



## Assessing the challenges faced by start-ups in social media marketing

Swati Srivastava<sup>1</sup>, Joyce Yeoward<sup>2</sup>

<sup>1</sup> Student, MBA 2<sup>nd</sup> Year, CMS Deptt., Madan Mohan Malaviya University of Technology, Gorakhpur

<sup>2</sup> Assistant Professor, CMS Deptt., Madan Mohan Malaviya University of Technology, Gorakhpur

### Abstract

*The targets of a startup are to work for oneself and to make work to others which warrants parcel of continuance and penance. Huge populace with high level of center salary gathering taught youth with specialized foundation, IT mastery, high web and versatile infiltration are a portion of the drivers that have hurled open doors for spreading startup upheaval in India. In a marketing context, the priority given to social media continues to grow, as marketers and managers seek to reap the benefits of its unique potential for virality for their own businesses. Social is perfect for startups because it's a place where each company can start with its own devoted circle. These are the friends and family members who are excited about the new company and eager to become brand ambassadors. Social platforms were constructed with sharing in mind, and it's the people closest to a start-ups' founding team who will proudly share information about that startup on their social media sites. This is marketing that works and doesn't cost your startup anything. The paper talks about couple of issues and difficulties that an Indian startup needs to confront and the open doors that the nation can give in through the social media marketing.*

**Key words:** Customers, Entrepreneur, Marketing, Social Media, Startup.

### INTRODUCTION

Financial plan, group and constrained assets all in all, secrecy and the need to make mindfulness, at times the need to instruct the market and the need to produce deals openings - these are only a portion of the difficulties looked by new companies. In this specific situation, the procedure and the advertising approach connected by new companies has probably a few particularities frequently tended to in the showcasing writing and positively "lived" by numerous associations in the beginning times of their reality. As a matter of first importance, maybe more than different procedures, showcasing in new companies is inventive. Restricted assets put administrators and promoting pros in a position where they have to discover answers for these weaknesses, regularly whimsical ones. It is regularly stated, that frantiness prompts advancement. Precisely hence, the term of "development hacking" - presented via Sean Ellis and focused on imagination and the utilization of unpredictable techniques to accomplish quick and breathtaking development - is mainstream with regards to new businesses in the innovation region. Beyond any doubt it doesn't include rethinking the wheel, yet rather the utilization of officially prevalent ideas and practices, (for example, those in the territory of substance promoting or network showcasing), yet extraordinarily that draws in consideration and encourages fast spread. Items, for example, Facebook, LinkedIn and YouTube are regularly given as instances of development hacking. Furthermore, the

approach is short term. This is rather natural: the business has no history yet, estimates are hard to define and, in addition, the aim is, to a certain extent, survival.

### LITERATURE REVIEW

Chen, S. (2001) in his paper Assessing the impact of the Internet on brands ‘, assesses the claim that e-commerce will spell the end of brand management. Evidence from market studies is reviewed, and the paper identifies some key factors that make this scenario unlikely. First, the effect depends on a number of other factors, such as type of product and type of purchase. Brands serve a different role in each of these cases, and the impact of the Internet will vary according to the role that the brand plays. Secondly, there are a variety of Internet technologies which will affect brands in a variety of ways. Thirdly, the Internet is leading to some secondary effects in the market structures that affect brands. The combination of these factors, far from leading to the death of brand management, will in many cases lead to an increased role for brand management.

Corcoran, Cate (2009) in their paper aim to adapt to social media world‘, report on the use of social media by brands and retailers in the U.S. It states that low to high brands and retailers are embracing social media and use it in boosting sales and brand awareness. According to New York University professor of marketing and Red Envelope founder Scott Galloway, luxury brands are now building relationships through Facebook, user reviews and consummating the transaction online. It notes that companies are now building their own social networks.

Based on the literature we have created a model and the continuation of this paper will be focused around this framework. The model provides linkages for the use of social media as a marketing tool for start-up companies.



Source: <http://www.nolkadesign.co.uk/>

Figure 1: Theoretical Model

The model above shows the relationship between social media, marketing and start-up. Social media is a powerful marketing tool provided to start-up looking to increase their reach and interaction with customers.

