


**ROLE OF SOCIAL MEDIA STRATEGIES WITH ADVERTISING, PUBLIC RELATIONS
AND CAMPAIGNS IN CUSTOMER REVOLUTION**

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 27 January 2023</p> <p>Accepted 21 March 2023</p>	<p>Purpose: In this article, the growing impact of social media has been highlighted which helps in creating a base for certain facets. In compliance with this, the world of advertising observes an active association of social media channels. Moreover, public relations are effectively vital for brands to manage their image, thereby, trends of digital networks are inherently followed for its management. The conception of the customer revolution too undergoes a massive change due to the emphasis on the digital age.</p>
<p>Keywords:</p> <p>Social Media Strategy; Digital Platforms; Advertising; Public Relations; Customer Revolution.</p>	<p>Theoretical Framework: The theoretical framework of the study includes the various studies conducted by various researchers regarding the role of social media strategies in boosting customer value.</p> <p>Design/methodology/approach: This study has developed with the use of journals and articles. The data presented in developing this research study is critically analyzed to explain the importance of the topic of research.</p>
	<p>Findings: The major findings of this study explains that in this digital era with the onset of e-commerce business, social media strategies form the primary fundamental principle of every business activities.</p> <p>Research, Practical and Social implications: The main objective of this study is to identify and evaluate the roots of social media in the digital age and to analyse the impact of social media strategies implemented by organisations. Moreover, the study aims to identify the connection between social media strategies and advertising, public relations and customer revolution.</p> <p>Originality/value: The value of the study is that it helps to identify the implications of Social Media Strategies on advertising, public relations, and customer revolution.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i4.998</p>

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PAPEL DAS ESTRATÉGIAS DE MÍDIA SOCIAL COM PUBLICIDADE, RELAÇÕES PÚBLICAS E CAMPANHAS NA REVOLUÇÃO DO CLIENTE

RESUMO

Objetivo: Neste artigo, o crescente impacto das mídias sociais tem sido destacado, o que ajuda a criar uma base para certas facetas. Em conformidade com isto, o mundo da publicidade observa uma associação ativa de canais de mídia social. Além disso, as relações públicas são efetivamente vitais para que as marcas gerenciem sua imagem, assim, as tendências das redes digitais são inerentemente seguidas para sua gestão. A concepção da revolução do cliente também sofre uma mudança maciça devido à ênfase na era digital.

Estrutura teórica: A estrutura teórica do estudo inclui os vários estudos realizados por vários pesquisadores a respeito do papel das estratégias de mídia social no aumento do valor do cliente.

Design/metodologia/abordagem: Este estudo foi desenvolvido com o uso de periódicos e artigos. Os dados apresentados no desenvolvimento deste estudo de pesquisa são analisados criticamente para explicar a importância do tema da pesquisa.

Descobertas: As principais descobertas deste estudo explicam que nesta era digital com o início dos negócios de comércio eletrônico, as estratégias de mídia social formam o princípio fundamental primário de todas as atividades empresariais.

Pesquisa, implicações práticas e sociais: O objetivo principal deste estudo é identificar e avaliar as raízes das mídias sociais na era digital e analisar o impacto das estratégias de mídia social implementadas pelas organizações. Além disso, o estudo visa identificar a conexão entre as estratégias de mídia social e a publicidade, relações públicas e revolução dos clientes.

Originalidade/valor: O valor do estudo é que ele ajuda a identificar as implicações das estratégias de mídia social na publicidade, nas relações públicas e na revolução do cliente.

Palavras-chave: Estratégia de Mídia Social, Plataformas Digitais, Publicidade, Relações Públicas, Revolução do Cliente.

