BENEFITS OF USING SOCIAL MEDIA MIX-MARKETING IN AFFILIATE MARKETING

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ABSTRACT

In this world where more than hundred million people who uses social media on a social basis and consume digital content on a daily basis such like for example in the morning news or the day to day activities are read over newspaper. Ever since the innovation of smart phones and tablets everything is bound to the online exertion. Affiliate marketing is no means a new conception for brands. With the massive growth of social media and online platforms getting quasi-societies, affiliates have an all new power. No longer is it limited to a celebrity endorsing their brand in an announcement. Social media is a brilliant marketing platform because it comes at no base position cost and they have instant access to a huge request. For context, Instagram (one of the most generally used platforms for affiliate marketing) has around 1 billion users as of 2021. Facebook as of late out performed two billion month to month users, with veritably nearly 33 of the total crowd exercising the webpage, while Linkedin has around 467 million individuals. Not only do these platforms have huge population, but it is also extremely easy to filter down that population and target their content towards who fall into orders of who would be their likely customers. For example, an eCommerce enterprise designing adult's cloths, it would be logical to target people who show interest in fashion trend brands. This can be done with the use of hastags (#), or with paid social, they can limit the age range of those targeted to people of a certain age. To get a further quantifiable idea of the value of social media, make sure they keep up to date with social media statistics. This will help them to know which platforms are trending at any one time, and where they should concentrate their efforts. Their company can use social media for brand protestation and to make a followership of its own, but it is also a great platform to engage with affiliates on. Social media influencers are also booming with the rise of social media. These are individuals who gain a huge following on social media due to the wide appeal of their posts. Different influencers tend to concentrate on different areas, for example; beauty, fitness, art, or fashion. These influencers have come a fort for affiliate marketing, as by uniting with them, they can reach the influencer's followership directly. As they can see, social media is in its veritably nature an excellent starting point for their marketing strategy. It's cheap, easy to use and popular. This paper will give a highlight about the benefits of affiliated marketing using social media mix-marketing strategy.

Keywords: affiliate marketing, social media, marketing mix, eCommerce

INTRODUCTION

Affiliate marketing

One of the further popular marketing strategies that marketers across the globe are turning to is affiliate marketing. Affiliate marketing is a promotional model that connects merchandisers with independent marketers who are willing to invest time and plutocrat to vend a trafficker's products. Put another way, affiliate marketing connects a business that has a product to vend with a marketer who can vend it. Affiliate marketing is performance-grounded. Therefore advertisers only pay when affiliates deliver a specified client action. In the thee-commerce environment, this action is generally an online purchase, which makes affiliate marketing veritably cost-effective. Digital marketing is extremely protean. One can have multiple different strategies passing, performing in high rates of business from different sources. So while their dispatch marketing strategy and social media campaigns are underway, there's nothing to hold them back from starting an affiliate marketing program. Full-time affiliate marketers will devote their time to changing products and targeting these products to prospective leads. It's a low-threat strategy for them, as they don't lose out on a huge profit by using an affiliate program. They only have to pay for successful results. Affiliate marketing can offer precious perceptivity to their marketing strategy. In addition, it's low energy and low threat, due to the fact that it's a form of performance marketing. So if they're allowed about enforcing further strategic marketing, it could be a great option to consider. The affiliate marketing industry has nearly doubled in the once 5 times, which shows exponential growth. It's a low no- cost adventure that can contribute huge gains, and it's a low threat, easy to gauge, and easy to execute. All these advantages have led to this getting one of the further popular ultramodern marketing strategies. All parties involved in the strategy end up serving from affiliate marketing. However, they can end up driving further business to their website or blog, if they're considering it as a side hustle. However, they can end up serving from further deals and transformations while growing their followership, if they're the company that's enforcing it. Either way, it can be an economic and low-threat occasion to succeed and turn a profit when using this unique form of digital marketing. It takes some time for it to be effective, but if they're chastened and determined, they can start to induce a steady sluice of income.

