Hybrid Mobile Social Media And The Concept Of Mobile Marketing

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Abstract—Sophisticated mobile phones as well as other mobile technologies have facilitated the development of several social networking applications, among other things. This paper aims to highlight the progression of mobile marketing and also to present MSM with different ideas as well as taxonomies of mobile marketing. A complete examination of the roles played by social media and mobile applications has also been conducted in order to better comprehend MSM's marketing strategy. Consideration of the usage of MSM for various business purposes, like marketing communication, marketing improvement, as well as the development of strong customer connections has been included. The last section contains recommendations for the usage & future of MSM marketing. It is the aim of this paper to discuss the significance of mobile social media apps in today's digital marketing environment. As a result of the essay, useful knowledge about mobile marketing is gained, which will be of great use to mobile apps and social media managers in the coming years.

Keywords—Mobile Marketing; Digital Marketing; Social Media; Smartphones; Brand equity.

I. INTRODUCTION

Marketing is an inherently unstable, constantly changing, and dynamic industry. The very nature of marketing has altered tremendously as a result of the introduction of numerous technologies. Because of these developments, which include the Internet, marketing managers today are being forced to be more market-driven in its strategic choices [1]. To do so, they must have a formal mechanism to get timely and accurate information on buyers, goods as well as marketplaces, and also the general environment. Using digital information technologies such as the Internet, social networks, smartphone apps, as well as other forms of electronic communication platform has become a routine part of the everyday lives of people around the world [2]. People are also spending more time on the internet. More than 2 billion individuals

currently use social media globally [3], with Facebook alone having an estimated 1 billion active users each day [4].

Social media has played a role in this rise, as well. Clearly, individuals are becoming increasingly exposed to internet and digital media platforms. Among the various objectives for which users search for information about items, purchase them, plus consume them as well as share their experiences with others, is in the course of their consumer-related activities [5].

Marketers are adapting to this dramatic change by increasing their focus on digital marketing platforms to reach consumers. In fact, according to estimates, one-third of worldwide advertising spending was spent on digital media in 2017 [6]. As a result, consumer marketing in the upcoming years will take place to a significant extent in the digital world, particularly on social media platforms and mobile devices.

A. Mobile Social Media Marketing

Mobile social media (MSM) marketing is a type of social media marketing that is carried out using mobile cell phones and other internet connect electronic devices. According to the findings of the study, about 71 percent of users access social networks using mobile devices. Smart phones are already displacing desktops and laptops due to the fact that they are more readily available to consumers; they are also a strong conduit for advertising, as well as social media might have an impact on them. Advertisers consider mobile devices to be more engaging than the web, and they consider them to be the ideal marketing platform [4]. In India, there are now more than 1 billion mobile phone users, which translates to 79 percent of the population using cellular devices, according to recent reports [7]. Access to applications that allow users to read eBooks, information search, make purchases online, booking rail and plane reservations (IRCTC app), stay social with friends (Twitter, Instagram, WhatsApp & Facebook), among countless other things, available online. It was in 2009 that Foursquare made its debut in the realm of mobile marketing and mobile social media. The market leader in MSM, Foursquare, has over 45 million registered users and has followed in the footsteps of large Internet corporations such as Google, Facebook, LinkedIn, and Instagram, among others [8]. Mobile social media is different from traditional social media in a number of ways.

B. Objectives

The goal of this review is to lay emphasis on the growth of MSM, its contribution to represent mobile marketing, as well as the different ideas and classifications associated with mobile marketing. Consideration of the usage of mobile social media for different business purposes, like digital marketing, marketing improvement, as well as the development of strong customer connections is included. After that, there are some recommendations regarding the usage & future of MSM.

II. MOBILE MARKETING

It is a new extent of advertising that is focused on a two-way marketing contact in-between a business and its clients, and it is carried out mostly through mobile devices. Websites, applications, and content that are mobile-friendly. With every passing day, the number of people who use mobile devices increases, which is the most effective approach to product marketing. According to [9], mobile marketing is a powerful new tool for businesses that communicate with each of its customers through their mobile devices at the proper moment, with in right location, and also with the appropriate instant message.

III. MOBILE SOCIAL MEDIA MARKETING

Companies that use mobile social media are frequently armed with information on the consumers with whom they are interacting on the go. Additionally, customers largely believe that they should get information from the firm. A famous example of this is when consumers check in at a specified place on a mobile device. On the basis of location sensitivity, we have split mobile social media services into two categories: those that are time sensitive and those that are location sensitive [10]. The term "location sensitivity" refers to the consideration of a specific location of the customer, while the term "time sensitivity" refers to the fact that the user gets and analyses the data in real time or perhaps with some time lag.

MSM is a subclass of mobile marketing apps, which is a broader category of mobile-based marketing activities. As per Kaplan "Mobile marketing as any marketing activity conducted through a ubiquitous network to which consumers are constantly connected using a personal mobile device" [11].

