

BEST FOLLOW INSIDE THE UTILIZATION OF SOCIAL NETWORKS PROMOTING STRATEGY AS IN SMES

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ABSTRACT

Small and medium enterprises (SMEs) are generally the exploit drive the economy of the countries, however, do not appear to be constantly whole exploit its innovative and ingenious capability as a result of many of these firms do not acknowledge the tools for today provides USA the technology, worse the benefits we provide social networks. The aim of this text is supposed to dialogue best practices inside the utilization of social networks as strategic promoting communication in SMEs. The methodology used within the analysis depends on the analysis of the state of science, preliminary study on the use of social networks and case studies of success. As a result, there is a pair of contributions to the enrichment of scientific literature on the subject: i) identification of best practices inside the utilization of social networks and, ii) social networking as a promoting strategy for SMEs.

Keywords: *Best practice; Social networks; SMEs*

1. INTRODUCTION

SMEs are typically the driving force behind the economies of the countries, however, don't seem to be perpetually totally exploit its innovative and inventive capability, as a result of several of those corporations are off from the technology, the net has brought a variety of the latest opportunities, like on-line promoting that uses advertising mechanisms like blogs, podcasts and social media achieve their shoppers (Thach, L. 2009), through the net, there's a break that users will act and make communities (Tufiez Lopez., M., Garcia, J. 2011). During this context, social networks are outlined as delimited teams of people, organizations, communities or societies are, joined, wherever members act, discuss and exchange data (Palacios N, Paiz, V., Padilla, M. 2005), on the other hand, outlined as services supported the net that enable people to construct a public or semi-public inside a delimited system, which might be connected through the event of an inventory of users which will be shared with members of your system or another system (Boyd, D., & Ellison, N. 2007). The most well liked social networks are Facebook, YouTube and Twitter, this quality are measured in line with the amount of

activity bestowed by its members. Social networks have challenged ancient social networks, which overcome geographical barriers that enable interaction on a worldwide tract (Scherer-Warren, I. 2005). Currently there are proposals on the utilization of social networking applied to specific sectors, however, within the literature has known best practices that are common and permit generalized to any or all SMEs, therefore the purpose of this study is aimed toward analyzing the simplest practices within the use of social networks as strategic promoting communication that permits them to possess a competitive advantage. The structure of this analysis is organized as follows: AN introductory section, that makes a quick relevance the abstract and structural context, followed by the methodology section that describes the scientific method that may result in meet the explicit objective, highlight the thematic division: a qualitative analysis refers to the study of literature can, interviews and case studies of success on best practices within the use of social networks and quantitative analysis applied to a section of SMEs within the Kurdistan province. Then we tend to find the results section, wherever once deep analysis of the difficulty arose, Mega proposes 5 ideas that are supported on paper and projected widespread application. Within the kind we will

follow the discussion section, wherever the community proposes a model that permits SMEs to possess a reference for the utilization of social networks and be a lot of competition. Finally, the most conclusions are issued and future analysis.

2. METHODOLOGY.

To fulfill our goal, this analysis is split into 2 stages: the primary is an analysis of the literature on the utilization of social networks in business. At this time we tend to resort to looking out the most important databases, getting for analysis close to seventy five items,, from that came the relevant concepts and so through a frequency matrix established the ideas that were perennial, and at least propose four 'Mega ideas "that integrated studies of various authors. Within the second stage, we tend to conduct a preliminary study so as to grasp the simplest practices on the utilization of social media in SMEs. To satisfy this activity was performed in Kurdistan province Field analysis, limiting the universe to a sample of 186 SMEs within the Metropolitan Zone, that is thirty in-depth interviews conducted preliminary, that served a similar guide the event of the form and 186 self-administered surveys. The place is conducted in-depth interviews was at varying addresses of the businesses interviewed, surveys are conducted over the net to those charged with managing company social networks. The information assortment methodology was non-probability, in order that the results may be not generalized. Finally a comparison was created between the Mega ideas found within the study of literature and best practices on the utilization of social media in SMEs.