Social media

Social media refers to computer-based technology that helps people to share ideas, studies, and information through virtual networks and communities. Social media is internet-based and gives users quick electronic communication of content, similar to particular information, documents, videos, and prints. Users engage with social media via a computer, tablet, or smartphone via web-based

software or operations. The most popular social media platforms are Facebook, Instagram, Twitter, and YouTube, each having its own particular strengths and audiences. Brands generally produce images, papers, and videos for social media, but increasingly, social media platforms are expanding their immolations to include features like info-graphics, live streaming, and stories. The great thing about social media, as opposed to traditional media like journals, is that brands get to control their own messaging, which is aligned with their marketing strategies. It enables them to answer the abecedarian questions all marketing strategies should answer what the consumer's issue is, how their business can resolve it, and why they should choose them over a contender. What's really attractive about including a social media strategy into the marketing mix, for small and medium-sized businesses in particular is that it allows brands to get in front of a population very quickly and cost-effectively. Social media also allows them to connect deeply with their customers and implicit customers via commentary and direct messaging, and by targeting messaging and immolations to veritably specific cohorts. Social media is also veritably much a two-way road. Brands can market their messaging, but by monitoring trends, collecting feedback, and reading comments and reviews, can also gain valuable insight into what their customers want and need, and feed that back into their marketing strategies. Social media is a key support of all marketing activity because it can emphasize again and again the messaging and offerings of other marketing mix assets, like print, TV, or radio, in real-time and to a large group of potential buyers. The proximity of social media allows them to respond in a timely way to questions and can remind customers of promotions that are about to end. Social media content also allows them to extend their marketing efforts. A billboard, for example, might be a great way to tell passersby about the great new product or service they are offering but isn't the stylish place for in-depth instructions or tutorials. A video or article participated on social media can add that layer of information. Importantly, social media reinforces their marketing communication at every stage of the buying cycle. It tells people who they are and what they offer at the mindfulness stage; it provides supporting information at the research stage; and it's a great platform for sealing the deal by pressing offers and promotions at the buying stage.

LITERATURE REVIEW

Shimp (1981); Ducoffe, (1996) says, previous researchers have argued that attitude towards internet advertising consists of both cognitive and affective antecedents.

Petty & Cacioopo, (1983) mentioned, also the media costs are too high forcing the advertisers to search for the factors that contribute to effective advertising. Ultimately, the goal of advertising is to influence consumer behaviour.

Kotler, (1984) says the marketing mix has been defined as "the mixture of controllable marketing variables that the firm uses to pursue the sought level of sales in the target market".

Calfee & Ringold, (1994) conclude, an inspection of survey data revealed on an average 75 percent of consumers think that advertising is untruthful however the consumers find that advertising is informative.

A key ingredient to designing a social marketing programme is the marketing mix (**Andreasen, 1994, 2002; French and Blair-Stevens, 2006**). The social marketing mix is based on the commercial marketing mix, which seminal definitions suggest consists of product, price, place and promotion (**McCarthy, 1960).**

GVU, (1999) stats, Internet users' population is predominantly male, young, well-educated and affluent despite the lack of consistency across research reports. It was found that such demographic characteristics also affect the attitude towards advertising.

Mehta, (2000) says 'one of the important indicators of effectiveness of internet advertising consists of the beliefs of consumers'.

Coulter, (2001) mentioned Entertainment, information and enjoyment are the important antecedents of advertising attitude.

Chang-Hoan, Jung-Gyo, Tharp, (2001) finds this change of the character of companies' cooperation with customers' results also in changes in marketing performed by a sponsor actively applying affiliate marketing activities. Such company, by passing sales activities onto third parties, focuses on performing the coordination and control function, omitting pure commerce activities. In the case of such business model, budgets devoted for marketing are partially shifted towards compensation for sales. Marketing costs are replaced by commission for sales which is much more effective, taking into consideration focus on the performance and effectiveness of marketing activities.

Muniz & O'Guinn, (2001) finds several companies are already using social networking sites to support the creation of brand communities or (**Kozinets, 2002**) for marketing research in the context of netnography.

Andreasen, (2002) stats since its inception in the 1970s, the marketing mix has been considered a core social marketing principle, with scholars recommending it as one of the six key marketing concepts that can be used to guide programme design.

Wang et al., (2002) in today's competitive advertising environment, it is increasingly impossible to stand out of the crowd. In addition consumers easily ignore advertising and consider it to have little value.

