

**Integrated Marketing Communication**  
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**Lecture – 53**  
**Social Media Advertising Part 1**

Social media has become one of the most important modes of integrated marketing communication or advertising or communication. In this particular segment, we have been focusing upon database marketing, database communication or digital communication.

We are going for social media-based communication, which is a part of digital communication, it has become so elaborate that it will become so widely accepted, so detailed in terms of its elements, in terms of its usage, in terms of its evolving perspective concerning the resonance it is generating, and its advertising usefulness.

It has become so vast that it is a focus of almost every advertiser and every marketer because consumers are so intensely associated with this now. So, let us look into a very mesmerizing world of social media. Although I assume that all of you are well aware of social media as users, let us look into the communication perspective regarding the marketer's usefulness of social media.

Social media advertising is related to advertisements, messages, and communication services to users on the related platforms, and we all know about Facebook, Instagram, and so on. Why is it so important, as I was saying, because of reach and response, the levels of reach and response, and the instant character of response?

In today's world, when we all want that someone should respond to whatever we are saying the immediately same way, the marketer also looks forward to such kind of a thing actually, and the other more prominent element of social media relevance is associated with it being a network kind of a space wherein we do not know ultimately where my communication would reach if I am a user.

And if someone is targeting me as a marketer, then through me how that communication would flow further because I would become a carrier of flowing that communication to others and it is an experience you would be having that somehow networks, they grow although now people

have started saying that they are exiting out of social media also, but that proportion is exceptionally minimal. So, that is, again, a different kind of side of social media. Still, as far as the present contemporary scenario goes from a marketer's point of view, the relevance is ever-growing because the number is growing and is now traveling into millions and millions. The context of social media is you tell me, I tell you, and then you tell others, and I will also do that.

We will keep flowing this thought to several, several kinds, and why do I want to wish for that? Because I wish to tell people, it is an honest desire of everyone to tell people something. It is a vital habit of my scholars and students to post what kind of papers they have published recently on LinkedIn; for example, that is amazing.

Although I do not know how many people read through research papers on LinkedIn, it has become essential, and then they start congratulating each other now; that is very interesting, that gives you happiness, and I will come to that. So, tell it further, that is the objective, and why not to pass it on. Although some misuse is associated with us as far as the social media platforms go, let us not talk about that.

We are just focusing on integrated marketing communication and communication aspects. Advertisers are aware of this habit. They understand that advertisers themselves are users or, let us say, consumers at one point of time, they are also using social media, they understand, and then being humans all of us do understand what human behavior is significant. However, it is a matter of subject to be studied by everyone now and then.

They know that the customers are getting connected, developing the strength of numbers along with reference and influence. Remember that this is what we have always wanted our consumers to become promoters and advocates. So, marketers want that thing to be traversed further and what best can be wherein you put up a message, and someone becomes an influencer who carries forward that message.

Then further, we are getting to know how to say what can change our message on that basis. The point is that because we are getting an immediate response so how can we change that message we get that indication, or should we change the perspective of the consumer by intensifying that message or recreating that message or putting up newer words or using some other influence associated with that kind of consumers and so on. Many analytics and continuous watch matter, but a continuous watch is an imbibed factor associated with social media because the response is immediately generated.

The point here is that why advertise on social media? Why is social media advertising one of our best advertising bets because of its quick ROI? Yes, from a marketer's perspective, I should know that return on investment or advertising expenditure is one of the most important elements the marketer is marking upon because we have discussed this in the budget section.

Ultimately, the importance is that you create a structure around integrated marketing communication modes wherein you derive the best out of it concerning returns achieving your objective with the least possible cost. Social media is adding value to that because not only in terms of some people, and you touch upon the overall responsibility that social media now carries.

The complementary role in the integrated marketing communication perspective goals is becoming larger and larger and rationalizing the returns in advertising expenditure. Most of these channels require a significant lead time, some channels yield quick results, but not daily.