3. RESULTS

Marketing ways targeted to the client, have grown up apace in recent years and has hyperbolic the amount of users of social networks, this example has forced SMEs to think about these technological systems as tools to draw in, maintain and manage customers additionally as a resource for getting info on the behavior of the market and therefore the shopper. Given this precedent, then presents the results of quantitative and qualitative analysis conducted.

3.1. First stage. Review of the literature

This section presents the analysis of concerns sixty five articles, of that thirty was directly associated with our topic, then through a frequency matrix as may be seen in Table 1, were enforced five points key known as "Mega concepts" these being basic assumptions that underpin inquiry "use of social networks in business". In Table 1, we discover as an example the subsequent concepts or concepts: "The social networks as a Web Based promoting Tool" that's perennial twenty five times within the literature, like "The social network competitive benefits as a promoting Tool" that perennial ten times, these concepts or ideas to make the primary Mega ideas "a", that it outlined as: "The social networks are webbed-Based promoting tools; that gives competitive benefits to the businesses and users". Equally the subsequent ideas; "The Social media utilized by users to form promoting, advertising", "Media participation", "Engages Social network compete to cocreate" continuance five, two and five times severally kinds consequent Mega ideas "b" that it outlined as:" the common participation permits users to form social media promoting advertising and to cocreate ". Equally proceed with different concepts or ideas, resulting in the Mega ideas indicated in Table 2. Mega ideas a Social networks are Web-Based promoting tools; that give competitive benefits to the businesses and users b Media participation permits social media users to form promoting advertising and to cocreate c Social networks can give real time valuable and clear info to companies' trough microorganism promoting and due to communication convergence d Social network shifts power to customers that produce externalities through being an intermediate for the word of mouth wherever social network members can influence every other's behaviors e Facebook is beneficial to focus on audience could might produce may benefits and drawbacks just like the lack of "face to face" contact that makes a perception of uncertainty and risk for the client.

3.1.1. Mega ideas Analysis

a) Social networks are Web-Based promoting tools that give competitive benefits to the businesses and users: A Social network has the characteristic of a Web-Based promoting Tool whereby varied users will be a part of them to nearly interrelate

with people round the world. (Rooney, K. 2010). By 2009 the Twitter and Facebook boom allowed corporations to use special offers through them. For example; airlines used exclusive unpunctual offers, and different incentives like frequent flyer mile programs. YouTube is that the preferred video sharing website; and has facilitate corporations transmit and post videos with promoting and client service goals (Janusz, T. 2009).

b) Media participation permits social media users to form promoting, advertising and to co- create: as an example once discoverer created a context within which participants had to form a brief video showing their skills in ball sports, and these videos were announced on YouTube. The Gillette's user was ready to co-create according the complete request and objectives (Mangold, W. G. & Faulds, D. J. 2009). Ford feast marketers determined in 2009 to place their launching campaign for the u. s. Within the hands of potential Ford homeowners, that enjoying blogging. The campaign had an excellent impact, and exceeded the fascinating objectives (Deighton, J. 2011). Social Media not solely permits customers to co-produce, Kurdistan specific with its "Go Social" initiative, it permits intermediaries; during this case merchants to conjointly transmit info and co-create through Facebook for the tip customers (Needham, A 2008). Facebook permits merchants to sign on and distribute Kurdistan specific deals via Facebook to get sales, which is able to translate to Master Card usage for Kurdistan specific (Piskorsky, M. J. & Chen, D. 2012).

c) Social networks can give real time valuable and clear info to companies' trough microorganism promoting and due to communication convergence: The Communication convergence is that the merger between the knowledge technologies and therefore the communication networks that are created within the social media (Campos Freire, F. 2008). Social networks have evolved and are currently ready to give various and specialized communication channels for stigmatization and to section niche markets a lot of simply (Jansen, B. J., Zhang, M. et al. 2009). The emergence of Internet-based social media has created its potential for one person to speak with a whole lot or perhaps thousands of people concerning product and therefore the corporations that give them (Mangold, W. G. & Faulds, D. J. 2009). This behavior permits the microorganism promoting techn

ique that consists within the quick and large diffusion of a message through the net, within which the users themselves transmit the message (Tufiez Lopez., M., Garcia, J. 2011). Twitter could be a supply of knowledge for Sephora Who had concerning 100,000 users following it at its @Sephora address, accustomed unfold news concerning promotions, contests, events, and different timely info. This line was terribly helpful to the Sephora Claus sweepstakes campaign (Ofek, E. and A B. Wagonfeld 2011).

