

Social Media Strategies for Indian Startups

Sonal Gulati*

Assistant Professor, Department of Management, NDIM, India
Email: sonalgulati.22@gmail.com

Abha Grover

Assistant Professor, Department of Management, NDIM, India
Email: abhagrover.delhi@gmail.com

ABSTRACT: The use of social media has become an essential tool for everyone, Even the Indian start-ups adapt this to achieve their business goals. Social media platforms offer startups a huge potential market to connect with target audiences, build brand awareness and grow their customer base. To exploit the benefits of social media, startups must take a strategic approach and create a social media plan that aligns with their overall business goals.

Top social media strategies adopted by Indian startups include building brand awareness, providing customer support, running social media ads and creating engaging content. Startups can use social media platforms such as Facebook, Twitter, Instagram and LinkedIn to reach their target audience and build awareness. Social media also provides a great way for startups to provide customer support and handle customer inquiries and complaints.

Advertising on social media is another effective strategy that helps startups reach their ideal customers and increase conversion rates. Startups can also create engaging content such as videos, blogs and infographics to increase engagement rates and establish themselves as thought leaders in their industry.

In summary, a social media strategy is essential for Indian startups to succeed in the competitive startup ecosystem. Startups should take a strategic approach to social media and create a social media plan that aligns with their overall business goals. By harnessing the power of social media, startups can increase awareness, engage with target audiences, and ultimately achieve business goals.

Keywords: Social Media, Start Ups, India, Social Platform Advertising, Strategies

1. INTRODUCTION:

Social media has become an effective aid for startups in India to put up their mark, connect with customers, as well as drive growth. With over 560 million internet users and a growing social media user base, it's no surprise that digital media and marketing has become an essential component of Indian startups' marketing mix. However, not just being an active presence on social media is insufficient but it is also critical to have a well-planned social media approach in place to ensure that the startup can fully utilize the power of social media.

In case of Indian startups, it entails defining the target audience, selecting the appropriate social media channels, developing compelling content, and measuring the influence of social media ventures. The idea is to create an absolute plan that corresponds with the startup's aims, values, and messaging. By doing so, startups can establish a distinct identity and gain a loyal fan base.

Counting on the benefits of social media, the first and most important one is that it enables startups to interact with customers in real time.

Additionally, it can be used by startups to impart customer support, answer questions along with receiving feedback. This encourages the development of customer trust and credibility, which is especially important for startups seeking to establish themselves in the business place. Moving ahead, another advantage of using this medium is to drive traffic to a startup's website or online store. Startups can attract potential customers to their website by creating engaging content and sharing it on social media. This can help the startup increase sales and revenue.

When it comes to establishing a social media plan of action, it is critical to choose the most appropriate social media ways of communication.

Every site has its own set of advantages and disadvantages, and entrepreneurs must select platforms that line up with their aims and target audience. Platforms like Instagram and Snapchat, for example, may be more effective than Facebook or Twitter if the target demographic is youthful and tech-savvy.

In the dynamic landscape of the Indian startup ecosystem, effective utilization of social media has become paramount for establishing brand presence, engaging target audiences, and driving business growth. The key strategies that Indian startups can employ to harness the power of social media platforms for optimal results.

The first section delves into the importance of understanding the diverse and culturally rich Indian market. Recognizing regional nuances, language preferences, and cultural sensitivities is crucial for crafting content that resonates with the target audience. Leveraging local trends and incorporating them into social media campaigns can enhance brand relatability and foster a sense of community.

The second section emphasizes the significance of selecting the right social media platforms tailored to the startup's objectives and target demographics. A comprehensive analysis of the popular platforms in India, such as Facebook, Instagram, Twitter, LinkedIn, and emerging platforms like TikTok, allows startups to allocate resources strategically and maximize their reach.

Building authentic and engaging content is explored in the third section, emphasizing the need for a compelling narrative that aligns with the startup's brand identity. Utilizing multimedia content, such as videos, infographics, and user-generated content, can enhance audience engagement and foster a sense of community. Additionally, the importance of real-time engagement and responsiveness to audience feedback is highlighted to create a dynamic and interactive online presence.

