Social Media marketing as an emerging marketing tool:A Case Study of Zomato Ltd

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Abstract: The new "internet sensation" social media marketing has considerably influenced the world of marketing. Introduction of various new tools and the tremendous increase of the internet user base in the last decade along with easier internet access gave the big push. It has brought information on the fingertips of people ranging from news to promotional videos. This has made the world to be smaller beyond landscapes with swift contact and updates via web and mobile. These unique features of the marketing tool have gained the attention of various academicians and researchers. Accordingly, the main aim of this article is to systematically examine and review current studies that have been conducted over the related area of social media and marketing. The article tries to study different social media marketing strategies by reviewing various books, journals, studies, published papers, etc. The review of literature has been collected from both national and international secondary resources. Zomato Ltd. in India is the prominent Brand to evolve itself as a best 'Social media Marketer' and leveraged the same opportunity. This paper demonstrates the role of social media in marketing of Zomato. Furthermore, this paper highlights the 'Social Media' strategies of Zomato in India as its revolutionary emergence and strong foothold in the Indian market by consistently offering the online food ordering Service. The study is based on Secondary & descriptive research design which is qualitative in nature..

Keywords: Social media marketing, promotional tools, review of literature, internet, information, Zomato Ltd.

1. Introduction

Social media marketing, often referred to as digital marketing or e-marketing, involves the use of social media platforms, where users establish social networks and exchange information, to enhance brand recognition, boost sales, and attract website traffic for a business. By utilizing social media and social networks, such as Facebook, X platform (formerly Twitter), and Instagram, companies can promote their products and services, connect with existing customers, and reach out to new ones. Social media marketing is a form of digital marketing that leverages the power of popular social media networks to achieve your marketing and branding goals. But it's not just about creating business accounts and posting when you feel like it. Using social media in marketing does more than improve site traffic and increase your reach. It turns your business into a personality that your audience can communicate and connect with on a deeper level.For Zomato, digital marketing plays a vital role in its success, as it heavily relies on its online presence to draw in customers and promote its offerings. Implementing effective digital marketing strategies allows Zomato to reach a broader audience, raise brand awareness, and ultimately drive more sales.

2. Brief Literature Review

A basic definition of social media marketing is "using social media channels to promote your company and its products" (Barefoot & Szabo, 2010, p. 13).

An expanded definition is "a process that empowers individuals to promote their websites, products, or services through online social channels and to communicate with and tap into a much larger community that may not have been available via traditional advertising channels" (Weinberg, 2009, p. 3). The communication with a community is highlighted above. Hunt (2009) also emphasis that social media marketing is synonymous with community marketing.

Lazer and Kelly"s (1973) define social marketing as "concerned with the application of marketing knowledge, concepts, and techniques to enhance social as well as economic ends. It is also concerned with the analysis of the social consequences of marketing policies, decisions and activities."

Social media marketing (SMM) is defined as “a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach,” according to Tech Target.

Techopedia explains Social Media Marketing (SMM) Social media presence is a necessity for many customer-driven enterprises as it gives the impression of a more immediate connection between the customer and the seller.

Brendan James Keegan and Jennifer Rowley (2017) contributes to knowledge regarding social media marketing strategy by developing a stage model of SMM evaluation and uncovering the challenges in this process.

AtesBayazıtHayta (2013) in their research paper “A study on the of effects of social media on young consumers' buying behaviors” determines the effects of social media networks on purchasing behaviors of young consumers.

Benjamin Ach (2013) in their bachelor thesis highlighted the evolution of the marketing strategies of businesses and more specifically of their communication strategies, with the important rise of social media influence, which is changing the way people get informed as well as their purchasing decision process.

Robert V. Kozinets, Kristine de Valck, Andrea C. Wojnicki and Sarah J. S. Wilner (2010) reviewed and synthesized extant WOM theory.

3. Objectives of the study

The aims of this study are twofold.

