



## Analysis of Various Social Media Platforms on Digital Marketing

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### Abstract:

Digital marketing can be defined as the component of marketing that uses online based digital technologies, media and platforms to promote products and services. It helps a business reach a wide audience without geographic limitations. It comprises of several strategies, such as search engine optimization (SEO), content creation, social media marketing etc. Social media being a pivotal aspect of digital marketing with its scope extending from personal branding to professional marketing, enables businesses reach diverse audience, increase brand visibility and gain measurable results and profits in a cost-effective way. Platforms such as Facebook, Instagram, Twitter etc have provided marketers with powerful tools to reach, interact with, and understand their target audiences on a personalized level. This paper focuses on the impact of social media platforms particularly digital marketing landscape. Through existing literature, relying on secondary data and case studies to examine the challenges and opportunities that businesses face in the digital age, the findings highlight the importance of a strategic approach to digital marketing. Thus, this helps with analysing different platforms so that businesses can effectively utilise the digital resources while mitigating its potential ramifications

**Keywords:** Digital Marketing, Social Media Platforms, Brand Visibility, Search Engine Optimization (SEO), Strategic Marketing Approach, Audience Engagement.

### Introduction

The term digital marketing was coined in the 1990s and its scope has increased manifold in the past few decades. Especially in 2000s, the rise of social media platforms like Facebook, Twitter and YouTube has helped companies and

brands to reach a wider audience and gain measurable results in terms of brand reach and profits in a cost-effective way. Social media and digital marketing are interconnected with their scope extending

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from personal branding to professional marketing.

In the following paper, we will be expanding on the impact that social media has had on digital marketing for companies through the analysis of major social media platforms like Instagram, Facebook and YouTube.

Furthermore, after the analysis of each of the platforms, comprehensive strategies will also be discussed in terms of which platforms can be most profitable, as each of the social media avenues target a specific audience and interface type.

Case study- Nike has successfully used social media to increase brand exposure, engagement, and sales with focused initiatives such as Just Doit. Nike has built a huge global following by creating emotionally charged material, engaging with influencers and athletes, and encouraging user-generated content. Their creative use of channels such as Instagram, Twitter, and Facebook has enabled the brand to interact with younger, more socially conscious customers, boost online sales, and manage brand reputation in real time. Nike has shown that social media can alter digital marketing by establishing stronger consumer interactions and broadening market reach.

### **Review of Literature**

The evolving landscape of digital marketing has been profoundly shaped by the integration of social media platforms. Koesharijadi, Anak Angung Alit

Merthayasa, and Ikhsan Nendi (2022) emphasize that social media, as a key strategy, has revolutionized traditional advertising through technological advancements. Niveditta and Dr. Padmavathy (2017) underscore the significance of social media marketing in enhancing brand awareness and fostering consumer engagement, particularly on platforms like Facebook, which offer a wide reach and high return on investment due to their user-friendly design.

Akhil Nair and Suku Thomas Samuel (2024) highlight Instagram's impactful features, such as visually engaging advertisements, influencer endorsements, and interactive content, which significantly influence students' purchasing behavior. Similarly, Sulisty (2020) and Kusumasondjaja (2019) assert that Instagram's visual appeal and features like Stories and Reels make it a dominant platform for breaking into new markets and collaborating with influencers for visually appealing product promotions.

Kaplan and Haenlein (2010) identify social media as a transformative tool that enables companies to interact with target audiences in a personalized manner. Mangold and Faulds (2009) expand on this by highlighting social media's dual role in brand promotion and user-generated content, opening innovative avenues for digital marketing.

Smith (2017) notes the superior retention rates achieved by YouTube advertisements, making it essential for

brand storytelling, while Alalwan et al. (2017) praise Facebook for its ROI-driven targeting capabilities, allowing businesses to optimize advertising expenditures effectively. The rise of short-form video content, as emphasized by Wyzowl (2020), reshapes consumer engagement, with platforms like TikTok and Instagram Reels delivering quick and impactful messaging.

Freberg et al. (2011) underline the role of influencer marketing in building loyalty and trust through authentic brand partnerships. Chen et al. (2019) provide a metrics-based perspective, emphasizing the importance of Click-Through Rate (CTR), Cost-Per-Click (CPC), and Conversion Rate (CR) in evaluating platform performance, which are crucial for assessing digital marketing effectiveness.

### Objectives of the Study

1. To analyse which platform is best in terms of securing a target audience.
2. To identify the major pros and cons of advertising in each of the following platforms.
3. To give insights on how good the platforms are in terms of generating actual sales.

### Methodology

This research makes use of a combination approach i.e. both quantitative and qualitative data are employed for analysing the performance of Instagram, Facebook and Youtube in digital marketing spread over the years

2021-2024. For this purpose, a complete use of secondary data through research articles, journals and statistics from reputed digital marketing agencies was done.

