firm's off for spamming. The only way to break into this tight-knit group is to blend in. An organization can achieve this by contributing insightful comments and information to discussions and by genuinely replying to the contributions of others. The aim is to build credibility so that firm's can recommend products or services, including but not limited to firm's own, to other users.
- 35. Feedly:** Feedly is used to organize a company's news feed. Any sources of interest to a company can be added. Feedly will take care of the rest. It will be incredibly simple to access and distribute important information. Businesses can use this to better discover, organize, and manage their social media content. Using Feedly, businesses can update their audiences daily with fresh information (Geser, 2023). Users preferences are used to determine what users see. Companies never run out of fascinating content for their social media pages. Feedly is compatible with any device, making it ideal for businesses.
- 36. Lumen5:** Companies that use Instagram can really benefit from posting videos on social media. Lumen5 is a fantastic program that simplifies the process of making films for businesses thanks to its intuitive interface. Firms can quickly get off the ground thanks to the abundance of available templates. Any blog post a company has can be turned into a video in under a minute. The length, width, and height of a video are all determined by the platform for which it was made. The finest tool for

helping businesses turn text into video is text to video. With its extensive media bank, firm's may easily create high-quality videos (Geser, 2022). The intelligent tool rearranges text and highlights crucial phrases mechanically.

- 37. Zapier:** Easily automate processes by integrating and linking apps with this straightforward free solution. Businesses can automate a variety of processes by integrating social media sites with customer relationship management and lead creation tools as well as email marketing software. With Zapier, firms can automate much more than before. It's compatible with every major program out there. Effective social media marketing leads to more output (Geser, 2023).
- 38. Canva:** Canva is an indispensable free drag-and-drop design tool for businesses and marketers. Businesses now have access to tools for making high-quality photographs for use in social media posts. Anyone can utilize the tool's extensive library of premade layouts, images, icons, shapes, and graphs to design a compelling social media update. Use of it costs nothing. There is no learning curve at all associated with using the UI. For visuals, it offers a plethora of options (Geser, 2023) for its consumers.
- 39. PromoRepublic:** At its inception, PromoRepublic served as a social media service for local businesses. Eight years later, they're now a major player in the space of social media marketing for businesses. The capability to schedule posts in advance is a huge time saver when maintaining a company page. Maintaining and expanding a social media presence is facilitated by its pre-made post templates and pertinent visuals (Geser, 2023). It took care of posting on firm's behalf to social media, professional networks, and review sites like Google My Business and Facebook. It has a graphical editor integrated right in, a flexible workflow configuration, and reports that are easy on the eyes. PromoRepublic is an integrated marketing solution for businesses and marketers throughout the world. The intuitive platform facilitates increased exposure, increased revenue, and streamlined communication.
- 40. SocialPilot:** SocialPilot provides businesses with the insights they need to make the most of their social media strategies, in addition to robust publishing and scheduling tools. In addition, businesses can schedule multiple social media postings at once, which is useful for expanding existing social media initiatives. However, any seasoned social media

manager would advise businesses that posting is only half the battle. Businesses also need to interact with their target demographic, and Instagram's Stories feature—with its simple but efficient Social Inbox—can be used to streamline this process. (Geser, 2023) Businesses have the option of providing employees with varying levels of access based on their assigned tasks. Branded social media reports can be created for businesses. Corporations can conduct as many or as few keyword searches as they like within the content. With SocialPilot, users can streamline firm's social media administration from one convenient location. The software has a number of unique features that help to accelerate social strategy, such as an automated post schedule, simple connection with Canva, and marketing tools.

41. **E-Clincher:** eclincher, which has been on the market since 2012, is a complete social media management solution that may aid businesses in areas such as posting, scheduling, content curation, and analytics. It works with all the major social media platforms (save for TikTok, which will be added soon). Reputation management and brand monitoring are two recent additions. Because of the Smart Inbox's built-in sentiment analysis features, businesses can now not only interact with their target demographic, but also learn how those demographics truly feel about the company. Instant access to brand mentions is available to businesses and consumers. Companies can use the visual post-planning tools (Geser, 2023) and drag-and-drop features to organize their content. Organizations can centralize their social media feeds. This social media management solution is hosted in the cloud and allows organizations to centralize their social media and marketing efforts. In order to facilitate publication, engagement, listening, brand awareness, content curation, and social marketing, eClincher consolidates a company's social media profiles into a single location.
42. **Hootsuite:** Keeping up with many profiles across the most popular social media platforms can be challenging. Hootsuite addresses this problem by providing a centralized location where businesses can monitor and respond to activity across several social media platforms like Facebook, Instagram, Twitter, LinkedIn, YouTube, and Pinterest. To manage many social media accounts at once, businesses may simply enter into their Hootsuite account. This encompasses a wide range of activities, from writing and scheduling posts to curating material and managing accounts. Facebook, Instagram, Twitter, LinkedIn, YouTube, and Pinterest are all supported (Geser, 2023) among the most popular

social media platforms. Companies can keep tabs on their social media presence with one central dashboard. It allows businesses to simultaneously generate and schedule posts across many networks. Business owners can generate bespoke reports detailing the performance of their postings across all networks. The most time-consuming portion of the process is made much easier with a highly adaptable post composer and scheduler with a bulk option.

