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Effective methods in the use of social networks for marketing products and services small enterprises (SEMs)

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Abstract

Small enterprises (SEMs) may be forward runs each country's economy, however, it is observed that most innovative potentials and secret completely used. But many of these companies tool that new technology for us today is not used , taking advantage of Exquisite don't use social networks . The present paper is hoping a debate about the most effective ways to use in social networks as a tool of strategic marketing communications in small and medium - sized enterprises. The method used in research including analysis of the situation , the study of science in the use of social networks and case studies related to the success of the application of this tool. As results indicate findings highlight the two major issues and Literature in this field: A) will help identify the most effective ways to use social networks and B) social networks as a marketing strategy for small and medium - sized enterprises.

Keywords: the most effective way, social networks, small and medium - sized enterprises

Introduction:

Small and medium - sized companies (SEMs) often driving force for each country's economy , however, are always creative and innovative capacities to fully exploit judgement because many of these companies tool that new technology for us today is not used . several opportunities for the Internet has brought us , including online marketing that by using propaganda mechanisms such as blogs, podcasts and social media to access to consumers (Thach) , 2009 , through the web users can establish interact with each other and develop various communities to pay (Lopez & Garcia, 2011). In this context, social networks as a certain group of people, organizations or communities have been defined in which its members interact, dialogue and exchange of knowledge (Palacios & Padilla, 2005) , on the other hand, social networks as a

web - based services are defined that the public or semi - public groups in a limited system for people are possible through a list of users who can be shared with members of the related to the system or other system to communicate , developed (Boyd & Ellison . 2007).

Including the popular social networks to Facebook, YouTube and Twitter pointed out and the popularity of the level of activities presented by members of the measured. Social networks, in fact, challenging the traditional networks and geographical obstacles to overcome them, and the interaction in the field of the World (Scherer, 2005).

Goal of the present study analyses and best practices in the use of social networks as strategic marketing communication tools to achieve a competitive advantage for companies .

The structure of this research is organized as follows :

Preliminary sector, which is a reference in the context of structural and conceptual research. Upon the methodology that review process and scientific purposes to meet them, and then a sector, qualitative research studies, referring to the literature. and case studies of the interview on the success of the best practices in the use of social networks and little research in Tehran , Iran in connection with the small and medium - sized companies . Then we took part in the results after the deeper analysis question, to present its findings. Generally, five mega Concept proposed that theoretically supported and in the wider programmes. In the debate, presented a model that would allow the small and medium - sized companies of reference for the application of the proposed social networks and more competition. Finally, the main conclusions and recommendations for future research.

1. Research Methodology

In order to achieve the objective of the study, the present study is divided into two stages: analysis, literature on the use of social networks and business. At this stage we explored the large databases and about 75 resorted to analyze achieved that relevant ideas of it and then extracted through an abundance of matrix repeated and, ultimately, four mega Concept to integrate different authors studies. In the second phase, an exploratory study in order to understand the best ways to use social networks in small and medium - sized companies has been implemented. To do the work in Iran, a special investigation was conducted and the sample survey 186 small and medium - sized firms and even household jobs in urban Tehran and 30 in the deep exploratory interview conducted similar to a questionnaire and guide the development of 186 independent poll. The interviews were also different companies and studies via the internet and of all those who manage social networks, in the companies. Method of data collection was Net approch these results cannot be generalized. Finally the comparison between mega Concept found in the literature and best practices, the use of social network in small and medium - sized companies .

2. Findings

marketing strategies in recent years focused on consumers , and the number of users of social networks on the page and groups of small and medium - sized companies and they were forced to such systems as a tool to attract customers , maintenance and management, and also served as a platform to obtain information about market behavior and consumers to consider . Given this history, the results of the qualitative and quantitative studies are provided .

3-1) The first stage of cash and a review of the literature and case studies

This section, the article about 75 has analysed that 37 of the direct negotiations with our subject of study. Then, as shown in Table 1 can be seen, an abundance of matrix for the development of key 5 under the title mega Concept use basic assumptions and infrastructure empirical research in the field of social networking application in business .