Firstly, it aims to investigate the significance of social media marketing as a potent means of promoting brand recognition.

Secondly, it endeavors to scrutinize the social media marketing tactics employed by Zomato Ltd to connect with their intended audience and bolster their brand image.

4. Research Methodology

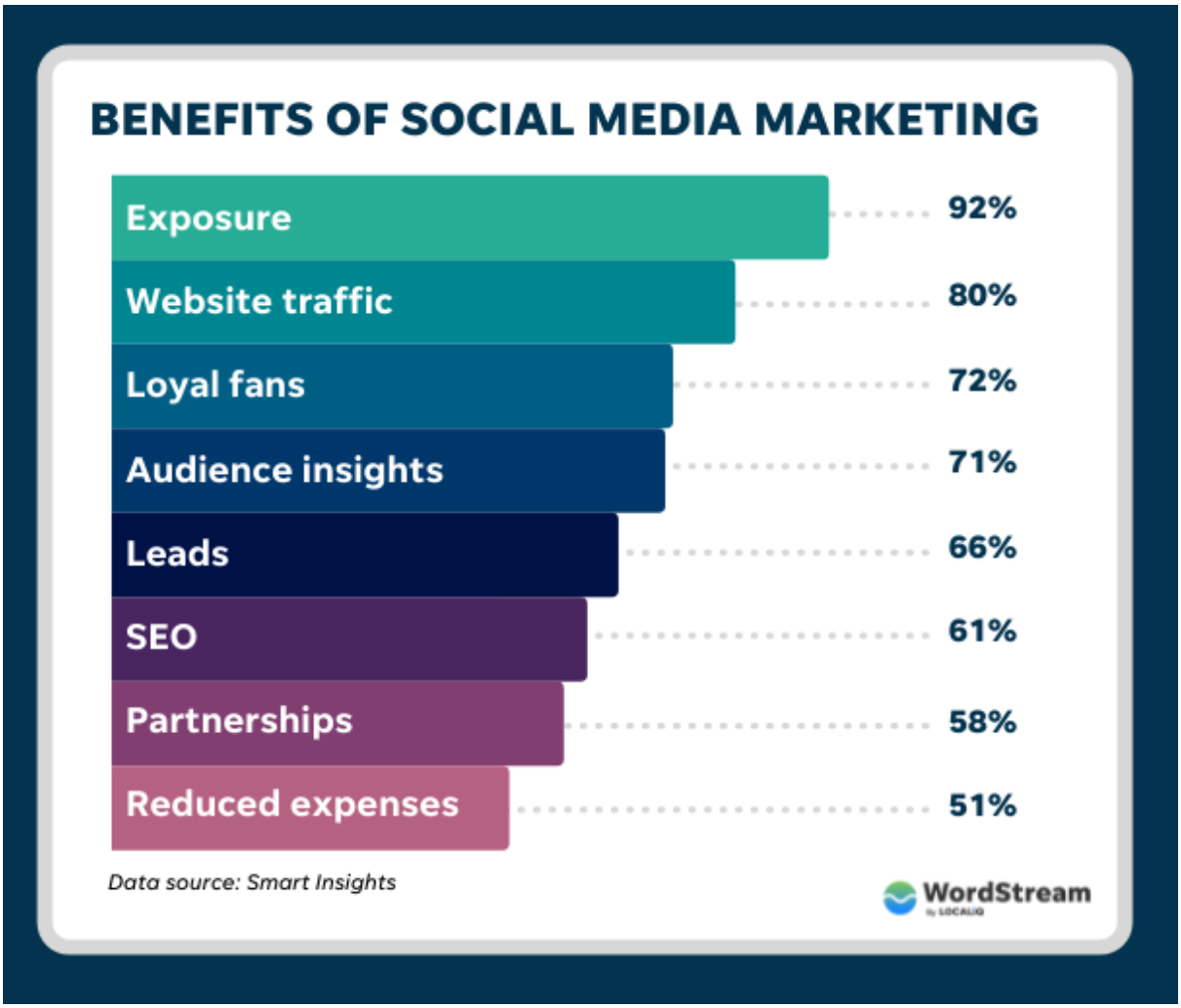
The study's research design is descriptive, meaning it is qualitative. Google was used to search for data on keywords like social media marketing, social media strategies, and Zomato Ltd. Additional online literature from other sources, reputable publications, and research articles was used to reach this result. The total research was divided into two parts: first, to evaluate the importance of social media marketing for businesses as an effective tool for developing brand awareness, and second, to analyze what social media methods Zomato Ltd uses to reach out to its audience.