PAPEL DE LAS ESTRATEGIAS DE MEDIOS SOCIALES CON LA PUBLICIDAD, LAS RELACIONES PÚBLICAS Y LAS CAMPAÑAS EN LA REVOLUCIÓN DE LOS CLIENTES

RESUMEN

Propósito: En este artículo, se ha destacado el creciente impacto de los medios sociales que ayuda a crear una base para determinadas facetas. De acuerdo con esto, el mundo de la publicidad observa una asociación activa de los canales de medios sociales. Por otra parte, las relaciones públicas son efectivamente vitales para las marcas para gestionar su imagen, por lo tanto, las tendencias de las redes digitales son inherentemente seguidas para su gestión. La concepción de la revolución del cliente también experimenta un cambio masivo debido al énfasis en la era digital.

Marco teórico: El marco teórico del estudio incluye los diversos estudios realizados por varios investigadores en relación con el papel de las estrategias de los medios sociales para impulsar el valor del cliente.

Diseño/metodología/enfoque: Este estudio se ha desarrollado con el uso de revistas y artículos. Los datos presentados en el desarrollo de este estudio de investigación se analizan críticamente para explicar la importancia del tema de investigación.

Conclusiones: Las principales conclusiones de este estudio explican que en esta era digital, con la aparición del comercio electrónico, las estrategias de medios sociales constituyen el principio fundamental de todas las actividades empresariales.

Investigación, implicaciones prácticas y sociales: El principal objetivo de este estudio es identificar y evaluar las raíces de los medios sociales en la era digital y analizar el impacto de las estrategias de medios sociales aplicadas por las organizaciones. Además, el estudio pretende identificar la conexión entre las estrategias de los medios sociales y la publicidad, las relaciones públicas y la revolución de los clientes.

Originalidad/valor: El valor del estudio es que ayuda a identificar las implicaciones de las estrategias de medios sociales en la publicidad, las relaciones públicas y la revolución de los clientes.

Palabras clave: Estrategia de Medios Sociales, Plataformas Digitales, Publicidad, Relaciones Públicas, Revolución de los Clientes.

INTRODUCTION

Social media has gained immense importance ever since the world has undergone a digital shift. This dynamic shift has altered the dimensions of advertising, and public relations as well as given birth to the concept of customer revolution. In compliance with traditional marketing, social media strategies have upscaled the world of advertisement which influences customer engagement. This section highlights the background of the study, and research objectives and questions are developed for evaluating the topic.

BACKGROUND

The present-day world has seen a change in the functioning of advertising and marketing which binds the business sectors with consumers. The future of marketing has been set forth by the application of social media. According to the views of Silvia, (2019), this society belongs to the millennials and gen-Z that are digitally inclined at a larger rate. This digital orientation of consumers acts as the root for initiating social media in the advertising arena. Several past studies have shed light on the notion of “customer revolution” which became a significant part of the modern-day business vocabulary. The digital age has impacted the way customers are viewed, increased their participation, and focus majorly on their engagement and loyalty (Gesualdi, 2019). Therefore, the concept of customer revolution arises which is ideally targeted by firms to develop their social media strategies.

Figure 1: Vital necessities for developing Social Media approaches



(Source: Kushwaha *et al.* 2020)

Figure 1 showcases the core fundamentals implemented by organisations for administering social media approaches. As per Kushwaha *et al.* (2020), to create an influence among the masses, brands need to increase their awareness and construct a pathway for brand-to-consumer interaction. Furthermore, the identification and evaluation of consumer needs and requirements are the sources of developing ideas for brand advertisement.

Research objectives

Three major research objectives for this article are:

1. To identify and evaluate the roots of social media in the digital age
2. To analyse the impact of social media strategies implemented by organisations
3. To shed light on the connection between social media strategies and advertising, public relations and customer revolution

Research questions

RQ1: How to evaluate the roots of social media in the digital age?

RQ2: What are the effects of social media strategies implemented by organisations?

RQ3: How do social media strategies correlate with advertising, public relations, and customer revolution?