Table 1. Ideas and concepts

mega Concept	**idea or the concept**	**Abundance**
A	social networks as marketing tools web - based	28
	competitive advantage of social networks as marketing tools	13
B	social network used by users to create advertising	7
	media involvement	2
	brands in the use of social networks	6
C	communications convergence	3
	viral marketing in social networks	8
	social media information provides a clear	3
	social networks timely information available to the	6
D	seized opportunities in social networks to influence and members of the audience on each other's behavior	18
	social networks through phrases from mouth to mouth, the power to move the client side	11
	a new social networks and interactive tool by new	7
E	online social media tools, countless opportunities provides e	3
	Facebook a social media useful for advertising .	9
	Facebook for addressing teenagers and youth is useful	3
	Facebook has many advantages and disadvantages of	11
stmulants	the possibility of establishing a face - to - face communication on Facebook created uncertainty and risk is buyers to provocation	1
	shape the market	2
	social network traditional physical	2
	social networks in cyberspace	1
	the challenge is to optimize the social networks , including	6

As shown in Table 1 be seen with our ideas or concepts are facing the following : social networks as a web - based marketing tool , 28 time in Literature repeated or competitive advantages of social networks as a means of marketing that 13 has been repeated many times . The ideas or concepts first mega Concept **(a**) considered that is defined as **follows:** social networking web - based marketing tools that are to provide competitive advantages for companies and pay **users.** Similarly, the ideas such as social networks used by users to create marketing campaigns , media companies and social social networks involved in promoting brands , respectively, 7 , 2 and 6 times and mega Concept b that is defined as follows :

medium partnership for the creation of social media users marketing and advertising . Similarly, the pursuit of **ideas,** or other led to the creation of mega.

Concept outlined in Table 2

Social networks, a web - based marketing tools are countless competitive advantages for users and companies .	A
Media involvement allows users to social networks to create opportunities for propaganda .	B
Social networks can be viral marketing through to provide timely and transparent information to companies and convergence of communications benefit .	C
Social networks through the transfer of power from mouth to mouth words, the customer is pushing and so people can purchase behavior affect each other .	D
Facebook has many advantages and disadvantages. One of the disadvantages of this is that of a shortage of face - to - face communication suffering and it can cause a risk and uncertainty for buyers .	**E**

3-1-1) Analysing mega Concept

A) Social networking web marketing tool to provide competitive advantages for companies and : a social network users of the characteristics of a web - based marketing tool is that different users can actually member with other people around the world to communicate , Rooney (2010). Prosperity Twitter and Facebook use in the years 2009 provide special offers for the companies. For example, the airline of proposals unique selling tickets at the last moment and other incentives, such as frequent flight programmes. Starbucks company some of their propaganda only limited to Facebook supporters, so as to provide discount coupons and for a Facebook page, pay. 2010 for years, Starbucks not only six million people, but close contact with their Web visitors. Deighton & Kornfeld (2011), the first YouTube video - sharing on the Web site, and companies to help to transfer marketing videos to target customers .

Blender American film producer, for example, under the title is this mixing Blender good? on YouTube network shared to show that the new products that are able to various items such as the iPod , golf balls and Red Bull , CDs, USAID keys , and even the mouse defeat & Fodor (Hoffman , 2010.)

B) participation in the media allows the Kahriran of social media to create marketing campaigns to use , such as when a waistcoat and an online competition at the request of the participants in the form of a short video its capabilities in the field of play ball and share it on YouTube . This led to users

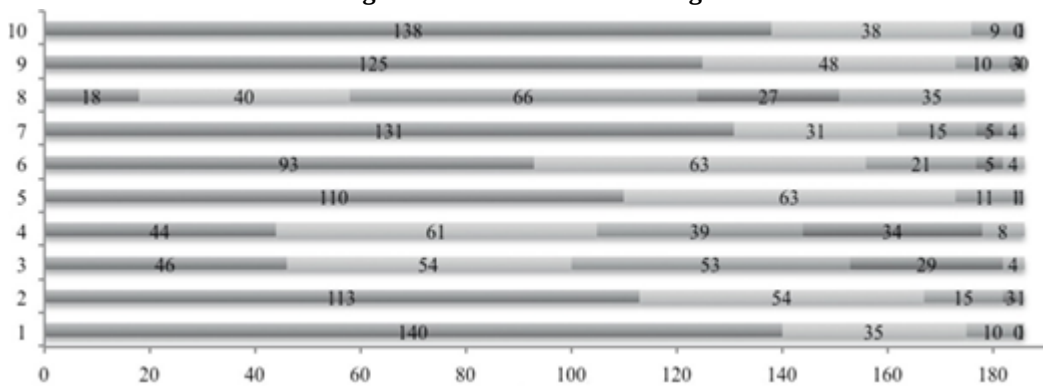
will not be able to create videos waistcoat based on their objectives and their demands. (Mangold & Faulds ; 2009) social media in the United States not only the customers in the creation of the values of related to help companies , but with the slogan socialization initiative as intermediaries . In this case also businessmen to pass on information and co - operation with customers via Facebook Needham, (2008). Facebook page allows traders to register and distribution of American Express deals for the production of selling that this is the use of credit cards in American Express translates (Piskorsky, & Chen, 2012.)

