

Social Media and Social Media Marketing: A Literature Review

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Abstract : *Social media and social media marketing are sometimes used interchangeably, but two indeed are different. The purpose of this research paper is to revisit the literature on both concepts and correlates them in technical terminologies. We have studied the literature available on Social media first and identified the basic functionalities of it. Then the literature available on social media marketing helped us in identifying its dimensions. In conclusion section of the research paper we have correlated the two concepts and redefined social media marketing in technical terms.*

I. Introduction

Today almost every internet user is familiar with these two words irrespective of their profession, nationality, culture, race or religion etc. This concept is only a decade old but has reached every social and economic class of our society. Blackshaw & Nazzaro (2004) have beautifully defined social media in the beginning of the era of social media, as the new source of online information, where the information itself is – created, initiated, circulated and used by consumers for the purpose of educating each other about products, brands, services, personalities and issues. According to Chi (2011, 46), social media marketing is a connection between the brands and consumers, that offers a personal channel and currency for user centered networking and social interaction.

The way of communication has changed with the evolution of social media, and every business irrespective of its size has a presence on social media. This review examines current literature on social media and social media marketing. The focus of this research is to understand the relationship between the two concepts and finally reach to certain conclusion. For the purpose of this research we have examined the literature available on social media and its functional blocks in the beginning of the paper and then we have studied the dimension social media marketing tools. The purpose is to study the relationship between the functionalities of the social media and the dimension of the social media marketing in order to redefine the concept.

II. Defining Social Media

Kaplan and Haenlein (2010) define social media as “a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content.” According to Kaplan and Haenlein (2010) web 2.0 is a platform where content is continuously altered by all operators in a sharing and collaborative way. Web 2.0 is a web based technology which helps to create highly interactive platforms through which individuals and communities share, co-create, discuss and modify user-generated content. Social media are the websites which are build upon the technological foundations of web 2.0 that help a user to create user generated contents that can be shared. This technology allows a user to create and publish the content on the social media networks. This information can be shared with other members of the social media website, who are connected with the user. This process is interactive where other members can also respond in different ways.

Mangold and Faulds (2009) describe —social media as the set of online word of mouth forums which includes blogs, discussion boards, forums or social networks to name a few. Using all mobile and web-based technologies, social media creates highly interactive platforms by bringing together individuals and creating communities. Internet has a lot of websites; each of them has different functional attributes and caters to different sections of society. Websites like facebook are for general masses but LinkedIn is focused on

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