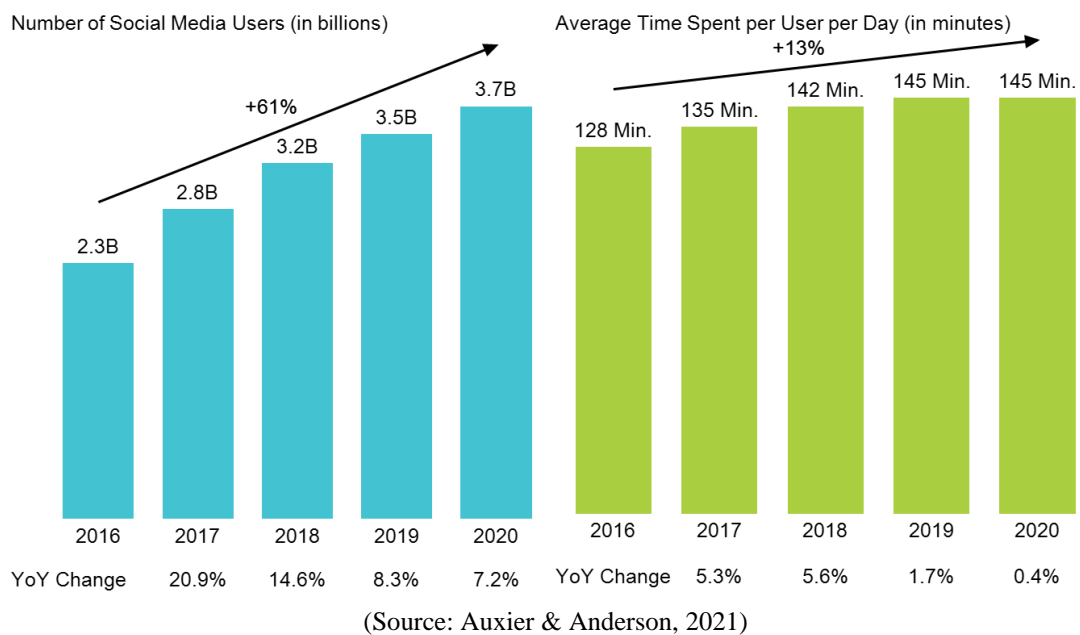
LITERATURE REVIEW

The literature review section provides an analytical view of the topic. Based on previous literature sources, this chapter measures the growth of social media in the digital age. In addition, it underlines the implications of social media strategies that help in the better advertisement, customer engagement, and managing public relations.

Growth of Social Media since Digital Metamorphosis

Previous decades have mostly witnessed traditional methods of marketing and advertising, however, with the expansion of the digital age; social media came into existence. This digital metamorphosis is from conventional and rustic modes of technology and culture. As opined by Bakari *et al.* (2021), the initiation of digital technologies has been identified as the root cause of social media applications. With social media, the system of social networking sites came forward that has bonded consumers globally with several brands and its community. The social community of the brand helps in gathering a pool of customers, thereby, the growth of digital media has gained widespread prominence.