c) Cocial networks in real time can be taken to task and value and transparent information through viral marketing companies and communications convergence also benefit from the merger between the convergence of communications, information technology and communications networks that social media, (Campos Freire, 2008). Development of social networks and is now able to provide a variety of channels of communication and called for the business and across part of the timing of the remote corners of the market (2009 Jansen et al,). The emergence of social media is based on the Internet enables communication with hundreds or even thousands of other people about products and companies has provided (Mangold, 2009). This allows behavior viral marketing approach that includes the publication of rapid and large message via the Web and users in its own message transfer, easily be used .Instagram is currently witnessing the emergence of thousands of the company, the brand and small businesses and Iranian home. Just a little interest in the area. This along with expanding in the fashion industry in Iran in a wide range of developments in the field of producing and selling clothing has created in Iran.

3-2) the Second stage of the best way to the use of social media in small and medium - sized companies

In this section, the results of the quantitative and qualitative research presented in order to understand the best ways to use of social media in small and medium - sized companies. In the form of 1, you can see the results of the study 186 small and medium - sized firms and domestic businesses with regard to the targets that were mentioned. It is to be mentioned that question 10 using a seven - point Likert scale reviewed in which measures are as follows: , very favourable , neither agree or disagree, fiercely opposed to the opposition . Questions and their interpretation went on .

Figure 1. Some research findings



3-2-1) Quantitative analysis

1. Question is as follows: social networks are complementary to marketing strategy. 94 % (140 + 35) of the respondents agreed to provide very responses and agreed, and so it can be concluded that currently most employers believe that a new and powerful tool to supplement traditional marketing strategies. 2 question is as follows: a clear strategy for social networks is necessary, 90 % of respondents (113 +54) to provide very favourable responses and agreed that the supplement their opinions about the statement entrepreneurs and believe that the existence of a clear strategy for the production of more value for the corporate brand and receiving information from its products is necessary. 3 question is as follows: expert or administrator must be to the management of social media accounts pay me. In this area to opinions are divided into two groups, including 54 % 64 (+54) and very favourable response and 18 % (29 + 4) and the opposition. This means that while entrepreneurs believe that it is necessary that the existence of an expert in the management of social networks for managing accounts is needed, but are still not ready to recruit them and benefiting from their services . 4 question is as follows: the presence of social networks selling only. About 57 % (44 + 61) investigated companies agreed very favourable response and showed while 21 % (39) were hesitant. The process to form clearly shows that there is no guarantee for increasing the sale of the Products through social networks, and there are still social networks as a means of communication with friends and family. 5 question is as follows: the presence of social networks, in fact, brand positioning. About 93 % (110 + 63) and very favourable response from showed that through social networks can be brand positioning because the viral marketing or mouth to easily spread through. 6 question is as follows : the biggest benefit of social networks, universal access to free , 84 % (93 + 63) responses and has been very favourable agreed . Although the unanimous in regard to free universal access and use of social media , but there is no entrepreneurs in this field to change their mentality and about 11 % (21) neither agree nor the opposition . 7 question is as follows: social network is a telegram to marketing my business is used. About % 87 (131 + 31) of the respondents agreed very favourable and chose, as a result of the telegram popularity in Iran has been proven. 8 question is as follows: social networks, for all practical brands It is interesting to note that this sector is currently shows a lack of awareness of the real presence of social networks, a large percentage of people 35 % (66), despite the awareness of global emissions and low - cost it uncertain neither agree nor the opposition and the 32 % 18 (+40) and very favourable response, the situation is often lack of operational policies in the creation of social networks. 9 question is as follows: signs of recognition and final consumers to create an online strategy is necessary. Straightforward response, including 93 % 125 (+48) was very favourable and agrees that not only to the establishment of a traditional marketing strategy, but the benefits for the creation of online strategy. Finally 10 question is as follows: You need to learn to follow up the effectiveness of marketing efforts in social networks .

