**CONSUMER ENGAGEMENT THROUGH SOCIAL MEDIA MARKETING-Review**

 **Asst. Prof. Samriti Sarangal**

 **Dept .of Commerce**

 **Trinity College Jalandhar**

**INTRODUCTION**

These days, Facebook, Instagram, and Twitter are the three most widely used social networking platforms. Users can express their appreciation for certain topics and posters using the platforms' own processes, which are weighted differently on each platform:

Retweets and followers on Twitter

Shares, likes, and followers on Facebook

Instagram: Followers and likes

While shares and likes let you know how popular a post is, follows show a higher level of interest, indicating that users want to regularly see more of your work. Thus, following is a form of conversion, much like getting a visitor to subscribe to an email list.

There are various motivations to share posts, but not all of them are positive. Social media involvement is just as good as the reputation it builds; for example, a tweet that becomes viral due to poor thought might result in an unstoppable wave of negative publicity.

With more than 1.5 billion users per month, Facebook has become essential for both online and offline businesses. Return on investment for social media marketing initiatives is challenging, as engagement is a general indicator that does not indicate the proportion of users that make purchases.

**Social Media as Marketing Tool**

Social media has become an essential marketing tool for businesses of all sizes. Here are some reasons why:

1. Wide reach: Social media platforms have billions of active users, allowing businesses to reach a large and diverse audience. This wide reach gives businesses the opportunity to engage with potential customers and increase brand awareness.

2. Targeted advertising: Social media platforms offer targeted advertising options that allow businesses to select specific demographics, interests, and behaviors to reach their desired audience. This ensures that marketing efforts are directed towards the most relevant users, increasing the chances of generating leads and conversions.

3. Cost-effective: Compared to traditional advertising methods, social media marketing can be more cost-effective. Setting up social media profiles and running ad campaigns is generally more affordable than other forms of marketing, making it accessible to businesses of all budgets.

4. Engagement and interaction: Social media allows businesses to engage directly with their audience. Through comments, likes, shares, and direct messages, businesses can build relationships and provide customer support. This interaction helps in building loyalty and trust among customers.

5. Brand building: Social media platforms provide businesses the opportunity to showcase their brand personality and values. Consistent branding on social media helps to establish a strong brand image and recognition among the audience.

6. Content marketing: Social media marketing is closely linked with content marketing. Businesses can create and share valuable and relevant content to attract and engage their target audience. This content can include blog posts, videos, infographics, and more.

7. Analytics and insights: Social media platforms offer analytics and insights tools that provide businesses with valuable data on audience demographics, preferences, and engagement metrics. These insights can help in refining marketing strategies and optimizing campaigns for better results.

Overall, social media marketing offers numerous advantages for businesses in terms of reach, targeting, cost-effectiveness, engagement, brand building, content marketing, and data analysis. Utilizing social media as a marketing tool can greatly contribute to the success of businesses.

**Concept of Consumer Engagement**

Consumer engagement refers to the level of interaction and involvement that consumers have with a brand or company. It goes beyond traditional marketing strategies and focuses on building a deeper connection with customers. It is about creating a meaningful relationship and fostering ongoing conversations and interactions.

Consumer engagement can be measured in various ways, including:

1. Website metrics: This can include tracking metrics such as the number of unique visitors, time spent on the site, bounce rate, and click-through rates. These metrics provide insights into how engaged consumers are with a company's online presence.

2. Social media interactions: Monitoring likes, shares, comments, retweets, and mentions on social media platforms can help measure consumer engagement. Higher levels of interaction indicate a higher engagement level with the brand.

3. Surveys and feedback: Conducting surveys, polls, and feedback forms can provide valuable insights into consumer engagement levels. Questions can be asked about the level of satisfaction, loyalty, and willingness to recommend the brand.

4. Customer retention and repeat purchase rates: Repeat business and customer retention rates indicate a high level of consumer engagement. Loyal customers who continue to make repeat purchases are more likely to engage with the brand on an ongoing basis.