5. Data analysis and findings

5.1 Why is social media marketing vital for all businesses?

SMM is the simplest approach to reach a large audience—social media is now used by half of the world's population, or 3.8 billion people. Furthermore, this figure is always rising—since 2019, social media use has increased by 9.2%. Social media is incredibly effective at raising brand recognition. According to Hootsuite, 52% of online brand discovery takes place in public social feeds. In other words, most individuals hear about new brands through social media. In 2019, people spent an average of 2 hours and 24 minutes every day. This statistic has also grown, with time spent on social media increasing by 1.4%.

As a result, social media is an excellent tool for not just reaching out to your audience but also engaging with them over time.
Every year, social media becomes more important in terms of increasing sales. For example, in 2019, 43% of internet users used social media to investigate products before making a purchase. Although only 12% of individuals are ready to click a "buy" button on Facebook or Instagram, social media platforms are extremely important in the early phases of the buyer's journey.



5.1.1

5 Pillars of Social Media Marketing

When establishing marketing strategies, one critical factor that marketers consider is how to distribute their messaging. Social media, both free and commercial, helps to get those messages to the appropriate individuals at the right time. Social media also allows brands to discover more about their target audience's personal, geographic, and demographic characteristics. This enables firms to tailor their messaging and content for maximum engagement.

A good social media marketing approach relies on five pillars.

1. **Social Strategy**
   A suitable strategy for each marketing campaign or activity should be developed ahead of time. Organizations must decide the program's goals, means of distribution, and types of content to distribute. Here are few examples:

   Determine your goals. Using social media for marketing should be well aligned with company and other marketing objectives. Businesses can utilize goals to assess performance, such as growing brand awareness, driving website traffic and leads, and increasing revenue.
   Select a social media platform. There are numerous social platforms accessible, but it is not practical for businesses to use them all. Organizations must understand their audience and select the platform(s) that best suit their demography.
2. **Planning and Publishing**
   After developing a strategy, it's time to start publishing. This can be as simple as publishing a new blog post, informing people about an upcoming event, or uploading a new product video. However, consistency is the key to a successful SMM program. Organizations should post on their page on a regular basis in order to grow an audience. Consistently posting relevant material will keep the audience interested and returning for more.

Organizations' social media content should be consistent with their other marketing activities. Marketers may use tools like Hootsuite, HubSpot, and Sprout Social to schedule their posts at the ideal times.

3. Active listening and participation

Companies that engage in social media activity can witness an increase in conversations and engagement with their br and and merchandise.
In addition to tagging the business in their own posts, users will be able to comment on and share other people's conte nt as well as start instant messaging conversations.
Because social media administrators are alerted by notifications, these kinds of interactions are perfect.
On social media, users can talk about a company, a product, or a service without mentioning or corresponding with th e business.
To keep up with the discourse, you can use a variety of social media listening tools, such Sprinklr, Brandwatch, and N etBase Quid.

4. Reports and analytics

It's a good idea to keep track of performance as new content is released and the audience grows.
Some inquiries to pose are as follows: Which posts are the most popular among readers?
Where are the fans of a brand from?
The data and analytics outputs of every marketing effort are what determine its success.
By using this data, a marketing team may make better decisions about next initiatives and capitalize on what works.
While analytics data is available on each social media network, there are additional solutions that can aggregate data f rom several channels into a single spot.
This helps marketers assess the overall accomplishments and shortcomings of their efforts.