Finally, social media techniques have become a functional component of the marketing and promotion mix for Indian startups. Startups may use social media to establish their brand, interact with customers, and drive growth if they have a well-planned social media strategy.

2. LITERATURE REVIEW

Importance of social media for Brands

Brands can directly influence social networking sites or UGC to get publicity for their products or services (Munar, A. M, 2012). A company's legitimate social media profile pages, which is managed by the business itself, strives to spread messages, promote the brand and its product, and engage with customers (Meijer, A., & Thaens, M, 2013). Using social media, marketers may forecast buyers' behaviour towards buying (Hinchcliffe, D., & Kim, P, 2012). Advertisers actively send persuasive messages to affect consumers' views. Because the return is easier to track, marketers frequently employ online platforms like social media for their marketing (Faber, Lee and Nan, 2004; Ha, 2008; Breuer, Brettel and Engelen, 2011). In the extremely interactive advertising landscape that currently rules the market, profitable companies pay close consideration to social media ads because they recognise their potential for establishing and maintaining connections with prospective consumers as well as for engaging and interacting with them (Kiráľová, A., & Pavlíčka, A, 2015). The fact that many people perceive they can quickly and easily express their views and viewpoints with an enormous audience via social media is evidence that customers are more used to acquiring the news fast and easily than going in search of information (E. Severi, K. C. Ling, and A. Nasermodeli, 2014).

Internet-based businesses are proliferating, impacting businesses. Social media (Joosten, T, 2012) is used to transmit messages and information (Bajpai, V., Pandey, S., & Shriwas, S., 2012). They now have a significant role in shaping a variety of consumer behaviour factors (Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S, 2011). Unfortunately, marketing managers can find very little advice for integrating social media into IMC strategy in the mainstream business press and scholarly research (Cheng, Y, 2018). As a result, many managers do not fully understand social media's contribution to the company's marketing initiatives. Even if social media is increasing the relevance of consumer-to-consumer dialogues in the marketplace, their significance has not yet been acknowledged (Mangold W. Glynn a, Faulds David J., 2009). Purchase intention has drawn a lot of attention in academic settings ever since it first appeared (McGregor, S. C., Lawrence, R. G., & Cardona, 2017) Ad in marketing research. It is desirable to monitor customer behavioural intentions since they are thought to be indicators of actual purchasing decisions (VA Zeithaml, LL Berry and A. Parasuraman, 1996). According to a study on sentiment analysis of internet forums and product evaluations, people's purchasing decisions are influenced by these sources (Piskorski, M. J, 2016)

Social media platform with a unique aesthetic and identity. The now-commonplace selfie and flat-lay viewpoint are two famous instances of how it significantly changed the visual attractiveness of the art of imaging from its original purpose as

a platform for sharing instant photos of moments. In order to promote brand recognition, consumer loyalty, and brand reputation, many companies and influencers have established strong Instagram communities recently (Hunt, K. G, 2010). Instagram continues to rise in usefulness for brands since it is a very effective way to reach their target market, cultivate deep connections with fans, and expand outside their local community, encouraging referrals and good word of mouth (Carah and Shaul, 2015). The ongoing presence of companies on social media, especially Instagram, is of the utmost importance for users, fans, and customers because it gives them access to visual inspiration, a sense of community, and the chance of being active and engaged (Phua, Jin and Kim, 2017).

Flow Chart:

3. RESEARCH METHODOLOGY



Figure 1: Flow chart

- (A) Sampling technique: The technique used for collection of samples for the study is convenience sampling method. People who regularly use social media for different reasons in Delhi were approached to participate in the survey. The data are collected from 20 people with the help of a questionnaire. The paper aims to know whether social media has a significant role on people's buying decisions.
- (B) Application software used: R-Studio and Microsoft Excel are used for interpreting the results from the data collected through the sample.
- (C) Statistical tool used with the formula: The statistical tool used for the study is the chi-squared test. The formula for the same is:

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

Where,

- O_i = observed value (actual value)
- E_i = expected value.

Hypotheses Testing

Ques: Does social media play a significant role in customer purchasing decisions?