Papatla and Bhatnagar, (2002) proposed guidelines for how to choose affiliate partners, concluding that affiliate partnerships should be established between businesses with related products including: substitutes, strict complements, episodic substitutes and episodic compliments.

Libai et al., (2003) describe two types of affiliate programs, one-to-one and one-tomany. In a one-to-one program, the sponsor and affiliate negotiate a unique contract which specifies the terms and conditions of the arrangement.

Newman et al., (2004) conclude that when a banner ad is placed on a website, if the ad is not highly congruent with the site (consistent in terms of product class), then consumer attitudes toward the website will be harmed.

According to **Constantinides (2006),** the marketing mix does not account for any market input, making it internally orientated. Additionally, the rise of consumer individualization and diminishing brand preference are not suited for the mass market orientation of the marketing mix.

OMG Affiliate Contract, (2006) stats- "The Affiliate shall not generate transactions by means which in the opinion of OMG, and communicated from time to time, are either fraudulent, unethical or that carry an unacceptable brand risk to the Merchant".

Bandyopadhyah, Wolfe, & Kini, (2009); Duffy, (2005); Goldschimdt, Junghagen, & Harris, (2003) mentioned an affiliate marketing is defined in literature as a commission-based online partnership between merchants and affiliates, in which merchants reward affiliates for the referral of customers to their websites and for the promotion and distribution of the merchant's goods through additional sales outlets.

In 2011 NMA published a research report conducted by the ID factor, surveying the attitudes of 105 UK affiliate advertisers. The results revealed many advertisers expect budgets for affiliate marketing to increase or stay same even in the times of recession (**Amazon.com, 2011**).

Borelli & Holden, (2007; Ostrofsky, (2011) Whilst generic literature on traditional marketing performance has a solid theoretical origin and base, subsequent work on Internet marketing performance and later on affiliate marketing performance is more fragmented, practitioner-oriented and nearly always initiated by the industry.

Mazurek, (2009) The sponsors are aware of progressing discouragement towards traditional e-promoting activities (display e-advertising, e-mail marketing, etc.) by internet users and search for new models of cooperation, especially with clients.

Stephen and Galak (2012) demonstrated that certain kinds of social interactions that now happen on social media (e.g., refer a friend features and discussions in online communities) can positively affect important marketing outcomes such as new customer acquisition and sales.

Knoll and Matthes, (2017) says the idea of using celebrities (in consumer markets) or well-known opinion leaders (in business markets), who have a high social value; to influence others is a well-known marketing strategy.

NEED OF THE STUDY
As the business proved that the digital marketing system has mostly taken over traditional marketing. In the same way, affiliate marketing also moved to social media platforms. It gives the affiliated marketer to explore new horizons of working facilities for them and their consumers. Social media also makes the affiliated marketer think like a professional to get the best of the best options for their growth. So it is essential to understand the usefulness of social media in the present and future for better results and efficiency.

RESEARCH GAP
After reviewing the literature from 1981-2017 the researcher has found how social media affect a business in terms of branding, pricing, and promotion. Also found how affiliate marketing helps the organization in branding and in communication. But it is found that though both affiliate marketing and social are completing the same aim no specific information about their relationship is provided on how affiliate marketing benefits using social media mix-marketing.

OBJECTIVES OF THE STUDY
- To analyze how affiliated marketing is related to social media.
- To analyze the influence of social media in marketing mix.
- To analyze the benefit of using social media mix marketing in affiliate marketing.

RESEARCH METHODOLOGY
This Study is based on the review of online sources and various other secondarily available data (inferences from secondary sources like previous related literature, articles and also from different websites). This paper draws conclusion in support of various articles, published journals, international papers, research papers, scholarly published articles, Google sites. Thus the methodology used to

reach up to the conclusion for set objectives are secondary reliable sources of information and the sources are all disclosed in reference part.

FINDINGS

Objective-I: To analyze how affiliate marketing is related to social media marketing.

