

Social Media Marketing and Performance of Small Businesses (Critical Review)

Noor Basha Abdul

Mzumbe University, Dar es Salaam Campus College, Tanzania.

Maige Mwakasege Mwasimba

Mzumbe University, Dar es Salaam Campus College, Tanzania.

Abstract - An ability to convince and create a community of people (customers) who will be loyal to your brand and will keep the relationship is a unique characteristic of social network. It's a perfect place to trade with modern business and reap the profit. Those who are interested on your business or area of expertise will join your network and with superb services will broadcast your messages, promote your company and make business grow. To make the most out of community, you need to engage and create an authentic contents and valuable environment. This will result in multiple benefits for the business and leave customers satisfied. Social media gives a specific chance to learn from the community. You integrate the knowledge into improving the product, packages and one most, your relationship with clients. You will know things buyer like and dislike.

Key Words: Social Media, Social Media Marketing, And Small Businesses

I. INTRODUCTION

Social Media Marketing is a process of gaining awareness, driving traffic and engaging your customers and prospects using desires social media channels. Social Media Marketing has number of uses, which have recorded its importance to individuals and world. The benefits, which have been reaped from social media marketing use, are many and of high scale. Some of the benefits are; the ability of social media to connect and engage with customers and hence building reputations while increasing recognition among and between business and customers, social media marketing is among drivers to generating leads and increasing sales opportunities, increasing event traffic, reaching and positioning a company as an independent authority, social media marketing improves customer services through desired and satisfactory communication between trading partners.

Individuals and organizations just assume customers are using social media without prior examination. Before engaging into social media marketing, the business owners must ask themselves number of basic questions to lead their desires. Deciding first how social media will work for them is paramount for the businesses. There must be critical

evaluation on how to reach your target audience using social media channel of your choice. Establish a strategy and goals for your social media market program and then determine which channel to start with first, experts recommend to start with one or two channels only.

Context

II. SOCIAL MEDIA

Social media are computer-oriented platform technologies that allow sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. There is variety of definitions for social media. There is no universal known to suite definition of social media, which covers the entire feature, however, there are some common features (Obar and Wildman, 2015).

For Social media to work, the use World Wide Web technologies, desktop computers and mobile technologies (e.g., smartphones and tablet computers) are compulsory in order to create an interactive platforms through which individuals, communities and organizations share, co-create, discuss, and modify user-generated content or pre-made content posted online. These smart-gadgets have introduced considerable and universal changes to communication between businesses, organizations, communities and individuals (Bennett, 2016). Social media have changed the way individuals and large organizations communicate. Earlier in August 2013, India had surpassed Japan to become the 3rd largest Internet population with 74 million web users after the U.S and China. According to another report, more than 97% of Internet users in India were predicted to access Facebook (Nayak, 2014). Nayak continues to elaborate that by June 2014, the total number of Internet users tally totaled to 243 million in the sub-continent (India), of which more than 185 million accessed the web through their mobile device. For content contributors, the benefits of participating in social media have gone beyond simply social sharing to building reputation and bringing in career opportunities and monetary income (Tang, Gu and Whinston, 2012)

There are many differences between social media from traditional electronic media such as TV broadcasting, including quality (Agichtein, Castillo, Donato, Gionis and

Mishne (2008), reach, frequency, usability, immediacy, and permanence. Platform for Social media operates in a dialogic transmission system (many sources to many receivers) (Pavlik & MacIntoch, John and Shawn (2015). Traditional media uses monologic transmission model (one source to many receivers), line newspapers and radio where by are delivered to many subscribers. Popularity of social media websites is much associated with the community using them and originality. Russians, Chinese, Americans etc are addicted to different and various social media. Some of the most popular social media websites are WhatsApp, Instagram, Tumblr, Twitter, Baidu Tieba, Facebook, Printerest, LinkedIn, Viber, Snapchat, Weibo WeChat and Google+. These social media websites have more than 100,000,000 registered users each.



Social media have recorded positive and negative impacts alike. Social media, if used properly is among strong tools for marketing, can improve individuals' sense of being connected with real and online communities. It's among the platforms for corporations, entrepreneurs, nonprofit organization, family units and advocacy groups and political doings including government. On the negative side impacts of social media, lies the list of adverse results for example, the heavy user of social media are linked with depression. There is great cyber bullying, online harassment and trolling. Of recent, about half of youth have been cyber bullied on regular basis and among them, 20% had Cyber bullied on regular basis (statistics by NObullying.com).