5. Advertising

With the exception of resource time and specialized equipment, a large portion of social media marketing is free.
Gaining followers and posting material on social media platforms that are free to use are excellent methods to accomp lish marketing objectives, but program costs increase as it gets bigger.
Features for paid marketing might be quite beneficial to businesses.
Advertisers can target audiences with their ads based on a variety of criteria, such as habits, retargeting, and demograp hic data.
While there are solutions available to assist with managing social media marketing on a large scale, starting with the n ative advertisements capability will enough to promote posts, generate leads, and guarantee that messages reach the in tended audience.

5.1.2 What Makes Social Media Relevant for Your Company?

B2B marketing is still based on interpersonal connections even though B2B enterprises aim to sell goods to other busi nesses.
Although social media has long been used to foster these connections, its significance increased in the previous year.B 2B marketers required a way to communicate with partners and prospects in the absence of in-person events.
And they discovered that social media platforms were the best way to accomplish this.
Through social media, B2B executives:

1. Increase Recognition of Your Brand

B2B leaders may increase the reach of their brand even more by utilizing the voice of their staff.

Each employee have a personal network that may consist of hundreds of contacts.
Each of those contacts in turn has connections to hundreds of additional individuals.
Your staff may do a lot in real life as well as on social media when they are in complete sync with their networks (e.g. , create fliers, send direct mail, network at events, etc).

3. **Produce Leads**
   Posting videos, news, data, and intriguing trends can help them to create relevant conversations and interactio n inside their target industry.

3. Caretaker Leaders

Salespeople can establish rapport with leads through social selling. They can assist prospective clients in finding solutions by utilizing their thought leadership articles, social proofing, a nd other content. As a result, your sales team can establish credibility and trust.

4. Put Social Listening into Practice

Pay attention to what patrons have to say about their business. This is your chance to hear directly from people about their perceptions of your brand. It provides an opportunity to strengthen the parts of your business that are already popular with customers while stren gthening the weaker ones. 5. Link Opportunities to Social Media Posts Leaders can gain a deeper understanding of their customers by driving customer posts to their CRM using the appropr iate enterprise solution.

6. Calculate Marketing Outcomes

You can monitor key performance metrics (KPIs) with the use of social media networks and management solutions. It is also possible to put a monetary value on natural social media interaction. A rough estimate of the cost of organic social engagement and reach if paid for through advertisements is provided by earned media value, or EMV.

7. Develop Authenticity in Your Brand

By interacting on social media, brands can gain the trust of prospective clients, business associates, and staff members. This is particularly valid if other individuals are endorsing your company, goods, or services to others. Advice or suggestions from friends and family are nearly three times more likely to be trusted than those from official brand channels.

8. Promote Thought Leadership

Social media is an excellent resource for finding out about people's interests and issues. Conversely, social media provides brands with a platform to solve issues and advance thought leadership. Produce webinars, how-to manuals, and other helpful content so that customers can come to rely on your brand as a reliable source of advice.

9. Expand Your Viewership

4.48 billion individuals using social media in 2021. Social media not only provides you with access to the biggest online addressable market, but it also reveals the interes ts and topics that real people are talking about. You may develop a following of people who firmly believe in your brand, goods, and services if you understand how to use thought leadership material to address the issues facing this market.

10. Establish a Community

You can create a vibrant social media community around your brand with preparation and involvement. To get instant Likes and Shares for your content and expand its reach to new audiences, you may take use of both con sumers and staff.