Merchandisers can be manufacturers of products, service providers, or retailers. Merchandisers employ the help of affiliates to expand their reach on the target (online) audience (Sarkar et al., 1998). Affiliates are interposers who give content to consumers. For merchandisers, affiliates give branding and dealing functions and come in a variety of categories. Individualities may use digital announcements, similar to banners and patronized links, on their websites to promote the merchant's products or services (Duffy, 2004, 2005). Other business models include, for example, blogs, communities, and price comparison spots that deflect consumers to the trafficker's website(Fox and Wareham, 2010; Prussakov, 2011). Affiliates admit a commission depending on consumer conduct predefined by the merchant (Libai et al., 2003; Sarkar et al., 1998). Merchants may pay their affiliates for a simple deflect of a consumer, similar to a click- eschewal to their online shop (Olbrich and Holsing, 2011), for a lead, similar to requesting further information about a service (Cartellieri et al., 1997; Olbrich et al., 2016), or for a trade buying a product or service (Lee and Lee, 2012). Also, merchants may organize their affiliates themselves or employ affiliate networks that give access to affiliates and fresh services, similar to performance shadowing and fiscal services (Fox and Wareham, 2010). Indeed though affiliate marketing is one implicit online channel (Anderl et al., 2016; Klapdor et al., 2015), exploration of affiliate marketing is limited to specific topics, for example, trust structure (Gregori et al., 2014; Haq, 2012), differences across product orders (Brear and Barnes, 2008; Papatla and Bhatnagar, 2002; Lee and Lee, 2012), control and contract design (Fox and Wareham, 2010; Gilliland and Rudd, 2013), and fraudulent behaviour (Edelman, 2009; Edelman and Brandi, 2015; Miehling et al., 2010). The present study advances research on affiliate marketing by addressing the commerce between affiliate marketing and social media. Merchants can generally draw on internal and external information to estimate their affiliate marketing conditioning, similar to assessing announcements and partnering affiliates. Exemplifications of internal information are direct performance measures, similar to prints, leads, and advertising spending. Merchandisers may also consider external information from other sources that in comparison to internal information are generally not so readily available. Mariussen et al. (2012) mention social media conditioning as one particular external source of interest. In discrepancy to affiliate marketing, social media has come the subject of adding exploration interest. Experimenters have analyzed colourful types of social media, similar to blogs (e.g., Gopinath et al., 2013; Onishi and Manchanda, 2012), micro-blogs (e.g., Tirunillai and Tellis, 2012; Rui et al., 2013; Zhang et al., 2011), user-generated product standing and review websites (e.g., Chevalier and Mayzlin, 2006; Phang et al., 2013), social shopping communities (e.g., Holsing and Schultz, 2013; Olbrich and Holsing, 2011), and social networking websites (e.g., de Vries et al., 2012; Katona et al., 2011). Also, research has compared multiple types of social media (e.g., Dhar and Chang, 2009; Oh et al., 2017; Schweidel and Moe, 2014; Smith etal., 2012) and considered the combination of traditional and social media (e.g., Kumar et al., 2016; Onishi and Manchanda, 2012; Stephen and Galak, 2012; Yu et al., 2013) as well as online and social media (Anderl et al., 2016; Klapdor et al., 2015). Announcement media, commission amount, and business concentration significantly affect the results of the affiliate-merchant relationship. Social media conditioning appears to produce some position of priming that appreciatively affects the liability to engage with the merchant. Researchers generally note differences in social media types (He et al., 2013; Oh et al., 2017; Schweidel and Moe, 2014; Smith et al., 2012; Yu et al., 2013). The position of exertion varies across brands and social media channels (He et al., 2013). User engagement on a social networking site, similar to, e.g., Facebook, is more advanced than on a micro-blogging site and brands also use more promotional and engagement conditioning on a social networking site than on a micro-blogging site (He et al., 2013). Using social media to prognosticate stock prices, Schweidel and Moe (2014) find that sentiment may differ in blogs, forums, and micro-blogs. Also, consumers tend to bandy different products or attributes in different media. Oh, et al. (2017) find no effect of social media criteria from Twitter on box office profit. Still, social criteria from Facebook and Youtube are set up to relate to box-office profit (Oh et al., 2017). Rui et al. (2013) show that positive (negative) micro blogging messages relate to advanced (lower) movie deals. Likewise, the extent of these goods depends on the number of followers, so messages followed by further people have significantly advanced goods (Rui et al., 2013). So far, many studies have addressed the commerce between social media and other online media. Blogs have been mentioned as an implicit affiliate mate while analyzing multichannel behaviour to prognosticate online deals (Klapdor et al., 2015). Also, Anderl et al. (2016) mention social media and affiliate marketing along with other online channels with regard to the client trip. The study by Yang et al. (2016) is a notable exception; they study the effect of brand social media conditioning on the effectiveness of search engine advertising. Specifically, the authors find that cooperation, discussion, and responsiveness, as three types of brand engagement in social media, appreciatively affect click-through rates and conversion rates. Further, social media engagement is a prolocutor variable affecting the relationship between search announcement rank and click-through rate as well as conversion rate (Yang et al., 2016).

