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Survey of E-Commerce Strategies for Better ROI in Social Media

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ABSTRACT: Today internet usage makes the modern societies in transforming way of doing business, changed family dynamics and changed education. We continue to change as move through years to come. In E-commerce business the customers are the life-blood. Nowadays the customers crave the high value through the ecommerce business. The Electronic commerce has been vital in the intra business interactions, customer to customer and business to business interactions. The social influence has become the important stream of modern life. Most E-commerce today have gone way past their exponential growth phases. Social media creates a dynamic mechanism to encourage opinion formation and information diffusion This paper survey on the strategies for better return on investment in social media. The real time social media engagement and service for better ROI .

KEYWORDS: Business interactions, Social influence, Social Media, Information diffusion

I. INTRODUCTION

The Social marketing is an approach used to develop activities aimed at changing or maintaining people's behaviour for the benefit of individuals and society as a whole. The social marketing grows everyday in this sphere. There are 7.395 billion people in the world. In those 46% of the world's population are internet users and 31% are active Social Media users. Even the social media impact with high proportion recruiting statistics are 94% of recruiters use or plan to use social media, employers who used social media to hire found a 49% improvement in candidate quality and more over 73% of 18-34 year old found their last job through social network. Since the usage of social media is increasing every day. Over 300 million per month are related to social marketing. Then social marketing can target many people. The approach in social marketing to design more effective, efficient, equitable and sustainable approaches to enhance social well-being that extends beyond individual behaviour change to include creating positive shifts in social networks and social norms, businesses, markets and public policy. The goal of social marketing is always to change and maintain to meet the awareness , knowledge, changing attitudes. Nowadays the social marketing are encourage the behaviour change. The higher demand for personalized content, creative new ways to reach our target audiences, location based advertising and innovation in many other forms over the year. The social media distributed mode of content generation, communication among communities and dissemination.

II. LITERATURE SURVEY

In the real world our digital lives social media have pervasively integrated. The social media has made greater influence better ROI substantially in recent years. Fabian Kaske, Maurice Kugler , Stenfan Smoinik focuses profitability ROI of social media initiative measures. The measures substantially assessing the profitability. Petri Parvien, Maurits Kaptein, Harri Oinas-Kukkonen, Christy Chenung presented on Ecommerce, social influence concern on developments of ecommerce and e-business. The proactive approach for individuals, community and service processes. The customer activities ability map in the social networks. Junjie Song, Naoum Jamous, Klaus Turowski proposed the inequality social media distribution classified diverse social influence as different groups in that

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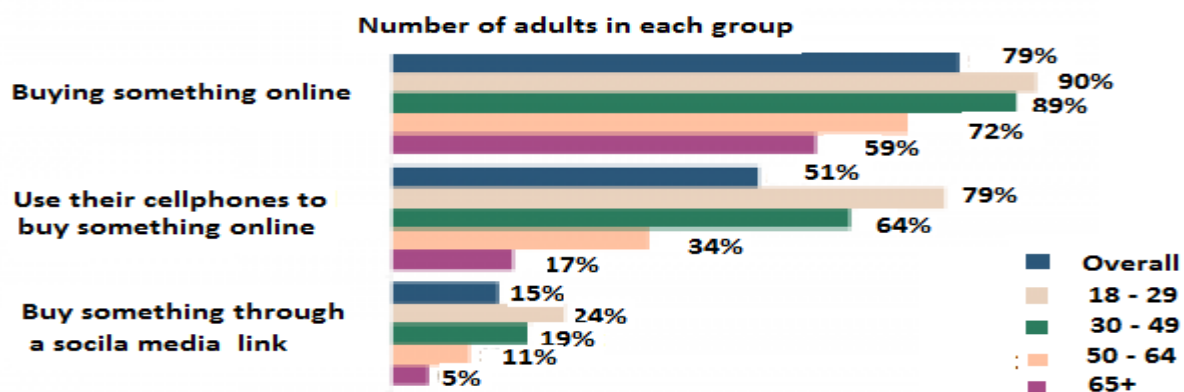
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individuals possess common characteristics of social influence. Since the social media is a novel mechanism to encourage the information diffusion and opinion formation.

III. KEY FEATURES OF SOCIAL MEDIA

The Electronic commerce feature avail in communication perspective, service perspective and business process perspective. The communication perspective in delivery of products, information and service payments. The service perspective addressed to improve the service delivery system and then quality of goods. The business perspective ensures and encourage the automation of business transaction and workflows. The innovative social media marketing trends to watch in 2017 with the essential elements of social media strategies such as business goal, marketing objectives, research competition, choose channel and tactics, identify ideal customers and content strategy etc.,The social marketing trends projecting in high compaction towards customer benefits and their changing attitudes. In recent years in online shopping popularity overview the projection of social marketing with the people age. The generation looking for more digitalization process of all transaction.

