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Developing a Social Media Presence Strategy For an E-Commerce Business

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Abstract

Redvolt Solutions Pvt.Ltd. is Start-up Company, which is a brain child of Mr. Debjit Nandy who came up with the idea of YESGRID.com. The Company strives to become India's largest On- Line Stationary store along with other offering in accessories, electronic peripherals and education materials. As an E-Commerce business model, customers chose the product they want to purchase from Yesgrid's online portal & it arranges to get the product delivered to the customer. As a start-up, it was a prime need of the website to gain a customer base the company by designing a social media campaign over the internet. Identifying the need to set up a social media campaign, the project was taken to develop the entire social media presence and provide much needed awareness to the website. Social media is being used as a platform to access potential customer and implement marketing campaign. For E-commerce business of Yes grid, it increased communication through blogs pages and social media connection pages like Facebook, G Plus, etc. The website is still in its start-up phase and as it grows, the website will continue to gain awareness, visits and likes among the viewers and potential customers as a result of Social Media Campaign.

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1. Introduction

The project was to develop the entire social media presence, market promotional strategy and execution. It involved positioning of website in the e-commerce market through various strategies and launch for it. The project involved below mentioned work to do:

- Choosing the right channels to reach customers for social media marketing of Yesgrid's ecommerce business by using some transparent sites like Facebook and Wordpress for user statistics.
- Competitive intelligence by analyzing top five competitors on the social web.
- In order to gain more viewers, promote a few products, and new technologies via these mediums.
- Encompassing a wider range of tactics that promotes organisations as a whole. It included informational articles about the inception and informative articles.
- Pushing a few products via these social media pages which allowed customers to browse and purchase these products directly.

2. Social Media Campaign

Social media has become a platform that is easily accessible to anyone with internet access and proves out to be an inexpensive platform for the organization to implement marketing campaign. Especially for e-commerce business, Social media can increase communication for website and create brand awareness and if done correctly improve the positioning in market. Marketing through social media platforms, such as Facebook and blogs, can be quick and powerful. Social media marketing programs usually centre on efforts to create content that attracts attention and encourages readers to share it with their social networks. This form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media.

The social media campaign for Yesgrid involved strategic planning and complete analysis of the situation before the launch. The complete process of Yesgrid's social media campaign is shown below for better understanding.

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