Using Social Media To Gain Business Value

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ABSTRACT
As the competition for Business is growing day by day the owners are concerned about the growth of their business. Social networking has become one of the most important parts of our daily life as it enables us to communicate with a lot of people. Social networking sites are created to assist in online networking. It is also a platform where our creations and thoughts are presented to a huge lot of masses. Online social media represent a fundamental shift of how information is being produced, transferred and consumed. User generated content in the form of blog, posts, comments, and tweets establishes a connection between the producers and the consumers of information. Tracking the pulse of the social media outlets, enables companies to gain feedback and insight in how to improve and market products better. For consumers, the abundance of information and opinions from diverse sources helps them tap into the wisdom of crowds, to aid in making more informed decisions [1]. Social media platform (SM) in particular comprises a flourishing new set of viral marketing mechanism that are growing exponentially. More and more companies are using SM because they know it works [1]. How much they spend and how long they continue to spend it will depend on how efficient SM proves to be in the long run. The measurement of social media effectiveness or ROI (Return on Investment) is the key factor in the long term success of SM marketing and management program. [1]

The proposed system will calculate the gain of business by using social media as a platform.

General Terms
Business, Social Media, Information, ROI, Marketing

Keywords
Database, Data extraction, Admin, User, Graph

INTRODUCTION
The proposed system is basically a media marketing agency (website) which can be used by business owners. The owners will use us as a medium to publicize their brand. We will use social media (Facebook and twitter) to create awareness of the particular brand among the people and publicize the brand for business owner.

Using the data collected from social media, we will calculate the Return On Investment for the business owner and show him the profit that he has earned by publicizing his brand on social media.

The Business professionals who do their business by doing their advertisement on social media do not know that by doing so how much profit or gain they are earning.

Our project compares ROI calculated through the traditional ways and through use of social media platforms. Thus user will come to know that use of social media platform to make the business is profitable or not. The user’s business is well advertised on all social media sites mentioned. Once the user clicks on one of the social media site that means he wants to calculate the business gain through that social media site.

PROBLEM DEFINITION
The main purpose of the proposed system is to publicize the brand for business owners and calculate the profit earned by the owner by this publicity. The business owner will use our website to publicize his brand. The owner contacts the agency using the sign up option on our website. Then the admin uses his credentials and performs the following steps.

Step 1: Publicize (on Social Media)
Publicize the brand on social media that is
• Create page on Facebook to get the likes
• Tweets on Twitter for the followers

Step 2: Extract data (on Website)
The admin extracts the data from social media that is he gets the number of likes on the Facebook page and followers on Twitter.

Step 3: Graph generation
A graph is generated for the business owner. The graph displays the percentage of data from respective social media site.

Step 4: Calculation of ROI
The data is extracted from the database which is the number of likes on Facebook and the actual purchase of product after liking the page on Facebook. Using this data ROI is calculated by formula. Return on investment (ROI) simply refers to the idea that something of value has resulted from an investment of
time, energy, or money. In financial circles ROI usually is reduced to a formula\(^2\):

\[
\text{ROI} = \frac{(\text{profit} - \text{cost of investment})}{\text{Cost of investment}}
\]

Cost of investment is the money paid to us as a fee

**Step 5: Graph ROI**

A graph is generated which shows comparison of ROI using traditional advertisement method and an ROI calculated using above steps. So the owner can see the increase in profit due to the use of our agency publicity.

**DEVELOPMENT IDEA**

The goal of our system is to attract the customers and make the brand well aware among the people so that the people who like and view the brand online will actually purchase it. The main objective of this project is to design and implement a system that shows the increase in ROI due to publicity of brand on social media. The system shows the comparison of ROI of social media and traditional ways of doing marketing which ultimately shows that use of social media is more profitable than adapting traditional means of doing marketing.

The key stakeholders of this system are:

1. Customer
2. Administrator
3. Development team
4. Database manager

**Functional Requirements**

**Customer:**

The customer would log in into the site with his credentials. Then he will be able to see the activities done for his brand. The customer’s Facebook and Twitter timelines would be displayed.

**Administrator:**

The administrator will be responsible to maintain the system. Administrator will update customer profile, add content to the pages created for customer’s brand. Administrator will also display a graph that shows number of customers gained because of online publicity.

**Development team:**

The development team will do coding for system and make sure that the system is available all time. They will also find out if there are any errors in the system and will add new functionalities to the system.

**Database manager:**

Database manager will maintain database for the system. He will also update the database regularly.

**3.2.2 Non Functional Requirements:**

1. 24 X 7 availability.
2. To get better performance at peak time better component design is done

**RESULT**

The result of proposed system is used to calculate the gain of individual business using social media and ROI with the help data of social media. There are various formulas which are taken into consideration to calculate ROI mathematically.

So the result of this project is the profit of a brand of the business professional using social media. The comparison of profit before the use of social media (traditional method of advertising) and after the use of social media (using Facebook and Twitter) is shown in the form of graphical representation.
DISCUSSION

We have proposed a system that shows the use of social media is much more beneficial for doing brand advertisement and attracts people for that brand directly leading to increase in ROI. To increase user friendliness we have used simpler software for developing it. The GUI is very user friendly and the customer needs are fulfilled using our proposed system.

Social media use is trending upward and has given the attention to the various business platforms. Time spent on Facebook and Twitter is comparatively very high and Facebook and Twitter are primary tool for either acquiring new customers of generating sales leads. Traditional way of marketing can be expensive, social media on other hand is low cost and can be a cheaper medium to gain new customers and retain the traditional customers.

Social media marketing goals may or may not be tied to the purchasing process, which involves strengthening brand, acquiring contacts, generating sales, and gaining brand advocates. It is important to use a goal-based approach for evaluating social media marketing efforts’ ROI. ROI is the parameter with the help of which one can measure the gain acquired using social media.

Social media proves to be best way of doing online marketing of products and brands and it provides better way to interact with customers, sell different products as per customers requirement which leads to increase in company’s revenue and get high Return on Investment (ROI).

FUTURE SCOPE

The proposed system can be implemented and launched at the broader scale for commercial purposes.

- We can use other social media platforms other than Facebook and Twitter
- More aspects and factors of social media can be considered to get more accurate results.
- Proper implementation of this system can used in gaining more profits for the administrator and also by customer retention.
- More publicity can be done using advertisement on social media, but this requires more investment.

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