Online Shopping Popularity, by Age Group



PICTURE: SOCIAL MEDIA WORLD

IV. CHALLENGING ISSUES IN BETTER ROI IN SOCIAL MEDIA

The innovative social media marketing trends to watch in 2017 with the essential elements of social media strategies such as business goal, marketing objectives, research competition, choose channel and tactics, identify ideal customers and content strategy etc.,The social marketing trends projecting in high compaction towards customer benefits and their changing attitudes. The study in online shopping popularity in the real world overview the projection of social marketing with the people age. The generation looking for more digitalization process of all transaction. The social media focus to customers attention for challenging and success through elements where improvements in targeting based on behaviour, messages, time of day, and more. To overcome the challenges ROI in of E-Commerce through social media desperately need strategic influence to encourage.

A. Influence marketing for social commerce opportunities

The social media propose the efficient social commerce opportunities makes the customers loyal. The social media opens up 92% of people trust recommendations from individuals, regardless of their relationship to them, over brands. In 2017 and years to come, expect to see that marketing and advertising will be relying more and more on industry influences and less on traditional channels to reach customers. The opportunities ramp up in social media support the cross border and global sales to reach the requirement of interest in social and profitability. The systematic strategy make sure quicker in providing the proposal stuff with the flexible technology to support. The ways the system maintain for proven records of providing ROI in ecommerce.



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B. Video Content encourage seamless

In order to meet the challenges in ecommerce an innovation through video marketing receive higher engagement from audience and highly flexible to allow markets to send powerful messages . Just about every social media platform has some sort of streaming option available, YouTube is the second largest search engine, and mobile users have constant access to consume these videos on the go. Expect to see more mobile-optimized vertical video and VR/AR content being produced over the next year as the competition drives marketing innovation. The customers usage have to support dynamic comfortable with their ecommerce transactions. The content based on the interest need data encourage to stay in doing consistent transaction of the comfort zones. The content management to be consistent across in all device usability provide seamless experience across.

C. Targeted email marketing

Many customers interact with brands through a multitude of channels including social media, landing pages, influencers, blogs, and email. We are able to get an accurate idea of what our users need from us if we want their business. The most innovative places where can use this behavioural data is in the realm of email marketing. There are several variables that go into determining the success or failure of email campaigns, and many of them are getting easier for us to control. The systematic integrate social signup with interest of navigation carry by people in social media based demand need of interest in ecommerce.

D. Messenger bots

The social media comes to AI and automated marketing with bots. This influence eventually could do for marketers, nevertheless, hundreds of brands use them to do everything from process orders to deliver stock quotes. The current scenario facts that Facebook messenger has over 900 million active monthly users and the potential to be the next big space for digital marketers to benefit from. To meet the challenge the social media strike the right emotional chord with the people. The message bot fulfilling customer experience as can help the customers get a feel of product. The behaviour to hooking up with bloggers for campaigns.

E. Interactive Content Marketing and Integrate advanced analytics

Every day interactive content paves to get more targeted and useful for customers at all stages of the buying process. There are enormous benefits for brands that use this type of content ranging from the attention getting aspect, to the user's retention of the brand information. The better result in social media insights the use advanced analytics manage with money and time. More brands will be allocating budgets to this trend and developing the expertise to build interactive tools for users. These tools such as personalized assessments, interactive infographics and data visualizations and live charts will all become more commonly used by businesses and provide a gateway to fermium options, reusability for consumers, and increased value added through all channels of digital marketing.

F. Potential Native Content

Everyday expected to generate the content need from various sources that based on the customer preference, behaviour and interest. The content has to creative ways to repurpose content and make it fit with performance for digital marketers the platform with more beneficial with optimized content. The analytics can provide the better ROI in social media through the best practices with the procedure to face the challenges in future ecommerce. The innovative dynamic content provide the bridge between online and retail experience. Building the reliable content management makes the relationship requires time and interest . The regions in every time look and feel like explored potentials across the globe.

G. Efficient Collaboration

Different industries to reach out to and collaborate .working with others in and out of specific marketing is going to become more essential as more businesses that interact with consumers through social media bots such as Facebook bots, the more the AI programs learn about how to put together conversations and respond in the right ways. Expect this trend to really pick up steam this year. Longevity of the ecommerce in social media depend on customer retention and customer acquisition. The efficient collaboration strategy to benefit the delivery mechanism, simplified payment process and timely supply chain with reliable has to trust the users.



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H. Mobile domination

Last year, more users accessed the internet through their mobile devices than desktops for the first time. This trend has significantly changed the landscape of digital marketing and will continue to do so going forward. The major improvements on location based advertisements and services, mobile messenger marketing, and vertical video content. With more than half of Google's ad revenue coming from mobile ads last year, it's clear that the smart phone has become the gateway to the majority of consumer's attention. The observed stats of 73 % of mobile searches trigger additional action and conversion.

V. CONCLUSION

Most markets today have gone way past their exponential growth phases, and social media marketing easily can be the difference between zero-sum markets and retaining some of the vibrancy that comes with product exploration and adoption. This is worth internalizing. The dawn of new beginning with young people towards Social Marketing. To increase the adoption of evidence-based practices among professionals and organizations, and as a core skill for public sector managers and social entrepreneurs. The proposed survey enrich the features of community, connection, community, context and conversation. The social strategy foresee being major players takes up time for the tasks in ecommerce. Everyday complex in ecommerce ensure the marketing practice, delivery system, keeps in competitive, flexible technology for transactions, security and analytics will prepare for challenges in better ROI in social media.

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BIOGRAPHY

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