d) Social network shifts power to customers that will may produce externalities through being a negotiator for the word of mouth wherever social network members can influence every other's behaviors: Through social networks, technology-enhanced spoken advertising creates the impression of peer-determined credibleness and achieves an economy of scale that's elusive to ancient promoting (Rooney, K. 2010). Word- of- mouth will produce varied sales, that may later generate an effect on different potential buyers; this is often known as an externality (Immmorlica, and Mirrokni, 2010). Positive externalities are going to be the consequence action that induces additional sales and revenue for the vendor (Hartline, J., Mirrokni, V., et al. 2008). Net corporations ordinarily use many kinds of Word of mouth promoting activities (Trusov, M., Bucklin, E., et al. 2009). The most important classes embody microorganism promoting wherever communication trough diversion or info messages are passed on electronically or by email that are valuable for building traffic (Eisenmann, Stuart, et al. 2010). Second the referral programs that permits happy customers to refer a friend or friend that would have an analogous interest (Janusz, 2009). Last, the community promoting created around niche segments within which people partake of interests and kind a community (Trusov, Bucklin, et al. 2009). A study created with information about types of world, a web social networking website in Korea proven that there's a major and positive impact of "friends" purchases on the acquisition chance of different users. This microorganism social behavior might doubtless be a considerably delivered to the eye of managers since it will give a singular new promoting chance (Iyengar, Han, et al. 2009).

e) Facebook is beneficial to focus on audience and will might produce several benefits and drawbacks just like the lack of "face to face" contact

{that produces that makes a perception of uncertainty and risk for the buyer: Facebook offers opportunities like fan pages to market products; applications created by third-party developers to play games and act with different users; and pages wherever users can create their own teams of users and communicate with them (Mart, 2011). Corporations should remember of the utilization of social media as a platform to speak and share in a straightforward and price effective manner (Khan, & Khan, 2012). One of Facebook cluster disadvantages is that it proves to not be as important as complete pages; as a result of the members cannot be taken as the same number from a user may be a part of the cluster however diminish its visits, because it dwindle attention-grabbing (Xia, Z. D. 2009). For example; Sephora's team known a chance as a result of Facebook doesn't enable its customers to share info in private or anonymously or info concerning Who was a loyal user and Who wasn't Sephora overcame this Facebook deficiency by produce their own forum wherever purchasers might raise inquiries to a consultant (Ofek, and Wagonfeld 2011).

3.2. Second stage: Best practices on the utilization of social media in SMEs

This section presents the results of quantitative and qualitative analysis was conducted so as to grasp the simplest practices on the utilization of social media in SMEs. In Figure 1, you'll see the results once measuring 124 SMEs in line with the objectives antecedently raised. It should be noted that the ten queries asked victimization Likert scale where: SA: powerfully Agree, AG: Agree, NAD: Neither Agree nor Disagree, DA: Disagree, SD: powerfully Disagree. Here are the queries and their interpretation:

3.2.1. Measurement

The question no 1 refers to: "Social networks are a complement to the promoting strategy." 94% (93 +22) of respondents are SA and conductor with the statement, thus we are able to conclude that at the present most employers believe that there's a brand new and powerful tool that may complement ancient promoting ways. The question variety two referees to: "It is important to possess a transparent strategy for social networks", 19% (75 +26) of

respondents are SA and conductor, supplementing with the higher than statement entrepreneurs to think about the impact social networks on their shoppers, believe it's necessary to possess a method that permits them to get bigger worth to your complete and find the knowledge of your product to your prospects. The question variety three referees to: "A skilled or community manager to manage my social media accounts." At this time, the opinions are somewhat divided at 54% (43 +48) is SA and conductor, we've a twenty eight (53) who is undecided and 18% (20+4) is prosecuting attorney and Kurdistan province. This implies that whereas entrepreneurs believe it's necessary that a specialist within the management of social networking, manage your accounts, these don't seem to be nonetheless able to rent their services.