As a supplement to the little research, an interview with 30 tonnes of entrepreneurs to obtain information about the best ways to use of social media in business. The question posed to the type of social networks used by them in companies that in response to the way the telegram networks, Facebookו ,Instagram ,t Linkd In, Aparat and YouTube were the top priority. about the frequency of use , as well as the most responses to 2 3 , or the day after the Post related literature and more than 4 to 5 time pointed out . When on average in the budget for social networks, most entrepreneurs noted that they are generally defined budget, and believe that the traditional marketing tool for good business growth, while the benefits of the digital marketing them as a special budget, and consider who prefer to free options in this field. About who is responsible for the management of social networks as well as two clear trend has been found, one

of the companies that are participating in the social networks and the other companies to hire foreign representatives for the establishment of social networks? The first case by the owner of the company, or some of his aides, director of communications and or social media manager, In addition to the foreign offices in general in charge of add content and so on .

3-2-2) Discustion, The results show that small and medium - sized companies currently a wide range of social networking facilities. Only in the literature to analyze and use of best practices in the sector specific (tourism, educational, medical and etc.), but the information about the best practices used have not been raised. In the form of 2 and overall implementation aspects related to the best ways to use social networks in practice is seen in small and medium - sized companies to compete in the global environment .

In the first place, should aim to identify consumers to be paid to analyze the traditional marketing mixed, i. e., and p. 4. Second, strategic choice is structure that should be used by companies and expand, through the creation of hospitalization like Facebook, Twitter ,Linkdin ,blogs, YouTube, etc.) And social media or levers produced by the media channels to interact with social network users created by them. Third, we need to apply mega Concept under the best practices and the use of social networks .

1) Social networking web - based marketing tool to provide a competitive advantage, and this means saving resources through the interaction between the users and the company and can be regarded as a productive to create new markets used.

2) Social networks can be valuable information and transparent in real time and communications convergence of the virus. This consists of massive diffusion and quick a message on the Web users to transfer. Information flow through a network of providing a challenge for marketing products because it is a great deal of control in case there is no notification products.

3) Media presence allows users to create social networks for their companies. This includes not only companies to sell their products to the buyer , but other brokers and the public through the competition, the exchange of information and / or suggestions with regard to the policies of social media .

4) Social media can be resolved through verbal communications and mouth to the other people's attitudes influence. In the first place information related to satisfaction via email, then through the programme of reference to those who may have similar interests and ultimately successful marketing around the common market sectors .

3. Conclusions and future research

1) This paper aims to investigate how the use of social media as a means of communication in Internet marketing through the use of social media in small and medium - sized companies . The study the following cases to the relevant literature, adding :

2) Social networks as a marketing strategy: a little research has shown that many opportunities for the training of potential potential social media and business. Many of the existence of a tool that can be included in the daily operations to promote products, such as customer approach, monitoring and measurement of the effectiveness of strategy, trade positions to be effective, and so on. The findings

indicate that the technological gap in Iran in the use of new communications technologies, marketing and advertising technology exists, and this is the situation in the national and international competition .

3) Identify the best practices in the use of social networks, the study to the existing literature on good generalization. Strategic use of social networks can be more competitive advantage. Another great advantages through social networks is co - operation between the propaganda among those who are involved in the product and this research savings in the market to a large extent. As well as consumer behavior through data released from mouth to mouth, would be affected. In the end uncertainty variable, and it is likely that the effects of social media can have on the consumer .

In the midst of future research, we can improve the variables in the competition among small and medium - sized companies that these variables are as follows: determining viral marketing effect on the situation in the brand name, a social networks on consumer behavior, and disadvantages of inappropriate use of social media in small and medium - sized companies.

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