III. ELECTRONIC MARKETING

E Marketing is also known as web marketing, online marketing and Internet marketing (Kumar, et al., 2015). Electronic marketing is referred as the strategies and technologies that utilize online ways to reach targeted customers through World Wide Web (Ahmed, 2014). Kaur, 2012 also defined electronic marketing as the management process responsible for identifying, anticipating and satisfying customers, whereby, Internet technology operates the entire process. There are millions of the Internet users who daily accessing different websites using variety of tools like computers, laptops, tablets, smartphones etc. the number of internet users are increasing everyday and is a promise of development of electronic marketing.

Electronic marketing is using this platform to advertise, buy and sale, engaging into electronic contacts and contracts and many more taking place online to authorize the business transactions. Electronic marketing does all these through various ways as here mentioned; Identifying–The Internet is used by marketing to find customers, to know their interest and plan how to satisfy their needs and wants. Anticipating–The Internet provides multi channel to which customers access information and make purchase decisions. Anticipation is among key factors to govern resource collection and allocation to e marketing. Satisfying – any successful marketing is achieved by satisfying customers. Electronic channels are said to satisfy more than tradition channels as the form give access to instant information sharing and feedback. These give confidence to sellers as well as buyers of the commodities or services.

Organizations and individuals look at electronic marketing in various dimensions. The following are some of the functions of electronic marketing:-

- Electronic marketing have a power to magnify sales and attract business using digital technologies. Digital technologies have the power of attracting customers of target and bring them closer to business and hence make them permanent to the business.
- Electronic market adds value through the benefits offered by it like; speed, convenience, easy applicability, instant information sharing, etc.
- Electronic marketing give access for buyer and seller to be as close as they're under one roof through mobile communication and convenience of being available in almost all settings.
- Times saving automatically reduces costs by using the technology and always make your business efficient.
- To make sure brands are extended through creating and developing some more attractive ones.

E-Marketing Methods:-

- 1) Search Engine Market (SEM) Search Engine Marketing (SEM)

These are the ones allowing firms to advertise to targeted consumers on their search engines. This one has proved to be amongst effective audience acquisition strategy (Kumar et al 2015). Unlike traditional online advertising, advertisers pay only when users actually click on an advertisement when successfully implemented (Chaffey et al., 2006). Most online advertising campaigns have two main objectives, brand development and direct response. Which has two types viz., Pay-Par Click and Search Engine Optimization (SEO)

- 2) Online Public Relations (PR):-

Online Public Relations is mandated to manage and publicize the organization and the brands available. It's supposed to manage products/ websites through its online presence and third party websites and all other possible digital media. Electronic Public Relations expected to provide press release via Emails or on websites and submitting them to online news feeds (Linh and Tung, 2008). This is possible through Link-building and generating

editorial, use of Blogs, communities and Managing the way your brand is presented on third party sites and Creating a buzz – viral marketing

3) E-Mail Marketing

This is a tendency whereby Email is used as a means of delivering information about a business to an intended customer. Email addresses of customers and prospective customer may be collected or purchased. Email marketing is a form of direct marketing (Tung and Linh, 2008 and Kumar, et al, 2015). Email marketing is always using special deals and postcard as major attraction to the business, and hence increases sales and profit; promote products and services, last minute special offer.

There are two major types of e-mail marketing; Opt-in email and Opt – out email

4) Banner Advertisement

Ads on newspapers or magazines are among the tools for traditional (offline) business. For online business, banner advertising is replacing the newspapers and magazines advertising. Banner services are relatively expensive than newspapers and magazine advertises. Banner ads are graphical presentations placed on web pages with the purpose of attracting visitors to click on the ad and visit the advertised website (Kumar, et al, 2015). There are many standard Banner ads, each with a different shape or size (Smith and Chaffey, 2007). There are various types of Banners, viz., Banner sand Button, Rectangles and Pop-ups, Skyscrapers and Floating.