The question variety four that refers to: "the aim of being present in social networks is to sell" shows that 57% (30+41) of the businesses surveyed are SA and conductor, whereas twenty one the troubles (26) undecided. This shows the trend, there's no assurance that through social networks will sell the product, remains thought-about to social networks as a communication tool solely family and friends. The question variety five refers to: "The purpose of being present in social networks is to get complete positioning". When businesses not sure that through social networks to sell their product, 93% (87+42) SA and conductor is that through social networks will position your complete, as a result of microorganism promoting or word of mouth unfold. The question variety six refers to: "The biggest advantage of social networks is that the international reach you'll have for free". The 84% (62+42) this SA and conductor, though not unanimous in considering the world reach and free the advantage of social media, a day entrepreneurs tends to vary their minds as incontestable with manufacturer (17). The question variety seven refers to: "Facebook is that the social network that's used a lot of for promoting of my business". The 87% (100+20) of respondents are SA and conductor, therefore proving the recognition of Facebook. The question variety eight refers to: "Social networks don't seem to be for all brands". Curiously, this section already shows that there 'slack of recognizing self concerning the particular extent of social networks, though they're conscious of the world diffusion and low value, an oversized proportion, 35% (42) respondents Who are undecided NAD, solely 32% (12 +30) is SA and

conductor, this example is usually the shortage of operational policies that establish social networks. The question variety nine refers to: "It is important to grasp my marks and knowing my final shopper, so as to form a web strategy". The blunt answer is 93 % (92 +32) of respondents are SA and conductor, not solely to determine a conventional promoting strategy (marketing mix), however conjointly for the advantages it's to form a web strategy. Finally the question variety ten refers to: "You have to be compelled to learn to track the effectiveness of promoting efforts in social networks". 94% (100+26) this SA and conductor, some corporations measure their effectiveness by the amount of sales achieved during an amount determined by social networks and create reports about it. The overwhelming majority of corporations place confidence in statistics that Facebook throws and person graphs do an analysis of the behavior of their social networks.

3.2.2. Analysis

As a complement to quantitative analysis, we tend to proceed to conduct interviews with thirty entrepreneurs so as to grasp the simplest practices on the utilization of social media in their businesses. Asked What are the social networks utilized by your company?, Respondents first of all to Facebook and Twitter in second, followed by LinkedIn, Foursquare, YouTube, Word Press, Flicker, Food spots, Instagram. On the frequency of use, commented that two or three days past, however, solely relevant content, aside from no quite four to five. Once asked concerning what the proportion budget on the average the corporate meant social networks", Most entrepreneurs aforesaid, they often don't have an outlined budget, agree that ancient promoting could be a sensible tool to grow their businesses, despite of the advantages of digital promoting haven't nonetheless thought-on a particular budget and would rather notice free choices. Concerning Who is answerable for managing social networks? Found 2 marked tendencies, corporations that take their social networks inside the corporation and people who rent an out of doors agency. The primary is sometimes handled by the owner of the corporation or some assistant who becomes the Community Manager or Social Media Manager. What is more External Agencies are contracted by

SMEs normally are answerable for adding content, track queries or comments, transfer a promotion, etc.

4. DISCUSSION

Taken along the results indicate that SMEs presently unaware of the biggest selection of potentialities is that the use of social networks. Within the review of the literature found solely the analysis and application of best practices in specific sectors (application in commercial enterprise, medical, academic, etc.), however has not been providing info on best practices of general application. In Figure 2, we are able to see the flow and general implementation aspects of best follow within the use of social networks that has got to be present so as for SMEs to become a lot of competition during a globalized surroundings. In the initial place, it's to spot the target shopper, which is able to rely upon the analysis of the normal promoting combine 4P. Second, the strategic choice of the structure that the corporation must use to unfold, position or market their product, either through the creation of a platform like Facebook, Twitter, LinkedIn, Blogger, YouTube, etc .. (Social Media), or leverage generated by these media channels to interact with users of social networks created by them. Third, apply the subsequent general order Mega ideas and best practices within the use of social networks:

