

The Impact of Social Media on Communication and Marketing Strategies in the Digital Age

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Abstract: The introduction of social media has changed how individuals engage and absorb information. This has produced a more democratic and inclusive society where different viewpoints are represented in public discussions. Due to the increased number of social media users, marketing has become a critical strategic pillar for companies. To understand the meaning, variety, and application of social media marketing, it is crucial to understand the characteristics of social media. The main purpose of social media is to facilitate the creation and distribution of content based on user-to-user social interaction. Through campaigns and advertising on social media networks, companies can attract and acquire new customers. This process is known as social media marketing. To maintain focus while expanding their social media footprint, businesses should have a social media strategy. Companies are anticipated to prioritise live streaming as a top marketing priority in 2023 since it has grown to be a significant channel for content consumption. Companies should work to provide high-quality material that clearly tells their company narrative if they hope to fulfil their live-streaming marketing objectives. A strong content strategy is crucial now more than ever because more and more companies are producing live broadcasts. To improve customer happiness and loyalty, businesses may optimise their content strategy by continuously tracking and analysing consumer feedback and interactions.

Keywords: social media, marketing strategy, digital age

1. Introduction

People's social ties have undergone considerable change as a result of the development of mobile Internet platforms like social media applications. The main channels for disseminating information to a large audience have historically been newspapers, radio, and television. These media types, however, frequently provided little chances for audience involvement and disseminating information in a one-way manner, "with the media serving as the only transmitter of information" [1]. The use of strategically designed campaigns and ads on social media networks to attract and retain new clients for a business is referred to in this article as social media marketing. This article will raise awareness of how traditional mass media gave way to social media and how social media marketing has grown to be a significant commercial tactic. The significance of live streaming and video marketing is also covered in the essay because video platforms have grown to be significant channels for content consumption. Businesses wishing to compete in today's digital marketplace must comprehend social media's features and establish a solid social media plan and content strategy. In the upcoming years,

social media marketing and live streaming will probably become even more significant in marketing due to the continuous expansion of social media use and the advent of new video platforms.

2. The Promotion of New Media to Network Marketing

As the primary means of disseminating information in the age of mass communication, traditional mass media like newspapers, radio, and television offer audiences less opportunity and potential for interaction while also typically providing information in a one-way manner, taking on the role of a sender of information. The emergence of new media, however, has changed the status quo of single information transmission. Users can now not only access a variety of news messages via social networks, such as microblog users learning about trending social topics by following social hotspots, but they can also express their own opinions and ideas as well as share newly acquired insights via social applications. This has transformed the singular role of getting information in the past to a dual identity of sender and receiver, “making the form of a communicator from the conventional mass media into the general public, and the primary body of conversation becomes more diverse” [2]. The emergence of social media platforms has significantly altered how individuals engage with and consume information. Users may now use social networks to get a range of news and information, monitor social hotspots, and learn about trending social issues. Social media also gives users a forum to share freshly discovered insights with others as well as their thoughts and ideas. Since conventional mass media outlets are no longer the main means of communication, the way information is spread has changed. As a result of this, a more inclusive and democratic society has been created, with more various points of view being expressed in public dialogue. At the same time, worries regarding information veracity and dependability as well as privacy and data protection problems, have been brought up by the abundance of information made available through new media.

2.1. Social Media Marketing

A significant shift in people’s social connections has resulted from the popularity of mobile Internet platforms like social media apps. As a result, social media marketing is regarded as a crucial strategy pillar by many businesses. Understanding the meaning, varieties, and practical methods of social media marketing thus takes on a very significant meaning. According to Global Social Media Statistics 2021, social media users now spend an average of 2 hours and 25 minutes a day on social networks and messaging apps, and social media users have surpassed the 4.2 billion mark [3]. A platform for online content production and conversation based on users’ social connections is referred to as social media. This new phenomenon is truly a highly advanced integration and convergence of social media, improving the efficiency of content production and consumption. As a result, social media is a platform-based form of media whose primary function is to encourage the production and sharing of material based on social relationships between users. Social media marketing is the process of bringing in and acquiring new customers for companies through deliberate campaigns and ads on social media networks. “The ideal result of brand live broadcast is: the brand side achieves the combination of product and effect; The platform increases traffic and growth space; Live-streamers earn commissions and build stickier relationships with fans; Consumers get products that are cost-effective and suitable for them” [4]. The secret to putting social media marketing into practice for a company is to have a social media plan. A social media strategy will help the company to maintain focus while growing its social media footprint.