The concept of social media has brought the tools and underlying technology, which provide start-ups with the interface to continuously converse about their products and services. Using the social media tools and



technology such as Facebook, Twitter, and YouTube for social sharing of content, videos, and images, start-ups can market at a lower cost. Social media is a great platform for two-way communication. It allows consumers to discuss ideas, post comments, ask questions and share links. This facilitates open communication, leading to enhanced information discovery and delivery. The start-ups expect their marketing effort to be cost effective, interactive, engaging and scalable to a large audience. This is because they would need better and faster reach to create awareness and visibility to offering and to build long lasting relationships with customers. Social media comes in many forms, but for our purpose, the focus is on the most popular: blogs, microblogs (Twitter), social networks (Facebook, LinkedIn) and media-sharing sites (YouTube).

### **FACEBOOK AS MARKETING TOOL**

Facebook is a popular medium for social marketers both for everyday conversations and organizations of engaging promotions and contests for fans.

- Facebook allows you to put a large amount of content on its site through its posts, walls, instant messages, e-mailer, etc.
- The content will be different from brand to brand, as well as the tone of voice used, but it should be factual, relevant, timely and interesting to members of the target audience.
- Facebook offers its own form of advertising with Facebook ads, which appear in the side columns on the Facebook site.
- They include a headline with copy, an image, and a click-through link to a Facebook page.

All the Android and iPhone users can get official apps on Facebook to stay in touch with their social community all the time. This allows constant interaction between the user and the brand even on the go.

### **TWITTER AS MARKETING TOOL**

Twitter works in real time where you can ask a question and get an instant response. Its search features can be efficiently used to monitor what people are saying about a company, service, product and competitors. Increasing or declining trends and patterns can be tracked effectively as well. In contrast from Facebook where you become friends with people you know, on Twitter you follow the people and institutions you find interesting. Friends included, but also companies, celebrities reaching out a huge audience.

Twitter's user base might seem small, the return on engagement from Twitter fans is substantial, Most Twitter users are hyper-connected, They are influencer's and really want to share opinions with others. Many of them keep blogs. They are very different than the mainstream Facebook users. For most companies, the decision to use Twitter will depend on the type of products or services that they offer. Gathering Twitter wisdom from social media analysts and companies that have enjoyed success via Twitter, we've rounded up the key steps your company must take before it can enjoy a viable Twitter presence. In most cases, companies that started Twittering with clear objectives – or at least listened closely to the Twitter user base after they got started and adapted their strategy accordingly – have reaped the greatest benefits and (more importantly) helped their customers in the process. 'One proponent of twitter as a marketing tool said "It makes sense to follow people back in most cases, If someone walks into your store, you wouldn't ignore them. You'd go and greet them and ask how they are."



- If you make a mistake, the important thing is to acknowledge it and say what you really meant, after all that's what you'd do if you were talking to someone in person.”
- Keep it balanced – business & human (“real”)
- To be really effective keep your tweets not to the 140 character limit but to fewer than 120 – this allows followers to ReTweet messages they feel are of value. You should aim for your messages to be ‘of interest’ and retweetable rather than direct sales. Remember that while this may well be a business based twitter account – it is a human supplying data – so ensure something of the individual posting is there too – keep it human.

### **LINKEDIN AS MARKETING TOOL**

LinkedIn is the most professional of the social media networking websites. It is used by over 135 million professionals worldwide, and is a great tool for making business to business connections. Unfortunately, many companies underestimate its digital marketing power; but because of its wide use in the professional world, LinkedIn should be a big part of any marketing strategy. Follow the following three steps to learn how to use LinkedIn to your advantage.

#### **1. Update your LinkedIn profile to get more followers**

Update your status to keep your LinkedIn profile up to date. This simple task keeps connections informed and helps them view you as a relevant resource in the industry. LinkedIn lets you incorporate a blog into your profile page so that new posts will automatically be posted on your profile. This will help drive more traffic to your new content Promote events you are scheduled to speak at. Help the surrounding community by posting about community news. Share these posts on social media to help them gain traction, and collect more connections on LinkedIn. LinkedIn integrates Tweets from your professional twitter platform into your LinkedIn profile. Don't waste time posting on several social media platforms, simply integrate them and have each tweet work double time for you. Post your portfolio to LinkedIn to showcase accomplishments; LinkedIn is a great place to keep a master portfolio and resume. Whatever you decide to do to get your profile up to par, don't forget keywords, pay attention to copy, and share relevant concepts that will drive traffic to your company site. Don't sound like a pushy salesman; be honest and genuine when talking about yourself and your company; people will respond positively.