Ho: Social media does not play a major role in making a purchase decision H1: Social media plays an important role in making a purchase decision Conf. level =95%

Alpha=0.05 or 5%

P-value of our sample is: 0.001277 which is less than 0.05, hence we can say that H_0 is rejected therefore we can conclude that there is a significant role of social media on buying decision.

R-Studio Path

```
path4<-"C:/Users/HP/Desktop/study material/sem2/RM/Vasu.csv" df4<-read.csv(path4)
```

```
df4
```

```
Age<-na.omit(df4$Age)
```

```
Decision<-na.omit(df4$Purchase.After.advertisement.saw.on.social.media) result3<-chisq.test(Age, Decision,correct = FALSE)
```

```
print(result3)
```

Age Purchase

After advertisement saw on social media

18-24 No

18-24 Yes

18-24 Yes

25-34 No

25-34 Yes

25-34 Yes

35-44 Yes

35-44 Yes

18-24 No

25-34 Yes

18-24 No

18-24 No

18-24 No

25-34 Yes

45-54 No

18-24 No

18-24 Yes

18-24 No

25-34 No

QUESTIONNAIRE

1. What is your gender?

a) masculine

b) a woman

c. Non-binary

d. I prefer not to say

2. What is your current work situation?

a) Works full time

b) Part-time employment

c. The self-employed

d. Unemployed

e. A student

f. Other

3. What is your level of education

a. High school or equivalent

b. Bachelor's degree

- c. Master's Degree
 - d. PhD or higher
-
- 4. What is your current job role?
 - a. Founder/Entrepreneur
 - b. Marketing Manager
 - c. Social Media Manager
 - d. Other

Section 2: Social Media Usage

- 5. Which social media platforms do you use most often? a) Facebook
 - b) Twitter
 - c) Instagram
 - d) LinkedIn
 - e) Tik Tok
 - f) alias
-
- 6. How often do you use social media?
 - a) Several times a day
 - b) Once a day
 - c) Twice a week
 - d) Once a week
 - e) Rarely or never
-
- 7. What content has the startup published on social media?
 - a. Pictures
 - b. Videos
 - c. Text posts
 - d. Streaming
 - e. others
-
- 8. Did the startup use paid advertising on social media? If yes, which platforms did they prefer?
 - a. Facebook
 - b. Twitter
 - c. Instagram
 - d. LinkedIn
 - e. TikTok
 - f. Other
 - g. They did not use paid advertising on social media
-
- 9. How a startup measured the success of its social media strategy?
 - a. Follower count
 - b. Engagement rates (likes, comments, shares, etc.)
 - c. Website traffic
 - d. Conversion rates (purchases, sign-ups, etc.)
 - e. Other
-
- 10. What challenges did the startup face while implementing their social media strategy?
 - a. Lack of resources (time, budget, personnel)
 - b. Difficulty creating engaging content
 - c. Difficulty targeting the right audience

- d. Difficulty measuring the success of the strategy
- e. Other

4. DATA ANALYSIS AND RESULTS

The interpreted data shows that since after applying the chi-square the null hypotheses were eliminated in the tests, giving us the current result positive relationship between social media influence and purchases decision of people.

Also, the data collected gives us a clear picture that the most usage among people when asked for the social media platform came out to be Instagram which gives us the idea that Instagram had an impact on influencing the buying decision of people. In sum-up, the whole data interpreted gives us the result that the platform which is most used and preferred is Instagram and the social media platforms do act in a vital way in influencing the buying decision of people.

5. FINDINGS

A study on social media strategies for startups in India found that Indian entrepreneurs use a number of social media platforms to engage with their target market and raise brand awareness. The platforms that startups predominantly employ are Facebook, Instagram, Twitter, LinkedIn, and YouTube. The study examined the social media tactics employed by Indian business owners and the difficulties they encountered while attempting to sell through social media. Influencer marketing, social media advertising, and content marketing are the three main social media marketing techniques employed by Indian business owners.

Indian entrepreneurs utilize content marketing to produce and disseminate useful, pertinent, and consistent information to target audiences. Blog articles, infographics, podcasts, and movies are all acceptable sources of content. A startup can utilize content marketing to position itself as a sort of authority in its industry and win the audience's trust.