- i) Social networking tools are Web-based promoting that give competitive benefits, which implies saving resources through interaction between users and therefore the company, and might function generators of traffic and potential market (Janusz, 2009, Rooney, 2010).
- ii) Social networks will give valuable info and clear in real time, due to the convergence of microorganism communication that consists of huge and fast dissemination of a message over the net that the users transmit. The knowledge flowing through the network presents a challenge for the promoting of a product since because it has very little management over what's being communicated (Jansen, Zhang, et al. 2009, Tufiez Lopez., Garcia, 2011).
- iii) The involvement of the media enables users of social networks Co-create your own advertising. It involves not solely the corporate curious about marketing your product, however conjointly the client, brokers and therefore the general public through competitions, exchange of

knowledge or direct suggestions, perpetually in line with the policies of the Social Media (Mangold, & Faulds, 2009, Piskorsky, & Chen, 2012).

iv) The Social media will empower the user to influence the behavior of others through word of mouth communication. What happens once it's transmitted within the initial instance satisfaction info through emails, then through friend's referral programs which may have similar interests finally promoting within the community engineered around Europe segments (Deighton, and Kornfeld, 2011).

v) Each Facebook and different social media will produce benefits and drawbacks which might cause uncertainty and risk to the buyer, which implies that each corporation and shoppers have to be compelled to set up your sale ways so as to considerably scale back the chance (Ofek, and Wagonfeld 2011, Piskorsky, & Chen, 2012).

5. CONCLUSIONS

The aim of this text is aimed toward exploring the utilization of social media as a communication tool in net promoting through the utilization of social media in SMEs. This study contributes to the literature the following:

i) Social networking as a promoting strategy: it's been shown by quantitative analysis that there's an oversized space of chance to coach tiny businesses concerning the potential that a decent social media strategy for your business will generate. Several of them haven't any data about the existence of tools that would be helpful in their daily operations as promote their product, client approach, watching and measure the effectiveness of its strategy, complete positioning, etc. The findings show that in Kurdistan province, we've a technology gap in usage of the latest communication technologies, promoting and advertising technologies, state of affairs that involves a loss of national and international aggressiveness.

ii) The identification of best practices within the use of social networks: This study contributes to the literature to generalize sensible practices alleged variables. Thus, it's incontestable that the strategic use of social networks is a further tool of ancient promoting can give a big competitive advantage. Another nice advantage is that through social networks will co-create subject matter among those concerned within the promoting of the merchandise of interest, permitting savings for the most part marketing research. Finally, we've to think about the variable uncertainty that improper handling

of social media will wear the buyer. Among the longer term analysis, we tend to might rise normally, the incidence of the variables obtained during this study on the aggressiveness of SMEs, derived from it, the following: confirm the impact of microorganism promoting in complete positioning, Incidence of social networks on shopper behavior, Disadvantages of inappropriate use of social media in SMEs.

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Table 1. Frequencies of concepts or ideas

Frequency	Concepts or ideas	Mega Concepts
28	Social networks as a Web-Based Marketing Tool	a
13	Social network competitive advantages as a Marketing Tool	
7	Social media used by users to create marketing advertising	b
2	Media participation	
6	Social network engages brand to cocreate	
3	Communication convergence	c
8	Viral Marketing in social networks	
3	Social media provides transparency of information	
6	Social networks offer real time valuable information to companies	
18	Marketing opportunity found in the power of social network members to influence each other's behaviors (Elements of consumer behavior online)	d
11	Social network shifts power to customers through word of mouth	
7	Social networks as a new intermediary and interactive tool that is transforming media space	
3	Using online social media creates externalities	
9	Facebook a potential marketing tool (libraries)	e
3	Facebook is useful to target a teen audience	
11	Facebook advantages and disadvantages (groups)	
1	Disadvantage of lack of	