11. Produce Original Content

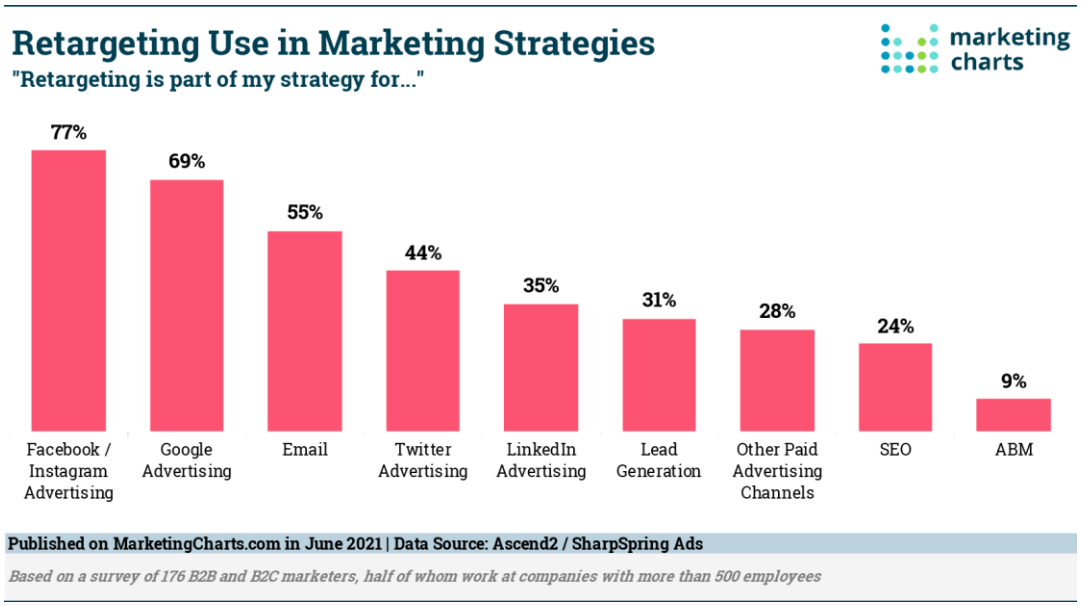
Largely Original and intelligent content can also be found in plenty in social media communities. In addition to speaking to companies in genuine ways, employee- and user-generated content (EGC) and UGC fill your content publishing pipeline with a ton of new possibilities.

12. Remain Aware of Important Individuals

Using social media to disseminate thought leadership is a tried-and-true strategy for attracting decision-makers and other key stakeholders. Make use of podcasts, one-pagers, ebooks, webinars, and other material formats.

to provide solutions to others' issues.You need to be where your future consumers are if you want to interact and estab lish a connection with them. And a lot of that is done on social media.

Statistics that helps us gauge social media marketing effectiveness:



1. According to Buffer, 89% of marketers consider social media to be "Very important," while 30% feel it is "Somew hat important" in relation to their entire marketing plan.
2. Every day, over 1 billion hours are spent watching videos on YouTube.
3. According to 82% of B2B marketers, LinkedIn is a useful tool for networking and establishing business relationships. Facebook, Twitter, Instagram, Youtube, and Pinterest are also used by them.
4. LinkedIn accounted for 80% of social media B2B leads in 2017. (LinkedIn)
5. Currently, 53% of people on the planet use social media. (We Interact)

6. According to Hootsuite, 13 new users sign up for social media accounts every second.
7. Recommendations from friends and family on the internet were trusted by 70% of adults, but only 15% of responde nts stated they would trust a company's official social media posts (PostBeyond).
According to the IDC, 81% of B2B buyers actively utilize social media.
9. 79% of job seekers look for opportunities on social media.
But in the first ten years of their careers, 86% of applicants use social media for their job search (Glassdoor).

10. According to 93% of Twitter users, they're willing to accept brand participation in discussions, especially when th e company offers assistance (Twitter). 11. Of Instagram users, 90% follow official brand or business accounts.
12. LinkedIn claims to have 200 countries and nearly 800 million members.
Of that population, about 25% are from North America.
13. Facebook connects with 59% of the world's social media users.
More than half of all social media users worldwide utilize this one and only one platform.