2.2. Live Marketing

It is highly likely that live broadcasting will become a top priority for most businesses in the field of marketing in 2023, as it can greatly increase product sales and brand awareness. Nowadays, people

mostly rely on videos for information, and video platforms have become the primary channels for content consumption. The matrix method of video communication has become prevalent across multiple networks, with popular video platforms like TikTok, WeChat, YouTube, and the main live e-commerce platform dominating the market. More video platforms are expected to emerge in the future. To further increase their live broadcasting exposure, many businesses will turn to social media platforms. When it comes to live broadcasts, it's important to think about the long-term benefits rather than just focusing on making sales during a single live show. This involves sharing a compelling brand story, building relationships with customers, increasing the chances of repeat purchases, and keeping customers engaged with the brand. To achieve these marketing goals through live streaming, businesses should put effort into creating high-quality content that effectively communicates their brand story. With the increasing frequency of brands creating their own live broadcasts, having a solid content strategy is more important than ever. "Developing a variety of attractive, high-quality content that aligns with the brand's values can help increase customer engagement and the likelihood of repeat purchases" [5]. Social media platforms present businesses with a fantastic opportunity to broaden their client base and strengthen existing ties. Social media platforms that allow live streaming may boost interaction and create a feeling of community among companies and their followers. Companies can maintain customer engagement and increase the likelihood that customers will make repeat purchases by sharing interesting brand stories and producing high-quality content. Companies need to have a strong content strategy in addition to high-quality material to make sure that their live broadcasts are consistent with their brand's values and messaging. This plan should be flexible and able to alter as customer trends and tastes do. Businesses may optimise their content strategy to raise customer happiness and loyalty by constantly monitoring and analysing client feedback and interaction. Live streaming will inevitably become more prevalent in marketing tactics in 2023. Therefore, "companies should put a high priority on producing high-quality content and developing a sound content strategy" [6]. Businesses may boost brand recognition and product sales while creating a feeling of community among consumers by establishing relationships with them through live streaming and working with influencers.

3. Characteristic Phenomenon of Social Media

The sharing of information has grown in importance as people browse the Internet in this age of social media. Social media platforms not only help people's social lives generate a never-ending stream of trending topics, but they also help social media marketing take off. Businesses can use social media to listen to user opinions, advertise their goods, and subtly sway consumers. If people want to spread information effectively, they can understand the characteristics of social media. Social media marketing has a more trust-based communication mechanism than other online marketing strategies like search engine marketing and email marketing, which can more powerfully sway consumers' buying choices. This is a result of the high user engagement levels on social media platforms, where users can post their ideas, opinions, and evaluations for other users to see and remark on. Consumers are more likely to believe recommendations and evaluations from other people thanks to this interactivity and openness. Additionally, social media platforms offer a more individualized and targeted form of advertising, allowing for better audience targeting and raising the click-through and response rates of advertisements. Platforms on social media are crucial for businesses. "Businesses should actively use social media channels to engage with customers, comprehend their requirements and comments, and win their confidence and support by promptly sharing how incidents were handled [7]". Companies can raise user reliance and favorability, increase brand recognition, and improve marketing outcomes by using social media platforms successfully.

Meanwhile, for the part of businesses, as a powerful and affordable marketing strategy, social network marketing can significantly lower an organisation's marketing expenses while generating a

high rate of return. Traditional forms of advertising necessitate a significant investment in advertising, whereas social network marketing uses a “many-to-many” information delivery strategy that is more engaging and can grab the interest of more people. Users are more willing to take the initiative to find and share information as Internet users’ online behaviour becomes more mature. Community users also exhibit a high level of participation, sharing, and interactivity, which creates a wider foundation for the spread of social network marketing. Companies can increase their exposure and focus on social networks and convert it into revenue development and brand enhancement by leveraging user involvement, sharing, and interaction. Social marketing will therefore become more crucial in the coming years of marketing. Companies may benefit from this trend by using social media platforms, where users are spending a lot of time, to promote their brands and goods to a wider audience. Additionally, social network marketing enables companies to easily access a worldwide audience. Due to the fair playing field that social media platform offer, smaller businesses may compete with bigger ones on an equal basis. Businesses may improve sales and income by creating buzz about their names and goods with the correct technique. Future predictions indicate that social network marketing will continue to play a bigger part in the marketing mix. Companies will need to stay on top of the current trends and adjust their tactics in order to compete as social media platforms change and new technologies are developed. In the dynamic world of social media marketing, being able to interact with clients in real-time and produce personalised content will be essential for success.