Objective-II: To analyze the influence of social media in marketing mix.

Social media has exploded to such an extent that it would be lazy of indeed the most antiquated marketer not to explore the openings presented by the likes of Facebook, Second Life, blogs, and "wikis". New research shows that internet users are spending 12 hours a week online – an hour further than last year with the pivotal 16 to 24 age group increasingly logging on rather than watching TV (European Interactive Advertising Association). As a conception, social media is nothing new, letters pages in newspapers and radio phone- sways could be codified as aged forms of social media, but its rear most manifestation is being driven by advances in technology. A recent report from global research consultancy Illumines stated Web2.0 translates into an online medium a range of social relations that until now have been confined to small group situations. Communities, forums, notice boards, and other styles of communicating analogous to instant runner were also around long before the expression "social media" was chased. Further

recognizable forms of social media moments are social networking or community websites (Facebook, MySpace, Bebo, Piczo, and so on), user-generated content websites (YouTube, DailyMotion), virtual worlds (Second Life, Habbo Hotel), photo-sharing websites (Ringo and Flickr), blogs and wikis (Wikipedia). Director of media consultancy Elemental Communications Tim Gibbon says relatively simple, social media may be codified as content that is created by individualities or groups uniting and participating information, substantially for the Web but also for other digital media similar as mobile phones. But, inescapably, it is social networks that snare the vast majority of review captions. Social networking has come of age this time, with 42% internet users across Europe visiting websites similar to Facebook and MySpace on a regular base compared with 23% in 2006. Two years ago the figure was so small it did not indeed register as a separate order in the periodic check by the EIAA, while a lately published Jupiter Research report shows that the UK leads the way, with nearly a fifth of all internet users regularly visiting these websites. The study also revealed that for the first time, youthful people now use the internet more frequently than they watch television. As numerous as 82% of 16- to 24- year- olds use the Web between five and seven days a week, while only 77% watch television regularly – down 5% from last year. Head of UK marketing for Microsoft Digital Advertising results Alex Marks believes this presents a significant occasion for marketers. Advertising is a poor cover for discussion. It's better for a brand to be suitable to talk directly to its customers and ask their opinion, and for those customers to feel that their feedback will be taken on board. Technology is making exchanges between brands and customers much easier. Facebook and MySpace, the world's two biggest social networking sites, have just blazoned advertising strategies that they hope will enhance that commerce. Facebook's system, Facebook Advertisements and Beacon, enables businesses to produce their own pages which users can also recommend to friends and uses behavioural targeting ways to serve advertisements, while MySpace is launching a platform that allows brands to target users grounded on the interests listed on their profile pages. Meanwhile, Google is leading an action called OpenSocial, a set of software norms that aims to open up and link a plethora of social networking websites. Some pessimists have dismissed social networking as a style, but with 250 million people around the world belonging to a social network and 10 million in the UK, it's easy to see why most industry experts believe it will be around, in one form or another, for numerous times to come. Marks says social networks and social media as a whole, have hit upon commodity relatively deep within mortal behaviour; the need to connect, share and self-express, and that is not going to go down. But, while many are in doubt about the long-term future of social media, not everyone is induced that users of social networks will welcome the added number of marketable dispatches on websites. European managing director of teen social network Piczo Chris Seth acknowledges that sites must get the balance right. There are veritably apprehensive that their brand is in numerous ways possessed by the users who created it. They have to keep giving them what they want and if we do a commodity they do not like they rethink that veritably quickly. But 95% of the effects they produce are appreciatively entered. He also adds that teens like playing around with content from brands similar to Nintendo. They look at it as content rather than advertising. Seth points out that those brands wanting to work with Piczo must give applicable content so they do not alienate users. He says that as long as there is a value exchange, both consumers and brands can profit. People come to Piczo because they want to produce things, it's a place for self-expression and for