5) Viral Market

Viral marketing or viral advertising or marketing buzz are buzzwords referring to marketing techniques that use prior known social networking services to increase brand awareness and achieve the desired marketing objective. Word of mouth or other networks through Internet and mobile networks can deliver viral marketing. It can be delivered by word of mouth or enhanced by the network effects of the Internet and mobile networks (Howard, 2005). Viral advertising is personal and, while coming from an identified sponsor, it does not mean businesses pay for its distribution.

Emails have various contents for the ads like video clip, a TV ad, a cartoon, a funny picture, a poem, a song, a political message or a news item which must be so interesting and amazing that makes people pass it on. In comparison to the traditional marketing, viral marketing equals that of a "word of-mouth"(Chaffey et al., 2006, Rehman 2012)

6) Blog Market

The use of blog to reach and fulfill the customers and potential customers is called blog market. Originally, business owners would have a blog separate from their websites, but eventually, they integrated the two to make it easier for them to manage, as well as easier for visitors to access (Duermyer, 2016).

Recently, the use of blogging platform for their site and blog, example is WordPress. Blogging has grown in ease and popularity; many people have created their business form

blogging (as opposed to having a business first then blogging, yet others are running their blog as business forums

IV. SOCIAL MEDIA MARKETING

Social media marketing, or SMM, it is an Internet marketing that uses various social media networks in order to achieve marketing communication and branding of business goods or services. Social media marketing principally covers activities involving social sharing of content, videos, and images for marketing purposes, as well as paid social media advertising.

One of the crucial things a social media market must be known is that; whatever he/she is doing on social network must be connected to the business on progress. That means, for every post, reply, like, and comment should all be guided by a plan that's driving toward business goals. One must take time to create a comprehensive set of social media strategy, whereby the rest of your social efforts should follow naturally. For a social media marketing to work, there should be a blue print plan, a summary of everything you plan to do and hope to achieve for your business using social networks must be well established. This plan should comprise an audit of where your accounts are today, goals for where you want them to be in the near future, and all the tools you want to use to get there (LePage, 2016).

The more specific is your plan, the more will be easier to implement and succeed. Make it concise and attainable, neither lofty nor broad. The plan will guide your actions, but it will also be a measure by which you determine whether you're succeeding or failing (LePage, 2016).

Steps For Social Media Marketing Plan

There are several accepted ways to which one can use to implement social media marketing. The following are the summary of the step-by-step plan for its implementation:

i. Create Social Media Objectives And Goals

The very first step to any social media marketing strategy is establishment of the objectives and goals that are to be achieve. If the expectations are not well met, the objectives stand to be used as evaluation points. Without goals, you have no means of gauging success or proving your social media return on investment (ROI) (LaPage, 2016).

Social media goals and broad marketing strategy must be aligned to give chance for social media efforts drive toward your business objectives. If your social media marketing strategy is shown to support business goals, you're more likely to get executive buy-in and investment. LePage, 2015 narrates that one must go beyond vanity metrics such as Retweets and Likes and focus on advanced metrics such as leads generated, web referrals, and conversion rate.

Social media marketing objectives setting must be scientifically set. One should also use the SMART framework when setting your goals. This means that each objective should be specific, measurable, attainable, relevant, and time-bound.

ii. Conduct A Social Media Audit

Prior to creating your social media marketing plan, you need to assess your current social media use and how it's working. This means figuring out who is currently connecting with you via social, which social media sites your target market uses, and how your social media presence compares to your competitors'. A social media audit template can be used to make things work.

iii. Create Or Improve Your Social Accounts

After the thorough audit of social media, it's a time to improve your online presence. Among many networks you've, choose which networks best meet your social media goals. If you are new to the social media you focus on, build them from the ground up with your broader goals and audience in mind. If you do have existing accounts, it's time to update and refine them to get the best possible results. If you've to choose the one which suits your requirements, just look on audiences and their unique characteristics so that everyone of them should be treated differently.

iv. Get Social Media Inspiration From Industry Leaders, Competitors, Clients

The contents and information you use will either build or perish you. Look on what others in your industry are sharing and use the same to make a difference. Try to differentiate your contents with competitors. Find and work on the issues missing in your competitor's performance. Use the missing ones to build your sphere. Never forget to be innovative. Consumers can play a great role to your performance. See how your target audience writes Tweets, and strive to mimic that style. Learn their behavior and habit, what and when they share and why, use these to ground on your business.

v. Create A Content Plan And Editorial Calendar

The greater the contents to share in your social media the success the business will be. For the best social media-marketing plan one must a content marketing plan, which is comprised of strategies for content creation and content duration, as well as an editorial calendar.