Influencer marketing is the process of promoting your startup's goods and services via social media influencers. Indian firms are using influencer marketing to reach a bigger audience and take advantage of influencers' authority and fan base. Startups in the fashion, beauty, and leisure industries can profit substantially from influencer marketing.

Social media advertising: Social media platforms are used by the business to market its products and services through sponsored advertisements. To reach certain demographics and draw in new customers, Indian business owners use social media advertising. A low-cost strategy for startups to increase income may be social media marketing.

6. DISCUSSION

It has been discovered that social media marketing has a statistically significant impact on social media sharing. It turns out that there are common characteristics that can affect brand awareness. The study looks at the challenges Indian entrepreneurs have while using social media and the varied social media strategies they use. The authors emphasize the importance of having a clear social media strategy and a solid understanding of your target audience. Additionally, it emphasizes the importance of engaging different audience segments using different social media channels.

The Indian company is focused on building a strong social media presence, producing interesting content and using influencer his marketing to attract a wider audience. Additionally, startups regularly evaluate the success of their social media campaigns. Also, because social media plays an important role in purchasing decisions, we rely on accepting and rejecting the null hypothesis.

Our research shows that many users are on Instagram and more than their target audience are young people, so businesses should start investing in the social media platform, Instagram in essence.

7. CONCLUSION

This study assesses the influence of sharing characteristics by analyzing how they affect brand association based on all social media acceptance factors.

The main objective of this investigation was to recognize and evaluate the influence of brand connections. According to the survey results, 78.9% of users primarily use social media platforms. Some teens use Instagram more, while the remaining 21.2% of users are on Facebook, Twitter, LinkedIn, TikTok, etc. And the target audience is young people. Social

media allows companies to showcase their products and assess what their customers value. Businesses know what information they want to share, what communication channels work best for their business, and how to keep their customers engaged.

Research shows that Instagram is the more successful form of social media for startups as it successfully meets the requirements for measuring reach, awareness, presence, and relationships. Instagram users are likelier to like your business page, share content with friends, and engage with business posts. These promotions facilitate communication between the company and its customers while generating word of mouth. This shows that Instagram marketing can help startups attract and retain customers. Since the p-value is 0.001277, which is less than the alpha value of 0.05, H_0 (the null hypothesis) will be rejected and conclude that social media plays an important role in purchasing decisions.

8. MANAGERIAL IMPLICATIONS

Indian startups now heavily rely on social media to connect with their target audience and engage with them. The following are some managerial repercussions of social media strategies for Indian startups:

Establish a social media presence: Online entertainment platforms like Facebook, Instagram, Twitter, and LinkedIn ought to be used by new businesses. As a result, they will be able to reach a larger audience and build brand recognition.

Make a substance plan: Startups should devise a content strategy tailored to their target audience. They should make content that is interesting, relevant to their target audience, and in line with the voice of their brand.

Utilize influencers: Startups can use influencers to reach their target audience. They can team up with forces to be reckoned with who have a gigantic following through online amusement stages to propel their picture.

Utilize paid media: Paid publicizing through virtual diversion stages can help new organizations with showing up at their fundamental vested party even more in fact. With targeted advertising, startups can target specific demographics, interests, and behaviors.

Engage customers: Startups should actively interact with their customers on social media. They ought to respond to messages and comments promptly, and they ought to make use of social media to gather information and feedback from customers.

Execution of measures: Startups should use metrics like reach, conversions, and engagement rate to see how well their social media campaigns are working. This will help them with understanding what is working and what ought to be gotten to a higher level.

Indian startups can effectively utilize social media to reach and engage their target audience. New businesses can build brand awareness, encourage

commitment, and ultimately drive growth by utilizing the appropriate stages and strategies and fostering major areas of strength for a media process.