And those results are also not continuous over time. Here you put up a post; you get a response, then you put up a post, and you get another response. I am not talking about social media here. The marketer is looking at wherein you are continuously communicating, and the marketer is infusing his message along with your communication, imbibing that in association with your communication or customizing just for a few people who are communicating with each other or whichever way that best can reach to our minds also.

He has all the abilities and the facilities for doing or customizing that thing; some channels are consistent but time-consuming as far as reaching the consumer and then bringing out the results and evaluation and monitoring. Although I would certainly say that none of the modes of integrated marketing communication are entirely replaceable, I have repeatedly said that the prominence and centrality of a few modes have always come up in time, and social media is one of those.

Now, why do you post? I am here. It says that psychology of social media you may call it psychology related to social media perspective related to social media. Psychology is a very heavy word. When we talk of consumer behavior, it is an all-encompassing kind of thing, so you do not just get imaginative about what it implies. Still, it is a specific term but look at it from a perspective of how we view social media.

And the question comes in, why do you post? The most straightforward answer to that people

love to talk about themselves. You feel like telling someone about even whatever you would have dreamt in the night every morning. You would have caught some cold because somehow the weather changed instantaneously, and you became slightly unaware.

And you did not realize that you were walking without a cap. Suddenly the wind is blowing here, so that happens, and your mother told you that you should not be wearing a t-shirt, you should be wearing a half sweater and a t-shirt. However, still, you do not feel like because your youthful feelings hamper that; why should I have been looked upon in a sweater on a slightly sunny day basically because my peer group would say that I am getting old.

But it is not valid for me. I do not mind wearing a half jacket in this kind of weather. It is November, after all, and Roorkee is quite cold. So, people love to talk about themselves. This number increases when we post or talk on social media, and flow also increases because when you suggest something about someone you would react to it, for example, even people might congratulate you on something basically when you say that I feel happy this morning, so they would say good morning and congratulations that you are feeling happy.

And a marketer is noticing that you are happy. The marketer puts up a message related to your happiness. You may say that there was some strenuous dream which I went through, and the conversation starts around that probably at that specific time some message comes to you that how to sleep healthily in the night is how. This is where the marketer is looking to infuse in his presence and the products he may have concerning what you are feeling at that particular moment.

Why do people wish to talk? There are things to be taken care of while talking face-to-face, and I am asking why people wish to talk on social media? Face-to-face, you have to go through several kinds of expression controls; you keep on monitoring the reactions people would have towards whatever you are saying. Sometimes we feel perplexed because of the kind of reaction we expect from others.

And they are extending their reaction; we feel subdued when I tell such a beautiful thing. The person is not charmed about that because you are not giving the person the small window of time to react on social media; you have thrown something the person would look into with a perspective. They may react abruptly but be cautious in using specific words.

And that is how that particular presence and still absence when we are not in front of each other directly is quite helpful. So, while you are online, you have time to construct and refine that is how you can express that, and this is one of the most elements of social media which is relevant for marketers because that specific timeframe actually channels the complete structure of

responses and wherein that relevance of communication comes in.

Several studies have been done because this has become so widely accepted at large that many people have got associated with social media. So, a study stated that Facebook could increase your self-esteem because, unlike a mirror that reminds us of who we are, is it wrong? No, it is not that bad mirror that gives you a good feeling, but not every time.

I do not know what kind of a feeling I get when I look in the mirror every morning, but it is not bad. Still, that study says that many people would have responded, which is why the study is saying that, unlike a mirror that reminds us of who we are and may harm self-esteem. If that image does not match our ideal now, Facebook can show an upbeat version of ourselves; that is what Jeffery Hancock from Cornell University has published in one of his papers.

So, that is an exciting finding and valid in many cases. If we look around and see one of the most prominent ways, we tend to work on self-presentation is through things, buying things, and acquiring things that signify who we are. Now that is our earnings which are monitored and understood by my marketer through several kinds of researchers, one of which I have just mentioned.