Figure 2: Growth of Social Media Users

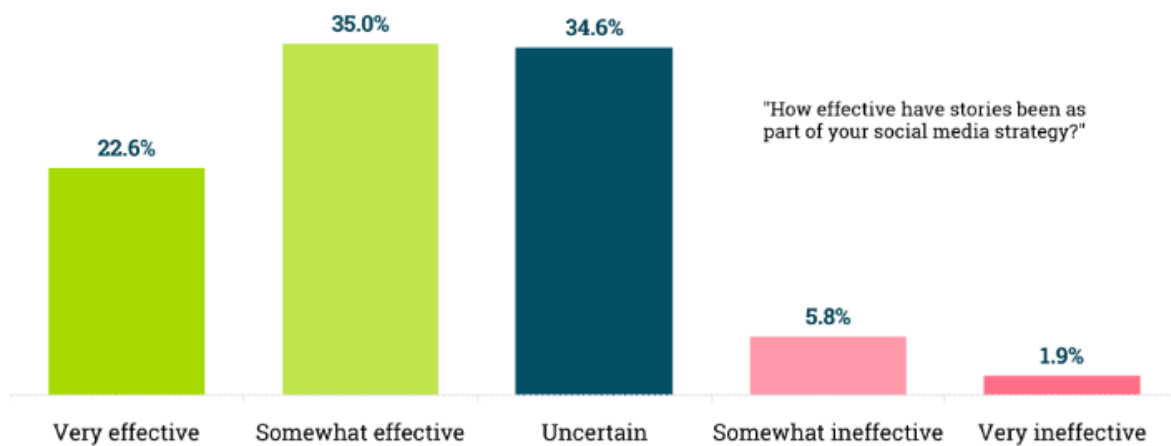


From the above figure, it is viewed that social media users have increased vehemently in recent years. A steep rise is noticed from 2016 to 2020 which in turn highlights the notion of consumers being digitally inclined. As suggested by Auxier & Anderson (2021), with more innovations in technological advancements and the development of social networking sites, the rate of social media users has aggravated. Therefore, by understanding the needs of the current world which are run by digital platforms, firms can develop their business strategies.

Implications of Social Media Strategies on advertising, public relations, and customer revolution

The aforementioned debate has given a glimpse into the roots of social networks that came into existence. Thereby, there are significant implications of social media strategies that denote the overall functioning of brand marketing. Following the comments of Sengar (2021), approaches of digital media determine the growth of businesses and corporate sectors. Considering the expansion of the e-commerce business, there is an extreme requirement for social media networks.

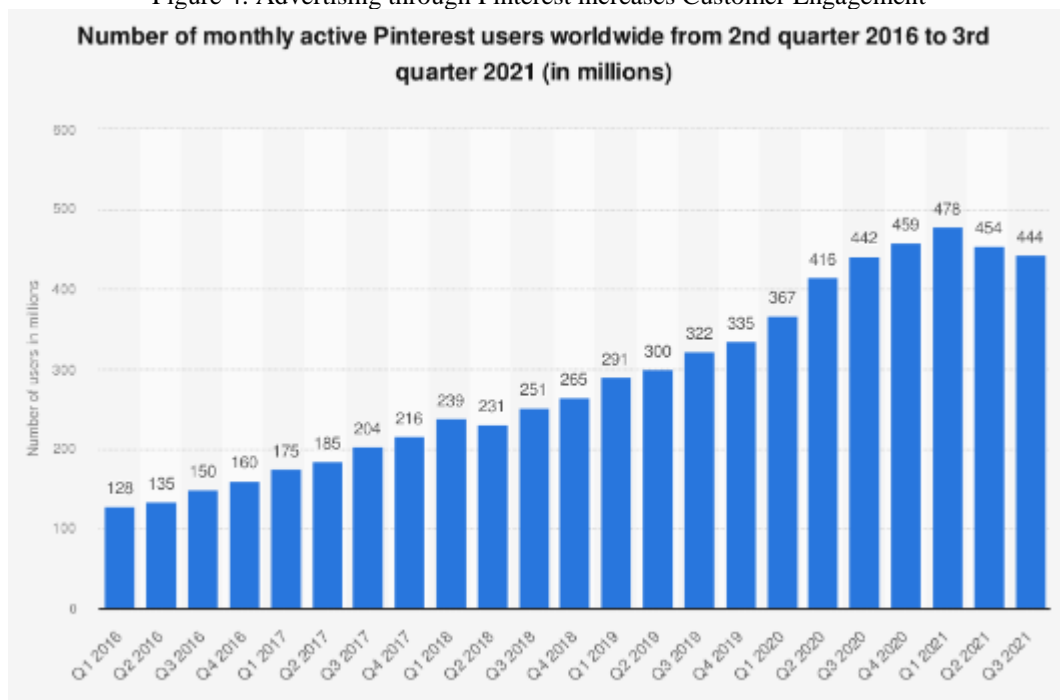
Figure 3: Relevance of Stories as a Social Media Strategy



(Source: Arrigo, 2018)

Successful advertising of goods and services would be implemented by creating virtual connections with consumers. As figure 3 showcases, stories have become an effective part of social media strategy (Arrigo, 2018). Therefore, brands utilising social platforms like Facebook, Instagram, Twitter, and others, are capable of creating customer bonds.