The following content marketing plan should have the following questions answered:

- What types of content you intend to post and promote on social media
- How often you will post content
- Target audience for each type of content
- Who will create the content
- How you will promote the content

One must have an editorial calendar that lists dates and times where the social media in use will be published. The intended ones are blogs, Instagram and Facebook posts, Tweets, and other content you plan to use during your social media campaigns. Schedule your messaging in advance in order to be sure of what you are doing. This gives you the opportunity to work hard on the language and format of these messages rather than writing them on the fly whenever you have time. Be spontaneous with your engagement and customer service rather than your content.

vi. Test, Evaluate And Adjust Your Social Media Marketing Plan

Testing means checking whether what you chose suits the performance, evaluate means cost benefit analysis with possible action afterwards. Just study your successes and failures, and then adjust your social media-marketing plan in response. Surveys are also a great way to gauge success—online and offline. Ask your social media followers, email list, and website visitors how you're doing on social media. This direct approach is often very effective. Then ask your offline customers if social media had a role in their purchasing. This insight might prove invaluable when you look for areas to improve.

As the social media changes and improve all the time, the social media-marketing plan must change constantly with the changes of preferences of your customers. As new networks emerge, you may want to add them to your plan. As you attain goals, you will need to set new targets. Unexpected challenges will arise that you need to address. As you scale your business, you might need to add new roles or grow your social presence for different branches or regions.

V. LAWS OF SOCIAL MEDIA MARKETING

Authors of various writings have tried to connect dots and come out with some principle that they think, if followed well, the social media marketing can be successful. There is fundamental s for social media marketing to perform well in the market. With all the best quality of information offered through your media and the best quality of the product or service you're offering, will be the base stones for your business. Here are some of the laws for social media marketing;

- a) **The Law of Listening**
More listening and less talking stands to be among success factors for social media and content marketing. Take your time to go through your customer's comments and contents, join the discussion and learn what do they prefer most. Through reading their contents (writings and minds), then you can easily spark conversations that add value rather than clutter to their lives.
- b) **The Law of Focus**
Specialization plays a great role on dealing with social media marketing. Playing with all jack-of-all-trade will leave you nowhere. You can't master everything at once. Make sure you build a strong brand by having your focus on one or few issues. Only by specialization, one can build a strong brand.
- c) **3. The Law of Quality**
Garbage in garbage out and quality trumps quantity. Make sure you've the connections that suit your business. A thorough study and connecting customers have impacts to the business. It's better to have fewer online connections who read, share and talk about your content with their own audiences than many connections who disappear after connecting with you the first time.

- d) **The Law of Patience**
to get the desired results in social media and content marketing; one must be tolerant as the success takes time and energy. It never happens overnight. To succeed, one must commit to the long term to achieve the desired results.
- e) **The Law of Compounding**
Make use of your content wisely. Publish amazing, quality content and get quality followers who will share the contents with their audiences on all the platforms they're using like Twitter, Facebook, LinkedIn, their own blogs and more. This sharing and discussing of your content opens new entry points for search engines like Google to find it in keyword searches. Those entry points could grow to hundreds or thousands of more potential ways for people to find you online.
- f) **The Law of Influence**
one of the quality you need to have as a social media marketer is to have an ability of identifying influencers on social media. Just look for some influencers in your network who can convince the audiences to be interested on products and services you're offering. Connect to the influencers, build relationship with them, convince them so that they can share your contents with their followers
- g) **The Law of Value**
Make sure you spend your time in social media with an aim of adding value to your product. Know exactly what issues will add value. Promote your audiences to read and understand your contents. Focus less on conversions and more on creating amazing content and developing relationships with online influencers.
- h) **The Law of Acknowledgment**
building relationship with your customers is among the factors to consider most. For those customers who reach you in person, never ignore them online, they're the ones who can either encourage or discourage others to be customers. Customers who come in person to meet you will use their word of mouth to spread good information to others.
- i) **The Law of Accessibility**
Make sure that most of the time you're available online so as to respond to queries and questions from customers and audiences. Publish your contents and be available for discussion and conversation about the contents. Followers online can be fickle and they won't hesitate to replace you if you disappear for weeks or months.
- j) **The Law of Reciprocity**
Always remember the law of reciprocity, "scratch my back will scratch yours". Don't expect others to share your contents if you're not sharing theirs. Talk and share contents of fellows for the same reciprocity law.