Customer voices have grown in strength as a result of the growth of social media, and a greater number of individuals are now able to hear them. When it comes to electronic word communication (e WOM), the research studies focussed on customer engagement, fundamental characteristics, motivations, including persuasion. They investigated at how aspects like: market engagement, market identity, and conformance of own business model affected consumer behaviour.

A. MSM and Digital Marketing

Consumer communication with markets, consumer communication with one another, and consumer communication with one another have all experienced advancements in the field of marketing. Smartphones, the internet, social networking sites, including e-mail are examples of digital technologies that have led to the development of the so-called digital marketing environment. Users may be reached in a variety of ways through digital marketing, including meeting them wherever they are, communicating with them, recording their voice, and allowing them to become member of a company's network [12]. The competitive environment of the marketplace as well as the advertising industry may be the most fascinating outcome of the advancement of technology as well as the simplicity with which clients may be located.

Nowadays, customers have more power than ever before, and they are in command of the collaborative online contents, media, as well as communication processes. Marketing is becoming increasingly digital, and the constant advancement of technology presents marketing agencies with new difficulties and opportunities: Mobile marketing, artificial intelligence, the IoT, cloud computing, big data, analytics, 3D printing, and neuromarketing are just a few of the tough and exciting fields in which the future marketer will be required to perform and operate effectively.

B. Social Media Marketing (SMM)

Social media marketing, often known as SMM, is a subset of search engine marketing operations. This involves driving visitors to websites or businesses using social media platforms like as LinkedIn, Twitter, Instagram, Facebook, Google+, Pinterest, and other similar platforms. As previously said, good material is shared and sought for. As a result, develop and tailor content for various social media sites. Be productive and innovative in situations where the organisation must communicate with people on a regular basis, at least four to five times each day. The efforts of social media marketing are particularly beneficial for brand marketing as well as sales promotion. When social networks were introduced, the tools and techniques of connecting with consumers radically altered. As a result, businesses must learn to use social media in a way

that is compatible with their overall company strategy. It is necessary for the customer to be comfortable with technology in order to establish a successful SMM strategy.

C. Theoretic Fundamentals and its Effects

It is customary for each communication to involve two individuals, one of whom serves as the sender and who communicates some information, and another of whom serves as the listener and listens to the communication. However, two significant concerns arose. First and foremost, why should one spend the effort to check in at a certain location only to communicate information about his or her precise position with others? The solution to this issue may be found in the notion of self-presentation and self-disclosure, which is discussed further below. People are more willing to disclose personal information, according to him, if they are convinced that providing such information is consistent with the picture they want others to have of them and their company. The second possibility is the notion of impulsivity, which holds that people are continually torn between maintaining long-term control and succumbing to repeated efforts [7]. As a result, many modified their status and made it public. Even though it's against their better-for-you lifestyle, they may upload movies about their routines and work style, and purchase chocolates at the drugstore.

D. Advantages of MSM Marketing

Mobile social media allows businesses to send marketing messages that are unique to a certain location and/or time. The excitement produced by the date of completion of those same marketing messages may result in more successful marketing activities in the following years. Compared to price promotions, this approach has been demonstrated to provide greater value to consumers' lives through the fun provided by coupons, lotteries and competitions.

IV. POTENTIALS OF MSM MARKETING

It is undeniable that conventional social media platforms provide several opportunities for businesses across a wide range of sectors. This is true for social media in general, microblogs in particular, and virtual worlds in particular. Social media is often regarded as the most effective platform for viral marketing efforts as well as for the introduction of new products. Various marketing communications, loyalty programmes, marketing research, and other fields can benefit from the use of these mobile social media capabilities, which are important topics of business developments nowadays.

A. Worldwide Reach and presence

Because it is available everywhere and all over the world, wherein, MSM has ushered in a new era for mobile marketing. More than half of mobile social media accounts in Asia are always active, making it the region's most promising market for future development. By 2021, the global penetration and usage of mobile handsets has reached 96 percent, with developed nations accounting for 28 percent and developing countries accounting for 68 percent of the total. The mobile phone has grown in importance as a need and as a tool for connecting to the internet for many individuals.

The mobile phone is no longer only a wireless communication device; it has evolved into a multipurpose gadget that can do a wide range of tasks. A bike bank, ticket centre, retail mall, and a variety of other amenities are all accessible via the mobile-web and mobile apps for smartphones and tablets.

If businesses truly want to expand and become popular with Generation Z, often known as the "net generation," they need shift their marketing efforts to mobile social networks, rather than traditional print

media, because this generation group does not typically read newspapers. Aside from information on mobile devices, it should not be overlooked that social media sites have grown to be a significant aspect of everyday life for people. YouTube, Instagram, Twitter, and Facebook are unquestionably the most popular mobile social networks, media - sharing applications, as well as marketing platforms.