Figure 4: Advertising through Pinterest increases Customer Engagement



(Source: Bae & Zamrudi, 2018)

Pinterest is another form of social media application; organisations have targeted this arena specifically for driving in customers. It is observed from figure 4, there is an active user of Pinterest which enables consumers in making higher purchases as per their Pinterest boards.

As per Bae & Zamrudi (2018), engaging a higher number of consumers is a section of the customer revolution. Thus, implementing Pinterest in terms of social media marketing is relevant.

Theory

Social network theory

Social network theory is a widely renowned notion applicable to the majority of companies. This theory is defined in terms of the role and relevance of social networks in disseminating vital information, transmitting media influence, and creating a space for behavioural modifications. As per the statements of Dhanesh & Duthler (2019), the term “social network” is important to study and measure the nodes and objects which define its surrounding connections. Therefore, this theory helps in evaluating the social structure that affects the masses. Social network theory is based on the utility of social media platforms since they are the primary source of communication among individuals and groups. Due to regular updates made by individuals, therefore, brands use that information to select their target audience and create impactful marketing policies.

METHODOLOGY

In this article, the methodology followed is the secondary qualitative method. The secondary qualitative approach majorly uses different scholarly articles, peer-reviewed journals, and others. Since these articles contain a vast area of information, the most relevant and crucial portions are gathered and analysed in this study. Considering the topic, the articles and journals are narrowed down with respect to social media strategies and their impact on advertising, public relations, and customer evolution. According to Sherif (2018), the preexisting journals are effective in secondary data analysis. Following the structure of the secondary method, this study has collected four suitable articles, and accordingly, two themes have been derived. The thematic analysis gives an understanding of the concept of social media and its application in generating brand value and consumer loyalty. Moreover, strategies of digital networks are considered vital for evaluating the development of public relations, advertising, and others.

RESULT

Quality review

Table 1: Quality review

Authors	Study design	Number of resources	Measured outcomes	Result	Quality review
Adeola, Hinson & Evans, (2020)	Secondary Qualitative	22	The utilisation of electronic word-of-mouth (e-wom) for leveraging higher customer engagement and enhancing brand value	Creating an eWOM requires association with consumer emotions to strike deeply and the adoption of other social media strategies	High
Bae & Zamrudi, (2018)	Secondary Qualitative	28	Significance of social media marketing which is necessary to pool in consumers, satisfy their needs	Psychological, sense of belief, and financial aspects are the deciding factors for consumers which denotes social media marketing	High
Wang, Cheng & Sun, (2021)	Primary Quantitative	18	Current trends in social media determine to manage of public relations	Public relations are aligned with certain stages of social media development which focus on trend patterns, influencer advertising, and many more	Moderate
Voorveld <i>et al.</i> (2018)	Primary Quantitative	20	Social media has a direct impact on advertising that is spread across various digital platforms	Individual platforms have derived their respective engagement which directs the process of social media advertising	High

(Source: By learner)