And there comes the relevance of the message which the marketer extends, so why do you post is essential for a marketer to understand what they do very well.

Reciprocity has an effect. Why do we all like to post on social media? Instagram or any other model you may like are examples of reciprocal conversation, reciprocity wherein receiving a tag or direct message makes you feel compelled to send one back. Anytime you receive a like on your profile, you would wish to reciprocate in some way, whether it is sharing something in return, signing up for an email list, etc.

And it is expected by the person who has posted something, so probably someone who posts a photograph expects some reactions. Then the person extends another reaction, or from that side, another photograph comes in, and the sequence goes on and gets you entertained. You forget about the weather and what is all around. Social media usage due course of time in the COVID period has suggested that people have been engaged in such kind of activities because that became a mainstay of keeping themselves motivated wherein, they got this feeling they are along with their near and dear ones through at different places that are an essential thing which we have seen in due course of time.

Why does it happen? People do want to maintain relationships, and people do want to remain connected after all; I do not know about the relationship. It is again a broader term, but they want to remain connected fundamentally, and when we like each other's posts, we add value to the relationship and reinforce the closeness. We want to strengthen that kind of feeling.

I happened to have been sending messages through SMS on festivals to my elders or, near and dear ones. Still, nowadays, I do not get many responses on SMS because people tell me that they cannot see my SMS because they are no longer in the habit of watching for SMS. Nowadays, they are more on social media. I have raised this aspect because instantaneous response wherein you do not want to make lots of efforts create the further relevance of modes that is one part.

The second part is that in today's messaging, sending an SMS wherein you type a message and then the other person responds to it after understanding that, and the marketer cannot make use of it primarily. So, marketers cannot use it essentially, but they can look into those messages, profile them, and send you one associated message.

But as far as this social media perspective goes there, that response intensity, the quick element, gives scope for a marketer to look into it. Conversely, marketers are becoming reasons to propel or motivate you to communicate further. Marketer is not just an intruder or, let us say or not, just someone who wants to take advantage of the situation.

The marketer is also supporting that situation because once you are communicating with each other, some message related to your profile comes to you, which somehow makes the communication more attractive. The marketer is playing a positive role here. Some musical video come in due course of time from some marketer; for example, you are communicating on Facebook, and Facebook suddenly puts up an ad from their side on that particular moment.

You feel happy about it, and you feel motivated that you are getting positive communication from some other side as well. That is what marketers do. So, you create reciprocity by feeling obliged to give back to people who have given to us, even in a minor way, and you want to develop the scale of that interchange.

Then there is an element of following the herd. You assume that people surrounding you possess more knowledge about a situation, and you follow their lead. Yes, that is a vital element. You want endorsements, and many websites based on feedback and endorsements, but on social media, endorsements are immediate and quick.

And if people start giving you the responses and you tend to get endorsed by their thoughts, it

strengthens. If people have a particular view on a particular thing, you tend to follow that because that makes you feel secure that so many people are associated with that. Although this may have a slightly negative connotation of herd mentality, the point is how we humans feel secure in groups in larger groups or if we are thinking the same way as a more significant number of people is thinking.

It could be in celebrity endorsements, experts' approval, user testimonials, or the wisdom of the crowd and friends that this thing is right; that is why I have seen people posting that I am using this product. What do you have to say about this, or am I thinking of buying this? What do you think about these people starting putting up their experiences, which makes marketers customize their message or reemphasize the thought if somehow it is harmful?

And to re-strengthen their thought if somehow it is positive and so on is why people prefer to read online reviews before purchasing a product online. IMDb is utilized as a measurement criterion for watching shows and movies. I do not know how specifically relevant it is; it is a methodology wherein you rate programs and television. People like me from academics have been participating in developing such measurement criteria. Still, the point is that the particular number that IMBB is 7.5 or 8. It works for people.