How Social Media Marketing Helps Business to Perform?

Business potential

Having common Apps connections among gadgets owned by a person has a great impact on social media marketing. They are providing a wide range of business sector to be known on

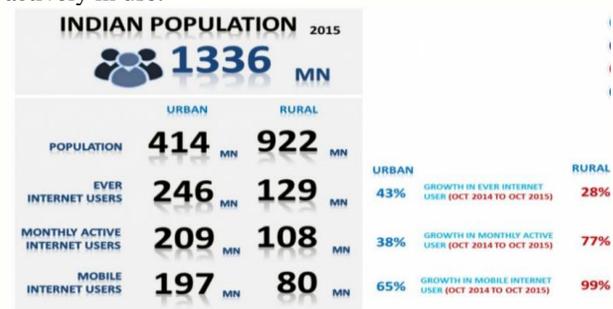
time and on the go. Mobile social media tools can be used for marketing research, communication, sales promotions/discounts, and relationship development/loyalty programs (Kaplan, 2012)

Social Media Helps Get The Word Out

Social media marketing helps business to tell the audience about goods and services it's offering. It offers the opportunities to which relationship with target audience will grow. Fans, followers and all your connections are likely to tell their friends about your business.

Social Media Is Popular — Really, Really, Popular

There are number of indicators showing that social media is so popular among customers. In India for example, the following figures show how social media is famous and actively in use.



Source: IMRB i-Cube 2015, All India Estimates, October 2015, Census 2011

The chart shows how many in the population are using Internet and then social media. It is evident that the numbers are increasing in a very speedy way and lighting green to social media marketing. With its extensive reach and dynamic functionality, there are very few businesses that couldn't benefit from having a presence on social media. This Internet population is showing how and where someone can start thinking of using social media marketing as a profit creation activity.

According to Jaydip, (2015), If we go by the statistics, we get a following overview of how connected are the Internet users in India:

- 11 percent of Internet users are connected via **WhatsApp**. This popular chatting platform was recently taken over by **Facebook**.
- 9 percent of Internet users use **Facebook Messenger** to converse online.
- 8 percent of Internet users in India use **Facebook** to connect and share.
- 8 percent of Indian Internet users use **Skype** to connect with family, friends and loved ones. Skype has gained popularity and is even used for formal conversations.
- 6 percent of Indian Internet users are on **Twitter**; a **micro-blogging website** that has gained popularity over the years and is now an integral part of the social media ecosystem.

Social Media Is Cost-Effective

Social networks lead for their low-cost advertising features offered to promote contents and special offers. Most social media advertising is cheaper than traditional advertising, so

you don't have to spend a lot of money to reach more people, increase your audience, and grow your business.

Social Media Reaches All Ages And Demographics

Social media breaks age barriers by allowing sharing of the same information throughout without unnecessary restriction. A 2015 Pew Research Center study found that 65 percent of US adults are using social networks (Perrin, 2015). Perrin continues to narrate that, between 2005 and 2015, usage among ages 30-49 has increased by 69 points from 8 percent to 77 percent. So, no matter how young or old your target audience may be, chances are most of them are already logging on and waiting for you to get started.

Social Media Encourages Two-Way Communication

One of the benefits of social media is that it gives the power to learn more about your audience, their interests, and collect feedback. Request your customers to share their thoughts, questions, and ideas to get to know them better. Respond as fast as you can to keep your audience interested with what you do.

Social Media Users Are Active

Social media have the addiction to their users. They are good on reminding users to check the status frequently. One thing you have to know about social media users is that when they say they are on social media, they are really on social media. Social media users in the US check their accounts 17 times a day, according to an Informate Mobile Intelligence report. While a customer may visit your store once a week, they could see your social media posts in their feed multiple times during the week.

Social Media Lets You Share A LOT About Your Business

Social media sites are becoming the go-to place for consumers who want to learn more about a business. That's because these sites allow businesses to offer the most up-to-date information about anything from products, services, or upcoming events.