#### **2. Utilize community features to increase visibility**

Create groups related to your interests, or join other groups in your area of expertise. This makes it easy to find people that are interested in your brand and services, plus it is a great place to learn even more about your niche. Share your business knowledge; ask questions to get feedback, answer other people's questions, or initiate interaction with others in your niche. Connections will appreciate the help. Find insight on competitors, see what works and doesn't work for them. Discover companies in your field, or look for companies that you might want to hire someone like you. This is a great tool for posting new jobs, publishing a company profile, and adding information about products and services. Be sure to engage in conversation rather than simply try to sell a product. People want and respond to interaction, not salesmen; connections will remember your honest interactions and buy when they are ready.



### 3. Use LinkedIn to market a business

Now that your profile is perfect and you are involved in the LinkedIn community, start using LinkedIn as a tool to market your business. Reach out to prospective clients. With a network of connections, reaching out to prospective clients is much easier. If you don't have connections with these prospects, see if they have any connections in common. LinkedIn has an introduction feature which means that one of your connections can introduce you to one of their connections. Find employees. LinkedIn is an easy way to find talented individuals that fit what you are looking for. Plus, they should already have a resume or portfolio posted to their own LinkedIn that you can take a look at before interacting with them.. LinkedIn has its own analytics capabilities that show the impact of your content. Check how you rank against competitors, and optimize content accordingly. Quickly identify your target market, and write better target-specific content in the future.

### YOUTUBE AS MARKETING TOOL

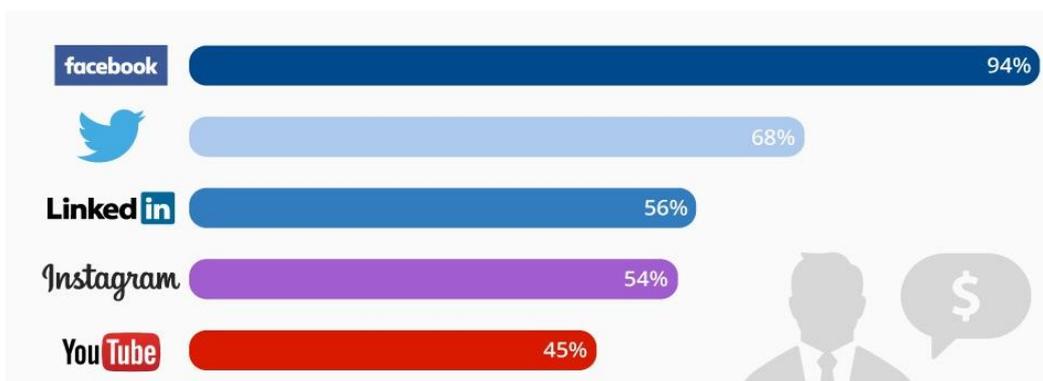
YouTube is more than a decade old that has grown from a video streaming site to the second most visited site on the Internet. With multiple ways of generating revenue and an unmatched domain authority, YouTube is still a formidable platform for online marketing. Online video marketing provides an opportunity to build trust and a platform for businesses to establish themselves as an authority in their industry. Also it's easier to connect with audiences easily through online videos when compared to a written copy. Over a billion active users – which is one-third of all the people who use internet. More than 4 billion YouTube views each day. 300 hours of new videos uploaded to YouTube every minute. Visitors spend an average of 40 minutes on YouTube per mobile session. YouTube has launched local versions in more than 88 countries.

Effectives:

- Reaches a Global Audience
  - YouTube is not confined to any region. Videos can help you to connect with millions of people across the world. Even if you're a small business, you can target a local audience. Possibilities are limitless.
  - All it takes is creating some top quality content focusing on the key aspects of your business coupled with the appropriate keywords – your videos will speak for themselves.
  - Increases Your Reputation
  - Everyone loves experts who solve their everyday problems and give them practical tips. By showcasing your expertise and providing timely solutions, you can create a favourable opinion among the masses ultimately gaining their trust. This is the trust that is needed to sell your products and services.
  - But the catch is not everyone can upload content to solve customer problems for free. Those who do gain the lion's share of the sales. So try solving the user problems and soft sell your products – the best way to gain reputation.
  - Builds Trust
- Social media marketing comes to your rescue. By offering value to your customers through advice and useful tips, you can build a reputation for yourself over time. This value addition that people get with your products will go a long way in positioning yourself as the market leader.