B. Real-Life and Virtual integrations

Social networking apps for mobile devices play a significant part in bridging the gap between people's virtual and actual lives. Users may update their status on social media sites such as Facebook and Twitter. Our friends now are aware of our movements and what we do as a result of our updated statuses on social media platfroms. Our Facebook and Google Maps Check-ins allow our pals to readily find out where we are at any given time. When Mark Zuckerberg founded Facebook, he wanted to be able to remain in touch with his coworkers. Through a blend of virtual and real-world interactions, businesses are pushed to develop innovative methods of communication.

C. Marketing Approach

For their social media marketing efforts, firms make use of a variety of social media platforms like Twitter, Snapchat, Instagram and Facebook, etc. Because of the target demographic and marketing approach, platforms are chosen based on these factors. When it comes to social media marketing, looked at the use of Snapchat to reach out to a younger demographic.

Social networking applications for mobile devices give valuable information about offline customer behaviour. The check-in data of customers in a company's outlet can now be easily obtained, and the customer's experience can be viewed through the comments left by the customer. Customers' ages, genders, and the number of times they checked in at a particular outlet have all been made available to businesses through social media applications.

Businesses can also learn how many customers visited a particular outlet and who was the most frequent visitor, as well as which customer spent the most time in the outlet. Information about which location or store receives the most amount of consumer foot traffic. When this data is properly produced using various data mining tools, it provides a possibility for various marketplaces to manage their clients in the same manner as large online commercial businesses like e-bay and Amazon. In common parlance, it is asserted that social media offers greater power to consumers; nevertheless, social media applications on mobile devices provide some power to businesses in order to run their operations considerably in an efficient and effective manner.

D. Discounts and Sales Promotions

Consumers no longer have to spend a significant amount of time generating coupons on print media, organising them, as well as cutting them into smaller pieces. Today's digital consumers have access to a variety of mobile social media programmes that may tailor marketing to individual customers as well as certain times of day. For the purpose of promoting new items. The advertising of products and services is generally believed to be tedious, but with the introduction of mobile social networking applications, they have become more exciting and efficient while also being less expensive. For example, if a Google Latitude client reports to specific places on a frequent basis, they can obtain gold, silver, or bronze status in the programme. Additionally, Foursquare presents the mayor's reward to a customer who may have logged in on the spot on a consistent basis for the previous 60 days. Every Wednesday, Domino's Pizza provides the mayor with a complimentary pizza.

E. Suggestions for MSM Applications

Even though this new communication channel offers a plethora of opportunities, businesses that want to utilise it must be mindful of the dangers and problems that come with it. As a result, we have compiled a list of four guidelines to follow while conducting business using social media:

(1) In order to become more appealing to customers, businesses must first make their MSM applications more appealing so that they can become a part of their everyday lives rather than being tedious and onerous.

(2) Second, because social media apps are customised to take into account the specific preferences and interests of the customers, such applications might become a part of the customer's daily routine.

(3) Third, boost user interaction by offering chat and other rewards programmes to customers.

(4) The fourth step is to ultimately start generating user-generated content and spreading word of mouth, which would provide a more seamless integration of customers' daily activities (Figure 1).
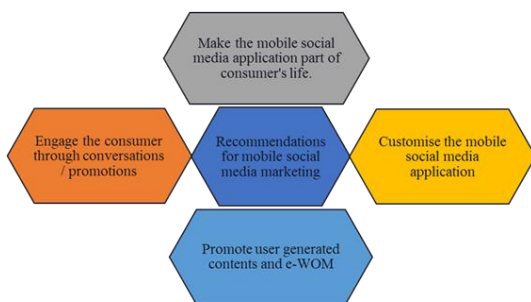

Figure 1. MSM recommendations for mobile

Further it is suggested to keep the advertisements precise on the same time interesting to the audience, and keeping in mind, accordingly adjusted to the display sizes of mobile screen, and other displays.

F. MSM Threats

Specific risks and roadblocks are identified in the aforementioned views, and they must be handled. the issues of trust, privacy, and security are the most significant among these Foursquare and Google Latitude both broadcast this information based on the login information of their users. The misuse of this information, which is immoral and damaging, is the true problem. Other proprietary technology developers in the Netherlands have created a website named PleaseRobMe.com, which takes control data through Foursquare as well as broadcasts it on the social media platform Twitter. Following this procedure, the algorithm has learned the user's home address as well as his or her present position. The most suited candidate for robbery may be identified by knowing the present location and address of the victim's dwelling. Users will be less eager to reveal their personal information in the future if they are exposed to these sorts of applications and other comparable applications of this type.

V. CONCLUSION

Given how quickly social media is evolving, it should come as no surprise that the science fiction of today might become a reality of tomorrow if we take this into mind. However, despite the fact that mobile marketing is becoming an increasingly essential promotional vehicle with some substantial benefits over conventional advertising, many marketers have struggled to make successful use of mobile marketing. In the next years, the use of mobile devices will continue to grow, and eventually, everybody individual would

posses smartphones/mobile devices. Eventually, the mobile gadget of today will be changed into Star Trek jargon in the not too distant future. This, on the other hand, will bring with it both possibilities and risks.

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