4. Analysis of Brand Live Marketing on New Media Platforms

4.1. Case Illustration

By using the famous Chinese platform Xiaohongshu as an example, from the official data released by Xiaohongshu, the search for mother and baby search data continues to climb; “between January and June 2022, searches for baby and baby products increased from 10 million to 20 million” [8]. This also fully confirms that Xiaohongshu has become an encyclopedia of mother and baby, and users are often buying related products. Through the cooperation of different deepen user trust and influence user decisions. Pendant bloggers provide consumption decisions, while pan-pendant bloggers reach more interest circles, expand product scenarios and reach potential consumers comprehensively. After the survey, people can know what category of users the mom and baby bloggers are facing. It is also necessary to share the right experience as a mother and baby blogger, such as sharing life experiences in pregnancy and childcare, how to avoid minefields, etc. Then comes the dry goods, and this is when the mother and baby bloggers start to sell their products. The little red book mother and baby users love the information that is rich and complete, easy to read and understand, and real and objective content; then people have to do content operations in this regard, and a perfect content operation is the only way to achieve the goal of attracting customers.

4.2. Analysis of Propaganda Mode

Businesses struggle with the issue of how to convey to customers the uniqueness and authenticity of their brands and goods in the context of marketing and press but live steaming marketing can exactly address this issue. “Users can become fully immersed in the live broadcast and achieve a better sensory experience and immersion thanks to the unique real-time sharing nature of live marketing, which enables users to feel the specific details of products, landscape features, and field hardware settings in the live service process” [9]. Users are more likely to accept and identify with the brand and goods thanks to this scenario-based experience and feeling of sharing, which accelerates the rate at which sales goals are met. Live broadcast marketing has a strong crossover ability because it can be advertised in a variety of ways so as to expand the marketing scope of commodities so that the

advertisement can be highlighted in the live broadcast. Additionally, because live marketing is interactive and real-time, consumers can experience the impacts of the goods more realistically, which increases their confidence and loyalty to the brand. Merchants can engage with customers and respond to their inquiries during the live stream, giving customers a deeper grasp of the product and brand and boosting customer trust and repurchase rates. Live broadcast marketing also overcomes the spatial problems of traditional offline sales. Customers from a distance can view a live broadcast in real-time through live streaming, significantly expanding the audience and speeding up the rate at which products are exposed to consumers and sales goals are met. Live marketing increases consumer identification and devotion to the brand and goods because of its authenticity and interactivity, which makes users feel valued and on an equal footing. Live marketing is a strong instrument in marketing efforts because of this feature, which gives it greater access to goods and sales outcomes than conventional marketing techniques.

4.3. Application Advantage of New Media

New media is indeed a port of connection to the future, and it holds a lot of value. In addition to being able to constantly push favorite content, it can also showcase products, companies, brands, cultures, values, and images, for companies as a big showcase window that can attract the attention and care of target customers. In addition, new media, as a channel that now has a large market share and can find precise customers, also has the following advantages: Firstly, new media is interactive, and unlike traditional media, it enables audiences to participate in the creation and dissemination of content, establish interactive communication with companies, and enhance user engagement and loyalty. Secondly, new media can precisely target audiences and make targeted information push according to different audience groups, which greatly improves the conversion rate and effect of advertising and reduces the cost of advertising. Third, new media can provide rich content forms, including text, pictures, audio, and video, which can meet the diversified needs of audiences, enrich the form of communication, and make information more vivid, intuitive, and interesting. Finally, “new media can achieve accurate data analysis and monitoring through the monitoring and analysis of user behavior and feedback data and constantly optimize marketing strategies and promotion effects so that enterprises can more accurately understand audience needs and preferences and improve marketing ROI” [10]. In short, new media has become an indispensable part of enterprise marketing and can help enterprises better achieve brand promotion, sales conversion, and user interaction. In short, new media has become an integral part of corporate marketing, helping companies better achieve brand promotion, sales conversion, and user interaction.

5. Conclusions

In summary, the emergence of social media has fundamentally changed how individuals interact with and receive information. Platforms on social media provide a more individualised and focused kind of advertising that enables greater audience targeting and higher response rates. As a result, social media marketing has emerged as a crucial tool for businesses looking to acquire and keep clients. As more people rely on video for information and video platforms, take over as the main route for content consumption, live streaming, and video marketing have also become crucial in the digital market. One cannot overstate how essential a strong content strategy and brand storytelling are for businesses trying to employ live streaming to boost product sales and brand exposure. Due to the growing usage of social media and the advent of new video platforms, social media marketing and live streaming are set to grow in importance over the next several years. Businesses that want to compete in the digital market must comprehend social media’s features and build solid social media plans and content strategies. Future studies might concentrate on a number of topics linked to how social media

affects communication and marketing tactics in the digital world. First, more research might be done on the unique traits of social media sites that make them efficient for audience targeting and response rates. Analysing user behaviour on social media may involve looking at how people engage with content and react to advertisements. In conclusion, more studies in this field can assist businesses in staying ahead of the curve and being competitive in a rapidly evolving digital market.

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