Also, much of your activity and profiles on social media sites can be made public, meaning they can be indexed by search engines — one more way to make sure your business or organization comes up as the answer when someone is searching for a solution to a problem.

Social Media Is Perfect For Customer Service

Giving world-class customer service is one of the top on list for your starting business. The best communication offer given by social media is the two-way communication that provides unique opportunity to set up your customer service game at a level you've desired and provide instant satisfaction to your target audience. The opportunity of two-way communication should give you a chance of giving a memorable experience to your customers and make ensure that no customer inquiry goes unnoticed. And by monitoring social media for customer feedback and offering a response, you can drive real business results.

Social Media Can Make A Big Difference For Your Email Marketing

Small businesses have dramatically changed due to social media operations. Mail marketing has concurred the play ground for small business through the use of advanced communication level in the business. Sharing your email newsletter across your social networks can open your content up to a whole new audience and generate the type of buzz you've been looking for. Yet its possible to use sites like Facebook and other to attract readers by including more readers by including a Join My Mailing List link right on your Page.

Criticisms

The very challenge of social media marketers is assessing the effectiveness of their activities facing social media professionals worldwide, reveals a new study.

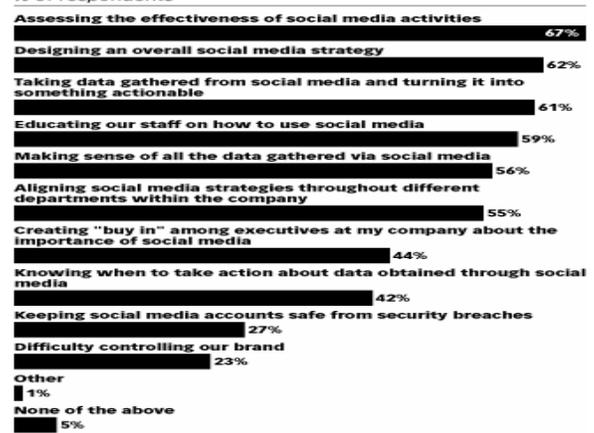
Hootsuite and Harris Poll surveyed marketers globally and found that measuring campaign effectiveness (67 percent), designing an effective social media strategy (62 percent) and converting social data into something actionable (61 percent) were the most cited issues amongst respondents.

Although some social media platforms offer users the opportunity to cross-post simultaneously (like Facebook and Instagram), some social network platforms have been criticized for poor interoperability between platforms, which leads to the creation of information silos, viz. isolated pockets of data contained in one social media platform.

Face to face interactions are on decrease due to meetings and communications through social media platforms. Cyber-bullying and online sexual predators are on increase.

There are occurrences whereby children are exposed by social media to images of alcohol, tobacco, and sexual behaviors. Yet parents are violating children's rights by posting their images without their concert and agreement.

Challenges with Social Media that Their Company Has Faced According to Social Media Professionals Worldwide, Oct 2014
% of respondents



Note: n=712
Source: Hootsuite, "Social Business Benchmark" conducted by Harris Poll, Oct 22, 2014
181747 www.eMarketer.com

VI. CONCLUSIONS

On average, currently there is over 70% internet users who spend one hour per day on social networks, this is an evident to conclude that social networks have become a sort of reality in which people communicate, interact, and obviously trust. Surveys commends that over 60% of the users access social networks via mobile devices, with strong indicators that this percent will only increase in the future years.

In such dynamic world, its obvious that social media can not be neglected in businesses, and is a new dimension of reality that smartphone manufacturers are obliged to work hard to make ends meet for social media applications on marketing. Over 90% marketers report they are or will be using social networks for business, while over 60% of them claim to have acquired new customers over social networks.

One of the fundamental ways of appreciating the importance of applying social media in marketing is to evaluate and realize the everyday life of people who are likely to become your customers. Social media marketing is a must way of daily lives as it's easier to meet and convince potential customers to your business. It is evident that social media marketing has the impacts to small and large business alike in different dimensions.

In spite of the fact that social media presence has become a necessity, there are numerous ways to leverage social media presence into improving your business, this is why social media marketing is no longer considered to be on probation, but instead it has become an important part of the business world.

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