5. Online reviews and ratings: Positive online reviews and high ratings indicate a satisfied and engaged consumer base. Monitoring and analyzing these reviews can provide insights into the level of engagement and satisfaction.

6. Response rates: Tracking the response rates of marketing campaigns, emails, and customer inquiries can provide insights into the level of consumer engagement. Higher response rates indicate a higher level of engagement.

7. Brand mentions and online conversations: Monitoring online conversations and brand mentions across social media platforms, forums, and blogs can give an indication of how engaged consumers are with the brand. Positive conversations and active participation indicate a higher engagement level.

It is important to note that consumer engagement is a multifaceted concept, and no single metric can fully capture its entirety. Therefore, a combination of these measurements should be used to gain a comprehensive understanding of consumer engagement levels.

Additionally, businesses can also utilize other metrics to measure consumer engagement, such as:

8. Customer lifetime value (CLV): CLV measures the total revenue a business can expect from a customer throughout their relationship with the brand. Higher CLV indicates higher engagement and loyalty.

9. Net Promoter Score (NPS): NPS measures the likelihood of customers recommending a brand to others. It provides insights into customer satisfaction and engagement levels.

10. Customer advocacy: Tracking the number of brand advocates, influencers, or user-generated content can indicate the level of consumer engagement with the brand.

11. Conversion rates: Measuring the percentage of website visitors who take a desired action, such as making a purchase or filling out a contact form, can indicate consumer engagement.

12. Social media sentiment analysis: Analyzing the sentiment of consumer mentions and comments on social media can provide insights into their overall engagement and satisfaction levels.

13. Customer feedback and complaints: Monitoring customer feedback and complaints can help gauge the level of engagement. A high number of feedback or complaints may indicate active engagement and willingness to provide input.

14. Participation in loyalty programs: Monitoring the number of customers participating in loyalty programs and their level of engagement within the program can indicate overall consumer engagement.

Measuring consumer engagement is an ongoing process that involves regularly tracking and analyzing these metrics to assess the effectiveness of engagement strategies and make necessary adjustments to better connect with consumers.

**Measurement of Consumer Engagement through Social Media**

Different researchers have given their own prospective to give understanding on the concept of consumer engagements through the social media with respect to various fields either Sports , education, entertainment etc.

In all the various fields researchers have shared their opinion about the social media engagement in terms of likes ,comment ,shares ,watch time in video

As per Li, Y., & Xie, Y. (2020) The authors empirically investigate how image content affects social media engagement using data sets of social media posts on well-known airlines and sport utility vehicle brands that were gathered from Twitter and Instagram. After controlling for inclusion bias, the authors discover a significant and strong positive mere presence effect of image content on user engagement in both Twitter product categories. Additionally, they discover that both professional-quality and well-lit images boost user engagement on both platforms for both product categories. However, the impact of color differs depending on the type of product, and on Twitter but not Instagram, the appearance of a human face and an image that fits the text can increase user engagement.

As per Dhanesh, G., Duthler, G., & Li, K. (2022) Organization-generated visual content has increased as a result of the prevalence of social media platforms that prioritize visual information over words. This research tackles an unanswered query regarding this phenomenon in which organizational-generated visual content features are related to higher levels of public participation in social media. Engagement is thought of as first-level engagement metrics like likes.

Castillo-Abdul, B., Pérez-Escoda, A., & Núñez-Barriopedro, E. (2022). Through awareness, interaction, and word of mouth, social networks have emerged as essential platforms for brand communication. With Instagram ranking as the fifth-most-used social network globally in 2021, it is clear that Instagram is firmly established as a direct channel between marketers and customers. Because of this, branded content is anticipated to boost the brand's likeability by grabbing the consumer's interest and attention, which may vary based on the social media platform used.

According to Shen, Z., Tan, S., & Pritchard, M. J. (2022) YouTube is become a useful tool for education. Despite the importance of involvement in learning and social media, research on YouTube instructional videos has not been thoroughly explored from many different angles. We examine the impact of visual cueing on social media engagement using existing research on YouTube educational video features.