- 43. Tailwind:** Tailwind is a Pinterest and Instagram app for social media marketing. Its primary function is as a time management tool, but it also has other features. Its SmartSchedule function, for instance, aids businesses in determining when is the most productive time to share content on Instagram (Geser, 2023). Hashtags can be easily discovered by businesses. It allows a company to generate several pins with only a single mouse click. The robust statistics in Tailwind are a boon to any company looking to expand.
- 44. Pablo:** Photos may be made in about 30 seconds with Pablo, and then shared on Buffer by businesses. With Pablo's intuitive interface, businesses can quickly and easily customize pre-made designs to meet their specific needs. The nicest part about Pablo is that it only takes one click for a company to turn words into an image. The use of Pablo doesn't cost firm's a dime. With only one click, businesses can turn any word into an image using this Chrome extension (Geser, 2023)! The UI is straightforward and simple to use.
- 45. WeChat:** One of China's largest technology firms, Tencent, released WeChat in 2011 (Lua, 2023) (Chinese). WeChat is an all-in-one platform that began as a chat app like WhatsApp and Messenger. Users may do more than just text and talk: they can also shop, fill their grocery lists, send money to family and friends, make hotel and cab reservations, and more. In China and throughout Asia, WeChat is the go-to for all of firm's social media needs. WeChat is a viable option to more well-known social media platforms like Facebook and Twitter if users looking to promote the company in China. WeChat Moments and the main WeChat account are both viable ad platforms (Lua, 2023) for the messaging app. Millions of people in China can be reached by working with one of the many WeChat-based influencers.
- 46. Sprout Social:** Sprout Social is a comprehensive platform for managing firm's social media accounts. It provides businesses with a number of

tools for researching and communicating with customers and interacting with fans. (Geser, 2023) Sprout Social allows users to post to Facebook, Twitter, Instagram, LinkedIn, and Pinterest. With its built-in social CRM feature, businesses may better oversee their interactions with their fan base. Sprout features a built-in event scheduler. Businesses can benefit from its sponsored promotion tools that aid in social advertising. With Sprout, businesses have access to robust analytics.

- 47. ContentCal:** Once a social media marketing firm, ContentCal has expanded its services to include not only scheduling and publishing but also group work, analytics, and archives. Built-in approval channels aid in streamlining the process and preventing delays. A graphic calendar is included for organizing the production and distribution of promotional materials (Geser, 2023). Businesses now have a centralized location for drafting standard postings, collecting and organizing ideas, and archiving media and links. Schedule the automatic release of information across several channels. Onlypult is a social media management application that allows firm's to publish to numerous accounts at once. Companies can tailor their postings to user preferences and monitor levels of interaction using this system.
- 48. Buffer:** One of the most important resources for social media marketers is a social media scheduling tool. Buffer excels at helping businesses schedule their content postings so that they appear at optimal times. Using this social media scheduling tool, businesses may post to, connect with, and assess their performance across the most popular social networks (Geser, 2023) at once. There are certain restrictions on the free version of Buffer. All the major social media platforms are supported. When it comes to social media scheduling, many people turn to Buffer. With features like content scheduling, interaction monitoring, and data analysis, this program boosts social media traffic and participation.
- 49. Iconosquare:** Iconosquare is a platform for managing and monitoring social media as well as scheduling posts in advance. Therefore, Iconosquare provides cutting-edge analytics. The primary distinctions between the Pro, Advanced, and Enterprise plans are in the maximum amount of social profiles, hashtags, and rivals that may be tracked, as well as the maximum number of team members who can access the account. Custom dashboards and PDF reports (company branded in the case of Enterprise) are just two examples of the extra features available

in the more expensive plans (Geser, 2023) that can help the business succeed.