connecting. The self-expression part is veritably important and if marketers can understand that by giving our member's commodity new and different that enhances their visit to Piczo, also they can also employ their members to help them do the job they have to do. That view is supported by Bebo director of transnational deals Mark Charkin, who points to a Vera Wang- ingrained profile page on Bebo that offers one user a month the chance to be pampered like a princess for a day. It's about brands creating a long-term dialogue with consumers, beyond a campaign-by-campaign basis. Brands can develop deeper connections with the consumer and that is veritably exciting." Announcing Facebook's ad strategy, the website's founder and chief executive Mark Zuckerberg said that peer recommendation was the holy grail of advertising. He also added for the once 100 times media has been driven out to people, but now marketers are going to be part of the discussion. Yet, not everyone buys that ceding so important control over their marketing to the internet users will sit easily with companies. Managing mate at Experian Integrated Marketing Steve Davies says consumers themselves promote social media. That's elegant for brands that are used to direct their own brand communication. Bob Ivins, managing director, and administrative vice-president of online exploration company ComScore agrees, adding every brand needs to be applicable and part of a community. They need to open exposure with their consumers, but they also need to be prepared for what could be a negative opinion, and don't suppose all marketers are ready for that. The key to using social media effectively, believe numerous, is icing that it is completely integrated into the marketing mix. Addressing to advertisers to recognize that the digital consumer is not a new or different species. Online people are exactly the same as offline people Internet users still spend time watching TV, reading journals, and transferring each other textbook dispatches. The crucial thing is that businesses should not just jump in with both bases; they need to understand social media and integrate it into their overall marketing strategy. Too numerous look at it independently. A recent Ofcom study into UK internet use among people aged 15 and above showed that 55% of 15 to 24 year- olds visit social media sites at least formerly a week, but that in the 55% plus order, it's only 12%. Marketers are getting veritably agitated about social media, but if noticed who's actually using it and for how long it does not really bear out the amount of hype it's getting, says the director of the digital strategy at digital operation consultancy Generator Jon Wade. Their advice is to watch the sector nearly, but if the brand is not targeting youthful people also do not jump on the crusade. They suppose most marketers need to get their Web1.0 right before allowing about Web2.0. Yet others feel that, with the rise of sites like Saga Zone, social media can work for brands right across the diapason. Davies points out that the term silver surfers are likely to be more brands pious and it is potentially easier if targeting aged consumers. The MySpace generation can be relatively fickle but aged people are much stronger brand lawyers. If one can win over the aged generation they will have important stickier customers. Head of social media at search conversion agency Tamar Henry Ellis says it's surely easier for youngish, cooler brands to vend in this way. It is a lot harder for the lower glamorous brands to interact but no less important. The assiduity as a total has let itself down in history because it is always been driven by responsibility and return on investment. He also says it is about moving marketers down from that and getting them to understand how consumers engage. Furnishing it's used rightly, it is clear that social media is now a pivotal part of the marketing mix and must

play a crucial part in nearly every marketers' strategy. Davies says the marketing mix needs to grow up and meet the Web2.0 challenge. Social media isn't a style – it's then to stay.

Objective-III: To analyze the benefit of using social media mix marketing in affiliate marketing.

1. Increase trustworthiness and brand recognition: The internet can be a dangerous place; the exploding world of commerce has made it a veritable playground for hackers, scammers, and cybercrime. There are three main orders of these crimes Buying Scams, Identity Theft, and Monetary Fraud. According to data collected by the European Commission, 56% of those surveyed endured at least one of these types of fraud/ scams in the last two years. As consumers come more clued in dealing with pitfalls of sequestration and security online, they look for discreteness of trustworthiness before pacing with deals with a new or preliminarily unknown business. During the consideration stage of the buyer's trip, 54% social browsers check the company's social media pages. Exploration shows that having a social media presence that's active, organic, and presents a harmonious view of branding can ameliorate situations of client trust.