5.2 Digital Marketing Channels for Zomato

Zomato runs its search marketing campaigns through Google Adwords.
Words like "food," "online ordering," "restaurant names," and several others are among its targets.
Its goal is to draw in customers who desire food delivery. Additionally, it targets users of third-party apps and websites with Google Display ads.Zomato engages its readership by publishing content on trending top ics. The audience's characteristics are known to the brand.
It thereby fosters the sharing, discussing, and revisiting of content.
It publishes simple visuals and uses trending subjects to draw in web visitors.

5.2.1 Zomato's Approaches to Social Media Promotion

Zomato approaches social media in a different way.
Zomato's Vice President of Marketing, Pramod Rao, discussed the company's marketing strategy in a previous intervi

ew with Social Samosa.
"This has worked best for us," he added. "We enjoy having fun conversations with our users on social media and it al ways feels like we are talking to our friends."
However, Zomato also breaks down the purpose of each post for every social media platform.

The Social Media Presence of Zomato

Zomato's digital marketing strategies leverage social media sites such as Facebook, Twitter, Instagram, and LinkedIn t o establish connections with its clientele and advertise its offerings.
With millions of followers on social media, Zomato is able to interact personally with people and reach a large audien ce.Zomato is active on Facebook, Instagram, and Twitter.
As of July 2019, it had 1,899,405 Twitter followers, 726k Instagram followers, and 1.42 million followers overall.It p osts memes or pictures of delicious food on Instagram. It has Twitter contests.
It refreshes YouTube videos and blogs on Facebook.

Zomato promoted its brand on Twitter throughout the 2016 Olympics.

The company advertised using coffee-
made rings and said they would win the gold medal if drinking coffee were an athletic event.
The video game "Pokemon Go" was another popular topic right now. Zomato also benefited from it.
Zomato promoted their business on Twitter by utilizing the well-known Pikachu.

Utilizing Content Created by Users (UGC)

Zomato uses user-generated content (UGC) to interact with clients and promote their services on social media. Zomato encourages user participation and fosters a feeling of community by resharing photographs and reviews of its customers' dining experiences on social media.

5.2.2 Social Media Marketing Strategies: Zomato's Contests and Campaigns

Zomato regularly holds campaigns and competitions on social media to draw in and interact with its followers. Customers can participate in exciting and interactive activities such as photo contests, food-related quizzes, and giveaways through these promotions.

Email Promotion

Zomato uses attention
grabbing headlines and calls to action to retain brand loyalty.An email marketing campaign featuring the theme of the popular series Mirzapur, season 2, was conducted on Amazon Prime Video.
Zomato featured subject lines that mentioned characters from Mirzapur.
It also created a curriculum vitae for Biryani as one of its best email marketing strategies. Food-related terms were present on Zomato, such as "Curriculum Vitae of Biryani".
It also used "hire immediately" as the CTA instead of "order now."
Zomato's email marketing technique works so well because of this.

6. Conclusion

Social media marketing enables you to share employee tales, communicate your brand's values and goals, and engage audiences on an emotional level (yes, B2B businesses should evoke strong feelings in their customers just as much as B2C ones). Social media became even more crucial for B2B marketers during the pandemic.
The food sector is changing quickly, making digital marketing tactics even more important.
Voice search optimization, multichannel marketing, and chatbots driven by AI are examples of emerging trends.
Zomato's success in becoming a global leader in the food sector may be attributed in large part to its use of digital mar keting methods.
It will be interesting to observe how Zomato adjusts and takes advantage of new trends as the food sector develops in order to keep one step ahead of the competition.To sum up, Zomato's digital marketing tactics have been important in the company's growth.
Through the utilization of many digital platforms and resources, Zomato has successfully interacted with its intended demographic and establish a powerful brand identity in the food sector.

It will be interesting to watch how Zomato modifies its tactics to stay ahead of the curve and preserve its competitive edge as the digital world continues to change.

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