Search Engines Prefer Video Content: Right from Google, Bing, Yahoo and others, every search engine prefers video content. The websites that hosts the videos are ranked highly. Even in the Google’s search algorithm, for particular keywords, video results rank higher than the text ones. It’s pretty much expected as Google owns YouTube and to provide a great search experience, Google tends to pull videos into its Search engine result pages. This is the reason why Coca Cola and other big brands tend to embed YouTube videos in their home page and other primary pages.



Source: www.softloom.com

Fig: Social media users in 2017

**SOME STARTUPS IN INDIA**

Startups	Headquarter	Description
OYO ROOMS	Gurugram	In five short years, it has become India's largest hotel network boasting 100,000 rooms in 230 cities. Over the last nine months, the budget hotel has also expanded internationally, launching in Malaysia, China and the U.K.
Cure Fit	Bengaluru	Wellness start-up Cure. Fit has four offerings: no-equipment gyms, health food, primary care, plus yoga and meditation centers. The company raised \$120 million from existing investors and acquired premium gym chain Fitness First in a deal worth \$30 million to \$35 million.
Shuttl	Gurugram.	Shuttl is an app-based transport service for commuters. The business launched in 2015 to improve the country's often disorganized public transport system by allowing users to pre-book journeys on affordable, air-conditioned buses. It currently supports over 45,000 rides daily in seven cities including Delhi, Mumbai and Kolkata, but plans to grow that number tenfold in the coming year, doubling its number of employees in the process.



## RESEARCH METHODOLOGY

The reason for the exploration is to comprehend and clarify what is critical in utilizing on the social media for business purposes for new companies and little organizations. An individual who has a organization and has a need or chosen to take it up to the following dimension and might want to utilize those offered media conceivable outcomes. The centre is to offer thoughts and perspectives that are critical to comprehend before starting with the voyage from the point of view of individuals dealing with the field.

- How effectively companies in India use e-Marketing tools
- Broad marketing goals and to what extent e-marketing helps in achieving these goals
- Content is king, however, how do India marketers deploy Content Marketing online
- Which Social Media tools help gather maximum customer attention

**Qualitative Method:** According to Patton and Cochran (2002), qualitative research is conducted to understand certain aspects and situations, this type of research usually generates words not numerical data or statistics, and it is characterised by its aims. This method may seem more approximate and estimated than qualitative research. Some criticisms state that samples may be too small and not enough representative of the whole, the findings lack exactness and it may be hard to understand if the findings are biased. However, there are many questions that quantitative research, such as a survey, cannot answer, whereas qualitative study is perfectly suitable. Qualitative method in most cases is trying to understand the experiences, beliefs, motivations and attitudes of the participants and the community. This approach aims to answer the questions “why”, “how” and “what”, to gain more detailed understanding. Here the Interview method has been opted to conduct this research. This telephonic interview was conducted to effectively communicate with few start-ups. And for rest of the start-ups, information was extracted through their websites, blogs, and annual reports.

## FINDINGS

Based on the information extracted about the usage and the challenges faced by most of the Start-ups. We have enlisted the following points:

**1) Lack of Proper Marketing Strategy:** A standout amongst the most essential start-up difficulties is the absence of appropriate showcasing methodologies. It is dependably a test to make sense of the best strategies to showcase your administration and make the potential clients mindful of your essence. The start-up brand advancement needs to focus on those thoughts which could create greatest quantifiable profit (ROI) alongside productive target-situated advertising methods. Be that as it may, since you are new in the business world you come up short on a far reaching promoting procedure. In any case, the uplifting news is the computerized innovation has opened an expansive range of showcasing roads for you as on the web, portable and video publicizing. The utilization of web based life for new companies assumes an imperative job in understanding your business objectives.

**2) Finding Right Marketing Channels:** Another normal start-up test is finding the correct showcasing channel to publicize your items. A large portion of the youthful business visionaries face this at any rate once in their business adventure. You have set up an advertising plan, a methodology for start-up brand advancement yet you don't have the foggiest idea where to utilize it. Presently, there are such huge numbers of showcasing



channels like print media, portable media, video promoting, and online life for new companies that you end up befuddled which would most likely hit the intended interest groups. The answer for this issue is to direct research about the promoting channels and the intended interest group and think of the best alternative at your hand.