They happen to click that show, then that is all then; for example, Mc Donald's uses social proof by adding in their communications billions and billions served that is again a number associated with as far as endorsement goes.

Then comes frequency illusion, the tendency to notice instances of particular phenomena once we start to look for them and to misbelieve therefore that the phenomena occur frequently; erroneously might be an overstepping as far as the whole statement goes, but we do start believing that the phenomena occur frequently. So, if you do not like that this is erroneous, but still you would like that this happens.

Now marketers communicate on social media, they communicate on social media by showing their message repeatedly once the frequency illusion kicks in. Why am I saying frequency illusion? For this, you may refer to texts and books wherein illusions are explained, and one of my favorite examples, I have repeatedly been saying, is thinking fast and slow wherein illusions are explained.

So, once the illusion comes to four, every message will raise positive brand awareness and germinate trust from the viewers' point of view.

Loss aversion and I named Daniel Kahneman this is the precise reference we have used from Tversky and Kahneman 1979 wherein prospect theory explains it. So, prospect theory is a behavioral model that introduced the concept of loss aversion. We are attuned to loss aversion; with loss aversion, people tend to place a greater emphasis on a loss than on a gain of equal value.

And that is how we are made; that is how our thought process is, and marketers know that. They customize their message accordingly, and then they put on the message across social media, and that is how things start going in. I want you to start imagining that how it starts working actually and by now, I want you to go to one of your chosen social media sites and start communicating with someone on something.

And then start realizing what we are talking about. Customers who seek frictionless experiences and are more reluctant to give up what they have. They are not temporarily offering free services or products solely out of altruism. So, customers seeking frictionless experiences are more likely to give up what they have than exert effort to acquire something new.

And that is why many tech solutions and entertainment platforms offer free and temporary offerings, and they are not temporarily offering free services or products solely out of altruism. Of course, it is a trade-off to provide consumers value by narrating loss aversion and increasing future customer retention and lifetime value, which we discussed earlier.

The goal gradient hypothesis suggests a conjecture that animals run faster as they approach a food source. There is a paper by Clark Hull, although there is a disclaimer that I am not suggesting in any way that we humans also behave similarly. Still, it is a psychological perspective that our speed gets enhanced whenever we reach our goals.

He might have studied specific behavior in some kinds of species, but that somehow is relevant, then you watch someone sprinting in a field in a race in a longer race or a shorter race goal when comes near to us we speed up. In general, if you also drive on a highway and are getting near your station, your speed would probably increase slightly.

It would not reduce, which is a general behavior so look at it that way. That is a finding from research, and then try to imagine what and hear when we are talking of goal gradient, how marketers shorten buying cycle, how they increase conversion rates on their websites by showing the end goal, and as I used this example once earlier as well that once you are going for some



hotel booking. They start saying that only two rooms are left.

And you are just nearing materializing that booking. So, you will start speeding up as far as the process goes. The same happens in airline booking and ticket booking because somehow they would say that price is for this period only and if you come back then the price would have increased. You are just about to reach out regarding finalizing your deal.

And these kinds of statements and messages start coming up. This is just a perspective that I am extending in front of you. Consumers are neurologically wired to be desirable objectives through gamified tasks, especially when the end is inside earlier newspapers to increase sales used to offer coupons on their pages. This collection also led to a small price in the end.

And that somehow is related to what we are discussing, the gamified task and end on the side. Starbucks and other customer service leaders offer points intermittently in their marketing campaigns through digitized means. So, these are relevant aspects regarding the goal gradient perspective goal. So, the goal is in front of you, and you start speeding up. Because of its speedy response-related element associated with its goal gradient perspective, social media is also a fundamental understanding that enables marketers to communicate with prospective buyers.

So, I will stop this session here and come back with different avenues of ad posts on social media in the next session. Till then, goodbye.