As per Grover, P., & Kar, A. K. (2020).A Social Media Engagement model is suggested in this study to help understand user dynamics. The study offers three intriguing ideas for promotional marketing tweets. First, the firm should post a variety of tweets depending on the sort of content (e.g., educational, entertaining, compensatory, and sociable). The firms also need to run periodic campaigns Businesses should concentrate on expanding their network. These findings' implications can aid company managers and marketers in creating successful social media marketing initiatives.

As per Swani, K., & Labrecque, L. I. (2020). This study investigates the fundamental factors influencing consumer engagement decisions with branded social media posts to better understand how consumers interact with brand postings on social media. It shows that these incentives influence customers' choices to interact with brand posts and that they help consumers decide which types of engagement to use (like, comment, share, react), among others. It has been discovered that brand relationships are what largely influence likes, reactions, and comments; that brand relationships and self-presentation both influence comments; and that self-presentation is what mostly influences shares.

Baldwin, H. J., Freeman, B., & Kelly, B. (2018). After adjusting for age, sex, and socioeconomic position, there was a significant correlation between higher frequency of consumption of unhealthy foods and drinks and watching food brand videos on YouTube, making food purchases online, and seeing favorite food brands advertised online.

Castillo-Abdul, B., Pérez-Escoda, A., & Núñez-Barriopedro, E. (2022) Through brand recognition, interaction, and word-of-mouth, social networks have emerged as essential communication platforms. Considering that it rose to the fifth-most-used social network globally in 2021, Instagram has excellent prospects as a direct channel connecting marketers and customers. Therefore, it is anticipated that branded content will boost the brand's likeability by grabbing the consumer's interest and attention, which may vary depending on the social media platform used. This study examines whether there is a connection between branded content shared on the Instagram accounts of luxury brands (Manolo Blahnik and Loewe) and interactions with and among their followers, putting a particular emphasis on branded content that addresses commercial, social responsibility, and industrial issues.

Conclusion

Social media marketing is crucial in the present environment for consumer interaction. Businesses can use it to improve brand recognition, interact directly with consumers, execute cost-effective marketing tactics, target niche markets, make use of influencer marketing, and gain access to real-time data and analytics. Businesses may improve the perception of their brands, foster client loyalty, and increase sales by using social media to successfully engage with consumers. As per the reviews of various research studies ,one of the most effective channels for companies to interact with their target market is social media. Social media networks like Facebook, Instagram, Twitter, and LinkedIn are used by millions of people, making it essential for businesses to tap into this sizable market.

References :

1.Dhanesh, G., Duthler, G., & Li, K. (2022). Social media engagement with organization-generated content: Role of visuals in enhancing public engagement with organizations on Facebook and Instagram. Public Relations Review, 48(2), 102174.

2.Shen, Z., Tan, S., & Pritchard, M. J. (2022). Understanding the effects of visual cueing on social media engagement with YouTube educational videos. IEEE Transactions on Professional Communication, 65(2), 337-350.

3.Castillo-Abdul, B., Pérez-Escoda, A., & Núñez-Barriopedro, E. (2022). Promoting social media engagement via branded content communication: A fashion brands study on Instagram. Media and Communication, 10(1), 185-197.

4.Grover, P., & Kar, A. K. (2020). User engagement for mobile payment service providers–introducing the social media engagement model. Journal of Retailing and Consumer Services, 53, 101718.

5.Swani, K., & Labrecque, L. I. (2020). Like, Comment, or Share? Self-presentation vs. brand relationships as drivers of social media engagement choices. Marketing Letters, 31(2-3), 279-298.

6.Baldwin, H. J., Freeman, B., & Kelly, B. (2018). Like and share: associations between social media engagement and dietary choices in children. Public health nutrition, 21(17), 3210-3215.

7.Kim, M. and Song, D. (2018), “When brand-related UGC induces effectiveness on social media: the role of content sponsorship and content type”, International Journal of Advertising, Vol. 37 No. 1, pp. 105-124, available at: http:// doi. org/10.1080/02650487.2017.1349031

8.<https://www.x-mol.net/paper/article/1529162868632596480>