	"face to face" contact that creates a perception of uncertainty and risk for the buyer	
2	Coalition formation of marketplaces	Divers
2	The traditional physical, social network	
1	Social network in cyber space social actions and activism	
6	A challenge is to monetize social networks	

	companies and users
b	Media participation allows social media users to create marketing, advertising and to cocreate
c	Social networks can offer real time valuable and transparent information to companies' trough viral marketing and thanks to communication convergence
d	Social network shifts power to customers that can create externalities through being an intermediary for the word of mouth where social network members can influence each other's behavior
e	Facebook is useful to target audience and can create may advantages and disadvantages like the lack of "face to face" contact that creates a perception of uncertainty and risk for the buyer

Table 2. Mega Concepts

a	Social networks are Web-Based Marketing tools; that provide competitive advantages to the
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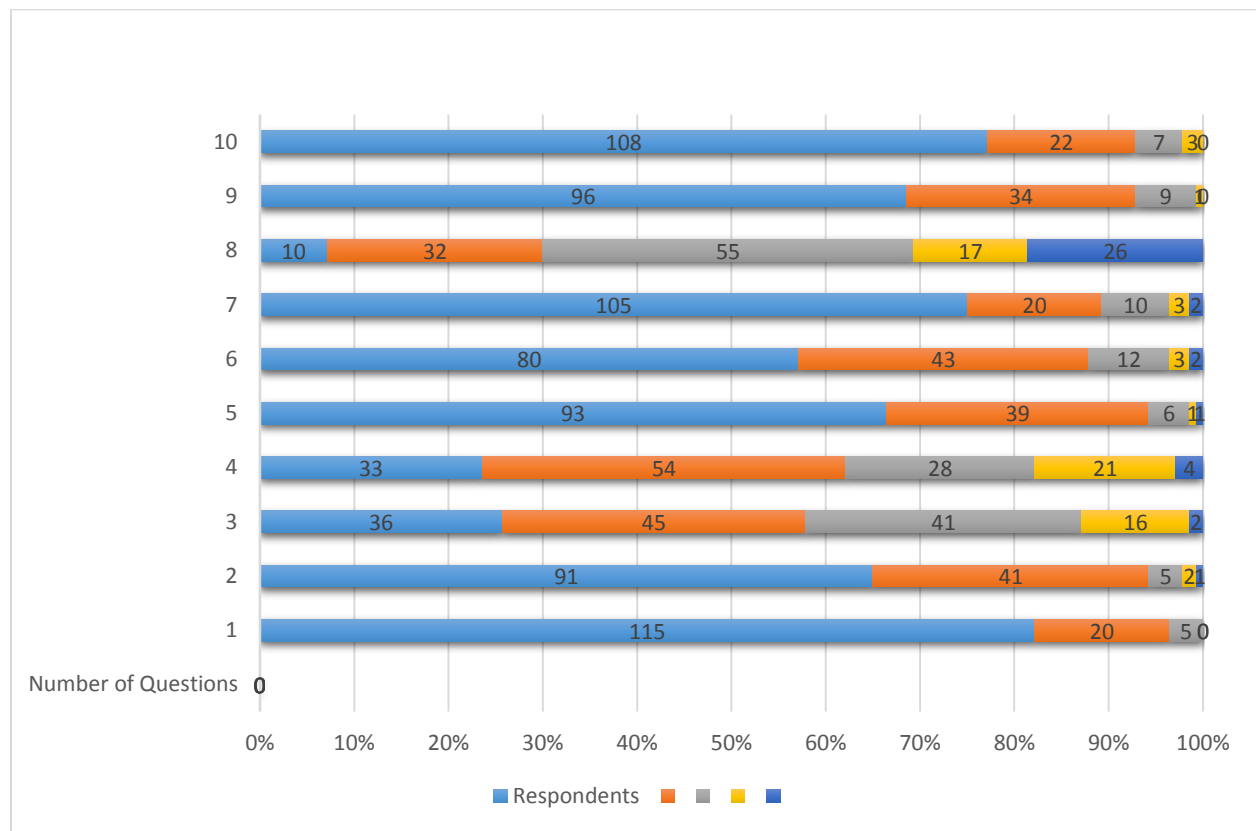


Fig. 1. Quantitative Research Results