9. LIMITATIONS & FUTURE RESEARCH SCOPE

1. This article lacks specific examples of successful social media strategies of Indian startups. Including case studies and real-life examples provides deeper and more practical insights.
2. This article does not cover the challenges that startups can face when implementing a social media strategy, such as B. Limited resources, lack of expertise, or difficulty in measuring the impact of social media activity.
3. This article is primarily focused on the benefits of social media for startups, briefly mentioning the need for a well-planned social media strategy but providing detailed step-by-step instructions for developing one. We do not provide a detailed guide.

10. FUTUROLOGY

1. Comprehensive investigation of startup issues implementing a social media strategy and how to overcome it.
2. Examine the impact of social media on startup sales, revenue, and customer retention and brand loyalty.
3. Explore how social media strategies vary by industry, Indian industry.
4. Conduct a comparative analysis of Indian social media startup strategies with other countries to identify best practices and learn from each other.

5. Examine the effectiveness of different types of social media content, such as: Videos, blogs, infographics, and how startups use them to grow and more engagement rates and establish yourself as a leader in the industry sort him.
6. Examine the Role of Influencers in Indian Startup Social Media Marketing How Startups Use Influencer Marketing to Reach Businesses the goal.
7. Examine the Impact of Social Media Algorithms on Your Startup's Social Media Strategies for maintaining social networks and how to adapt to algorithmic change. Media exposure and interaction with the audience.

11. FUTURE OUTLOOK

This paper explores how social media can help startups reach their customers through various channels. The next step is to speak with Startup directly to collect more primary data. This makes it easy Collect specific information about how the owner or manager uses social media Allows media and detailed analysis. Should do research on this monitor more specific social media marketing results to:

A. More complete view of the results. This can be achieved for example like this:

B. By trying to assess the return on investment or estimate the impact of social networks

Media marketing on sales of startup companies in a different way. In the next few years, in the field of social media strategy. Research for Indian Startups Continues to Expand and Grow important. Demand for an effective social media strategy continues to grow Rising as more businesses in India use social media to promote their products and service. Expected in the field of social media strategy research.

Indian startups continue to grow and become more important in the coming year. More and more companies in India are using social media to market their products.

Products and services that require an effective social media strategy just go up.

The importance of influencer marketing is another development

Going forward, it is expected to influence how Indian businesses use social media. Influencers help businesses gain the trust of potential customers, Reach highly engaged audiences. companies must establish themselves Techniques for finding and collaborating with influencers in fields such as Influencer marketing is gaining popularity.

As an entrepreneur, I want to use the power of social media to help They reach target groups and grow their customer base. Indian Startup's Social Media Strategy Expected He Will Be One In The Future A dynamic and rapidly evolving topic.

References

1. Munar, A. M. (2012). Social media strategies and destination management. *Scandinavian journal of hospitality and tourism*, 12(2), 101-120.
2. Kiráľová, A., & Pavlíčka, A. (2015). Development of social media strategies in tourism destination. *Procedia- Social and Behavioral Sciences*, 175, 358-366.
3. Bajpai, V., Pandey, S., & Shriwas, S. (2012). Social media marketing: Strategies & its impact. *International Journal of Social Science & Interdisciplinary Research*, 1(7), 214-223.
4. Joosten, T. (2012). *Social media for educators: Strategies and best practices*. John Wiley & Sons.
5. Meijer, A., & Thaens, M. (2013). Social media strategies: Understanding the differences between North American police departments. *Government information quarterly*, 30(4), 343-350.
6. Cheng, Y. (2018). How social media is changing crisis communication strategies: Evidence from the updated literature. *Journal of contingencies and crisis management*, 26(1), 58-68.
7. McGregor, S. C., Lawrence, R. G., & Cardona, A. (2017). Personalization, gender, and social media: Gubernatorial candidates' social media strategies. *Information, communication & society*, 20(2), 264-283.
8. Piskorski, M. J. (2016). *A social strategy: How we profit from social media*. Princeton University Press.
9. Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business horizons*, 54(3), 241-251.
10. Hinchcliffe, D., & Kim, P. (2012). *Social business by design: Transformative social media strategies for the connected company*. John Wiley & Sons.
11. Hunt, K. G. (2010). Finders keepers: Social media strategies help find top talent. *Journal of property management*, 75(6), 36-41.