- 50. Brand24:** It's another social media–oriented tool for managing firm's brand's reputation. Brand24 monitors mentions of a brand throughout social media, alerts businesses instantly, and compiles data on customer satisfaction for evaluation. It's a highly effective method that works well in groups. (Geser, 2023) It keeps an eye on sentiment analysis. Brand24 also provides a customer satisfaction rating feature for businesses.
- 51. Audiense:** Comparable to Socialbakers, Audiense helps businesses learn more about their customers. However, Twitter's marketing platform, Audiense Connect, was built from the ground up for social media promotion. Using Audiense, a company may better engage with, manage, and expand their Twitter following. The data will enable a company's Twitter presence grow substantially (Geser, 2023) thanks to the insights gained. A Twitter chatbot is an excellent tool for increasing participation. A company may better target its Twitter audience with the help of Audiense.
- 52. Planoly:** Businesses can utilize Planoly, a content planning and scheduling software that integrates with Instagram, Pinterest, Twitter, and Facebook (Geser, 2023) to maximize their social media marketing efforts. Companies who primarily use Pinterest and Instagram will benefit greatly from being an official Pinterest and Instagram partner. Planoly has excellent desktop and mobile apps. Both simple and complex analytics can be accessed using Planoly. Planoly is helpful because it recommends the optimum times to post in order to maximize interaction. Image filters, designer templates, and stickers are just some of the tools available to businesses on the platform (Geser, 2023). With PLANOLY, users can sell anything to anybody with a single click, and without the need for a website, generate, personalize, plan, and schedule content for Instagram, Pinterest, Facebook, and Twitter.
- 53. Sendible:** It serves many functions as a social media management platform. Sendible is a social media management platform that helps businesses and their customers monitor brand mentions, cooperate on social media marketing campaigns, and manage various social media accounts. Sendible's key advantages include an all-in-one social media marketing platform, the ease with which businesses can develop their

own social media marketing strategy, and robust reporting that makes tracking and analyzing a breeze.

IV. IMPLICATIONS

Promoting products and services on social media sites is already standard practice for many businesses. The good news is that businesses of all stripes can locate potential clients on social media. It might be challenging to choose the best social media platform for the business, though, due to the abundance of options. When trying to decide which social media sites to prioritize and how to make them work for the business, it's easy to feel overwhelmed by the sheer number of options available. Social media giants like Facebook, Twitter, and Google+ excel in copy-based communications and dynamic conversations. YouTube, Vimeo, and Vine are just a few of the many video hosting sites that may be used to promote wares in an interesting and amusing way.

To put friends and family first, Facebook reduced the exposure publications and brands had on the platform. Users' News Feeds will feature more lively discussions than in the past. Boost the usefulness of users posts by interacting with readers and responding to comments with photographs and videos. Tweeting from a mobile device is the norm rather than the exception. It's a great location to initiate conversations, take the lead, and follow up with customers who have talked about the business. Like Instagram, the vast majority of Twitter users log in at least once each day, and its use is disproportionately high among professionals and city dwellers. Google's leading video and music sharing service has more users than cable television. Create a collection of informative "how-to" videos in addition to product and service-related videos on YouTube. Although it is growing, the top professional business networking site is not expanding as rapidly as other social media sites like Instagram and Twitter. It's a great venue for establishing credibility as an industry expert and making connections with other business users. Pinterest is a social media site that primarily attracts female users. Pinterest is widely used by people in the hospitality, catering, design, tourism, and do-it-yourself sectors. This visual scrapbook platform is so popular because of the persuasive power of visuals. Instagram is a prominent social network for sharing photographs on the go. Sixty percent of users, as reported by the Pew Research Center, frequent the site on a daily basis. Post photographs to Instagram and share them on social media platforms like Facebook, Tumblr, and Twitter if the business can benefit from visual marketing. When researching hotels, restaurants, and attractions, Yelp is the website that everyone uses. Yelp reviews are crucial for brick-and-mortar establishments looking to attract new consumers. Always provide external

connections to relevant websites, blogs, and social media accounts so that readers can learn even more. Then, it's important to learn the ins and outs of running successful social media marketing campaigns on sites like Facebook, Twitter, and Instagram. The next step is to highlight companies' abilities by producing high-quality, engaging content. Learn from the successes and failures of other social media marketers by keeping tabs on "influencers."

V. CONCLUSIONS

In this chapter, we'll look at how modern businesses can take advantage of social networking. With the proliferation of social media users, these channels have evolved into an indispensable resource for delivering an exceptional customer experience. Increasingly, businesses rely on social media to provide better service to their clients. Reaching out to potential clients and paying consumers has never been easier than with the help of social media. However, businesses need to realize that social media marketing platforms aren't the only factor in their success. The manner in which businesses employ such tools is crucial. Having a robust marketing technology stack isn't a guarantee of success, either. To achieve any level of success in social media marketing, a strong approach is required. Engaging in social media activities is a great way to boost brand awareness, sales, and website visits. Competition for views and clicks is increasing as the number of people using social media platforms increases worldwide, both on desktop computers and mobile devices.

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