2. Increase levels of customer service and satisfaction: One advantage of social media for brands is that it provides a direct line to the followership; opening up the capability for customers to interact with brands in real-time. For brands, it can be both positive and negative. Brands, that take advantage of the real-time feedback handed by social media, listen to their followers and reply consequently. Consumers can note with praise or review of that brand, and how easily and quickly respond can impact brand character. Brands that don't take advantage of this line of communication appear uncaring and beget consumers to come frustrated, losing brand fidelity. There are two main areas of social media where can improve customer service and satisfaction:

   a. Publicly (i.e. in comment sections, mentions, and news feeds)
   b. Privately (i.e. Direct Messaging)

3. Foster online community and tell authentic: stories Representation is a big part of why social media has taken over the world; it gives a voice to so numerous types of people that we infrequently hear from or see in traditional media and connects different people with others like them. Virtual communities for numerous are places where they feel seen and heard; lower alone than in their day-to-day life. Brands that know the significance of online communities and the people within them, strive to tell authentic stories by pressing the core issues and values that are important to the brand and their consumers. Speak to the heart of the target followership on social media and will be awarded advanced engagement and fidelity. Google calls this type of community-building practice "Identity fidelity"; consumers, who reverberate deeply with the important and authentic stories told by a brand, freely share in promotional conditioning similar to telling their friends and family.

4. Become part of the zeitgeist: Staying on top of societal trends is majorly important as a marketer because when massive shifts in lifestyles, opinions or habits occur consumers change and if not changing with them, be left without an audience and without a revenue stream. Luckily, social media is like a microcosm of society; it's a melting pot of trending topics, viral fads, and burning issues. By listening to what audience is talking about on social media, identify the content they will resonate with, and join the conversation in creative ways that entertain followers.

5. Increase revenue with social commerce: Social media is now deeply hardwired into the client trip with 74% of consumers consulting the medium before making a purchase. But switching from review websites to social media, to product sites, and back again, is laborious for consumers. Social media platforms are snappily realizing that streamlining the client trip is the way forward. Enter social shopping. Created in the wake of an exploding-commerce revolution, social shopping takes advantage of the added presence of brand inventory online. Whilst brands retain their traditional-commerce stores housed on websites, in-app stores, and shoppable images that give users to view, save, and purchase products each in-app. Social media purchases will regard for 14.3% of all online purchases in China by 2023, and in 2022, one in three users will make a purchase on Facebook.

SCOPE FOR FURTHER RESEARCH:
The researcher covers only the benefits of social media mix marketing in affiliate marketing and the influence of social media in the marketing mix to fulfil the stated objectives. When we know all aspects of social media mix marketing we can utilize it in various areas of affiliate marketing to fully avail the benefits. For example the implementation of social media mix marketing and its impact on making affiliate marketing strategies, utilizing it for affiliate marketing planning, and many more. It will unlock the secrets of affiliate marketing programmes from a new and different perspective. Due to the outbreak of COVID-19 in December, the whole world has been changing their businesses, education system, and healthcare system into the digital platform as far as they can. According to that point, the organizations have to stop some old jobs and in place of that added new jobs for working in the digital platform.

LIMITATIONS OF THE STUDY:
The study provides the effect of social media mix marketing on affiliate marketing campaigns. Even though the study was conducted carefully in accordance with and appropriately for its aim, there are inevitably some limitations. Future research should therefore bear in mind these limitations. There are very less information about the relation between digital marketing and human resource management.

SUGGESTION:
- It is clearly visible that how important social media mix marketing to affiliate marketing. But a company still need traditional marketing strategy because not all the needy consumers are available in the internet.
- Use of social media mix marketing attracts so many customers because of its niche approach, the website may down because of heavy traffic at the time of offer and sale.
- The internet mostly attracts the youth, so affiliate marketer may have to adopt another measurement for the aged employees for more commission.

CONCLUSION:

Social media can be an important instrument for any organization. It can increase your visibility, enhance connections, establish two-way communication with customers, give a forum for feedback, and ameliorate the mindfulness and reputation of the association. For these reasons, social media sites have come an important platform for associations. As associations concentrate on effectively using social media platforms, there are many critical things to keep in mind (Chaturvedi,n.d., para.1). Organizations must first develop an extensive social media communication strategy and also incorporate stylish practices in the perpetration of that strategy. Following this help, the association effectively and successfully decides the maximum benefit from their social media activity.

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