Thematic coding

Table 2: Thematic coding

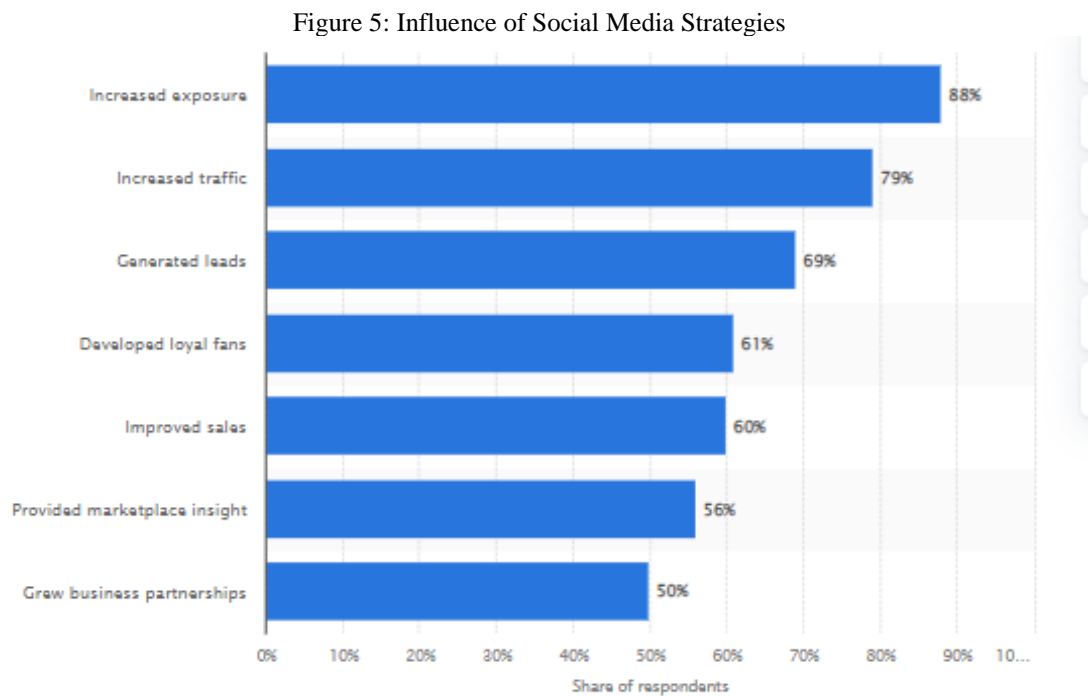
Author	Code	Themes
Adeola, Hinson & Evans, (2020)	Social media strategy, e-WOM,	There is a positive impact of Social

Bae & Zamrudi, (2018)	generation of leads, improved sales	Media Strategy on influencing Digital Business
Wang, Cheng & Sun, (2021) Voorveld <i>et al.</i> (2018)	Trends in social media, public relations, social media advertising, digital platforms	Importance of current trends of Social Media on enhancing public relations, advertising

(Source: By learner)

Theme 1: There is a positive impact of Social Media Strategy on influencing Digital Business

Ever since e-commerce business has come to the forefront, the utility of social media has increased. As mentioned by Adeola, Hinson & Evans (2020), a large section of the business world has become dependent on digital practices. The authors have stated that e-WOM (electronic word-of-mouth) has the utmost significance in determining brand reputation. Since digital business happens in a virtual space, therefore, business approaches have to be built respectively. It is observed that a positive impact surfaces due to the implementation of social media strategies.



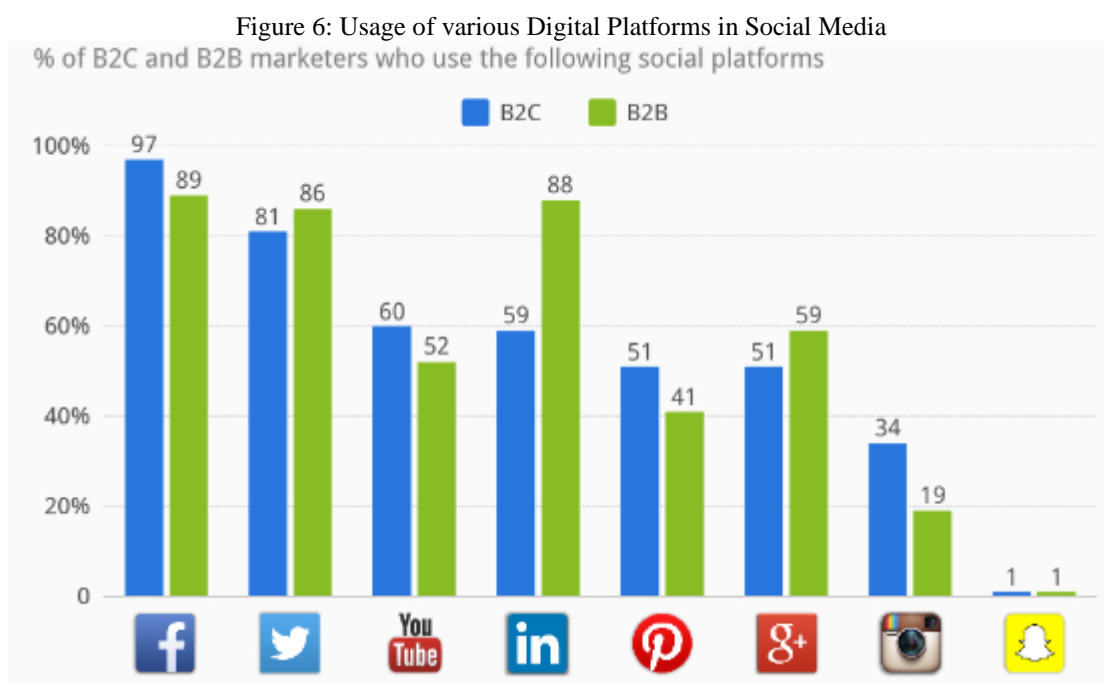
(Source: Bae & Zamrudi, 2018)