**3) Securing Enough Budget:** An essential start-up test for the youthful business people everywhere throughout the world is sufficiently verifying spending plan for promoting the items. The new businesses think that it's hard to work with a sizable and adaptable store designated for showcasing their items. In this way, so as to set more spending plan, you need to demonstrate the ROI of your promoting endeavours to your financial specialists. It can enable you to verify more assets for your start-up brand advancement. Reports propose that accomplishment with inbound showcasing have verified higher spending plans for brand advancement.

**4) Not Effective Social Media Presence:** Overall web based life assumes a critical job in the showcasing of various organizations. The greatest test for new companies isn't having enough online life nearness. At a phase when all organizations are in a challenge to advance their quality in the online life, the greater part of the clients are worn out on this brand advancement and just disregard the pages concerning any limited time action. The answer for this issue is to chase down the intended interest group and utilize some imaginative plans to advance your image.

**5) Lack of Resources:** In this way, we can see that the new companies face a ton of promoting issues at first. In any case, the methodology ought to be to counter the issues through powerful statistical surveying and push forward in business.

## CONCLUSION

We can conclude that it is essential for start-ups to understand social media tools and the strategies behind using social media for growing their business. Social media enables companies to show what they offer and to see what consumer's value. Companies need to find out which ways of connecting are most effective for their business, what information they are looking to share, and how to keep customers engaged. It has been shown that Facebook is a more effective type of social media for start-up companies comparatively as it accomplishes to fulfil to capture reach, awareness, visibility and relationship. Facebook users are more likely to share information with friends, like company pages, and comment on posts made by companies. These activities both create word-of-mouth and allows for communication between the company and the consumers. This shows that marketing on Facebook can be effective for start-up companies in both reaching and retaining customers. This paper studies the effects of social media in reaching consumers by start-ups through various sources. This would help to get detailed information on how the owner/manager uses social media and could be analyzed deeply. To get a more complete picture of the results of social media marketing research should also be conducted to see more tangible results of social media marketing. This could be done by for example calculating return on investment or in other ways try to measure what the effects of social media marketing have on sales in start-up companies.

Social Media Marketing sounds like a straightforward thing for a startup to do. Tragically, it's more confused than it might appear at the start. Encouraging powerful online life systems implies you'll have to face the nuts



and bolts of web based life research and correspondence. You can begin your web-based social networking showcasing venture by doing your statistical surveying, discovering which stages your clients are on, and making an abnormal state advertising plan for every single stage. Utilizing a similar handle for all of your startup's records, posting reliably, and talking in your client's language will help make your image solid and your message clear.

#### REFERENCES

- [1] Barnes, N. G. Mattson, E. 2009. Social Media in the 2009 Inc. 500: New Tools & New Trends.(Online) <http://davidanthonyporter.typepad.com/files/socialmedia2009.pdf>
- [2] BusinessDictionary. 2017. Digital Media. Business Dictionary (Website) <http://www.businessdictionary.com/definition/digital-media.html>.
- [3] Hayzlett, J. 2016. 4 Ways to Create a Marketing Strategy for Your Small Business. Fortune (Online) <http://fortune.com/2016/08/04/marketing-strategies/>.
- [4] Internet Live Stats. 2016. Estonia Internet Users. (Online) <http://www.internetlivestats.com/internet-users/estonia/>
- [5] Krippendorff, K. 2004. Content Analysis: Introduction to Its Methodology. (Online) 2nd ed. Thousand Oaks, CA: SagePublications.
- [6] LifeWire. 2016. What is Facebook? (Online) <https://www.lifewire.com/what-is-facebook-3486391>
- [7] Powell, S. 2017. 4 Advantages Of Using a Marketing Agency. Inbound Educators (Website) <http://info.tmrdirect.com/inbound-marketing-agency-blog/4-advantages-of-using-a-marketing-agency>
- [8] Young Entrepreneur Council. 2012. Are You Building A Small Business - Or A Startup? Forbes (Website) <https://www.forbes.com/sites/theyec/2012/08/15/are-you-building-a-small-business-or-a-startup/#25f6a2aea528>