Figure 5 sheds light on a list of factors that are obtained as desired outcomes. The influence of social media strategies is huge, it possesses the capability of inducing higher exposure for organisations. According to Bae & Zamrudi (2018), increased exposure helps in connecting with customers. Moreover, the generation of leads would become accessible for

companies due to customers' digital inclination. Therefore, all these factors adopted as social media approaches can improve sales.

Theme 2: Importance of current trends of Social Media on enhancing public relations, advertising

Marketers have acknowledged the significance of digital networks that have created a form of social community among brands and consumers. Therefore, the current trends of social media are observed to be vital which enhances the process of advertisement, curating public relations approaches, and many more.



(Source: Wang, Cheng & Sun, 2021)

From figure 6 it is ascertained that marketers and organisational sectors have spread their strategies across an array of digital platforms. For instance, Facebook, Twitter, LinkedIn, Instagram, and other applications become specific segments for constructing the base of social media strategy. According to the notions of Wang, Cheng & Sun (2021), management of public relations seems crucial for famous personalities since they act as brand ambassadors for the firm. The trends of social media usage dictate the formation of public relations techniques to pool in a greater number of customers. On the same hand, social media advertising has gained a predominant position among consumers considering the existence of the digital age (Voorveld *et al.* 2018). Firms have made skilful applications of social media advertising through several digital platforms that aid in securing higher customer engagement, improved sales, and others.

The trends of social media, therefore, act as a framework for denoting the approaches utilised by companies.

DISCUSSION

Following the above analysis, it is viewed that in this digital era with the onset of e-commerce business, social media strategies form the primary fundamental principle. The role of social media usage, therefore, has an immense effect on the areas of public relations, bringing forth the concept of customer revolution, and advertising of goods and services (Dhanesh & Duthler, 2019). It also measures the impact of social media engagement developed according to the current trends of digital platforms.

CONCLUSION

In order to create an optimum effect of advertising and marketing as well as enhance the management of public relations; social media applications come to the forefront. With the growing increase in valuing consumer needs and their association with brands, the generation of customer revolution has become evident. This signifies that in this modern world, where virtual space has spread across the marketplace and induces customer engagement, therefore, strategies adopted by firms through digital applications are crucial.

LIMITATIONS

A significant drawback of secondary qualitative methods is based its absence of providing statistical and numerical information. Since it is purely concentrated on scholarly articles which can digress, thus, the study can lose its focus and include irrelevant details. Furthermore, the secondary qualitative method is time-consuming, considering its nature of data analysis.

FUTURE SCOPE

The areas covered in this study focus on data collected from various social media channels and are critically analysed, to understand the development of the customer base. In the future, different updated technologies can be used to enhance the brand image and the overall sales of the firm.

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