Throughout the paper, some major metrics will be discussed which are defined as follows:

**Conversion Rate:** (CR) records the percentage of users who have completed a desired action by clicking on an advertisement.

**Click through Rate:** The click-through rate (CTR) is the percentage of individuals viewing a web page who view and then click on a specific advertisement that appears on that page. It measures how successful an ad has been in capturing users' attention. The higher the click-through rate, the more successful the ad has been in generating interest.

**Cost per Click:** Cost per click (CPC) is an online advertising revenue model that websites use to bill advertisers based on the number of times visitors click on a display ad attached to their sites.

### INSTAGRAM

Instagram is a combination of the words "insta" and "gram", which stands for "instant telegram." This is because of its ability to rapidly share images and videos to people all over the world via the internet, particularly when the image or video is uploaded to the Instagram account first. Instagram is often used as a platform for promoting products created by its users due to its ability to display

information. According to the results of the most recent Hootsuite Social Trends 2021 survey, 61% of respondents continue to believe that businesses should spend more money on Instagram marketing. This is because Instagram is thought to be the most effective tool for gaining market share (Sulistyo 2020).

Businesses use Instagram to market their goods as it makes it easier because the owner's closest friend or family member is the first target. Instagram media makes it easy for retailers to display images or catalogues of the products they sell, making this communication particularly effective for them (Putri 2013). Instagram can be used for a variety of marketing purposes, including influencer endorsements, Instagram ads, and personal business profiles (Kusumasondjaja,2019).

**Demographic Analysis**

According to Statista, Instagram has over 2 billion monthly users globally, making it a popular social media platform for sharing photographs and videos.

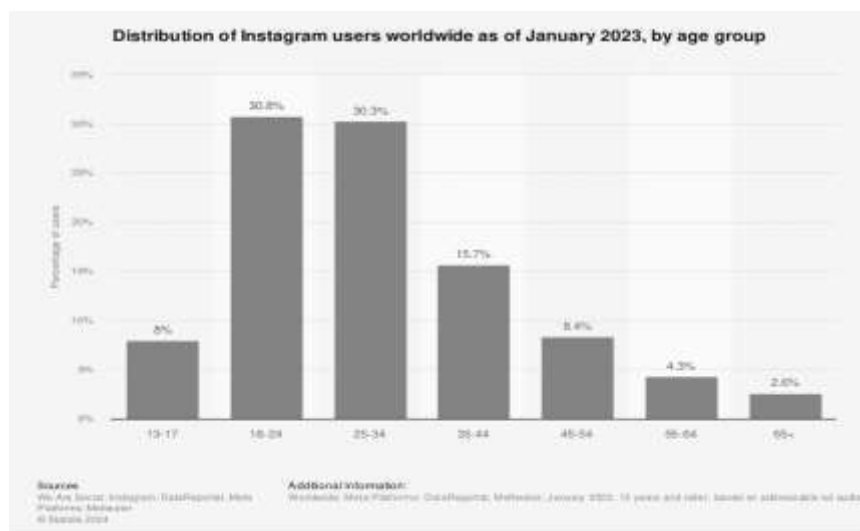
**Gender**

According to available data on Instagram users globally by gender, male users (51.8%) outnumber female users (48.2%) as of January 2023. The viewership is nearly evenly split, indicating that the platform isn't fundamentally stronger at reaching one demographic over another.

**Age**

People aged 18 to 24 are the most active users on this platform. People in these age categories account for more than 60% of Instagram's user base. As such, the platform is great for targeting young adults and Millennials.

Fig-1



Source: sproutsocial.Com

### Advantages

*Visual appeal-* Instagram is primarily a visual platform, allowing businesses to market their products through high-quality images and videos. This advantage can boost product attraction and consumer engagement.

*Direct Engagement-* Businesses can engage with their audience directly by using interactive tools such as polls and stories, as well as comments and direct messages (DMs). Open communication with potential clients fosters relationships and builds trust.

*Reach and Exposure-* The hashtag system and algorithm on Instagram allow businesses to reach a larger audience than simply their immediate followers. Using geotags and hashtags wisely can boost exposure and attract new customers.

*Social proof and influencer marketing-* Instagram's, user-generated content (UGC) and influencer collaborations can generate strong social evidence that influences consumer decisions and improves brand identification.

### Limitations

*Limited linking options-* Instagram's technology limits direct linking in posts, making it more difficult to refer visitors to other websites or product pages.

*Algorithm changes-* Changes to the Instagram algorithm, like those on other social media platforms, have the potential to alter organic reach and visibility. Consumer content presentation may change when algorithm preferences shift.

*Brand differentiation-* Instagram's visual-centric nature, consistency and aesthetically pleasing content is necessary to stand out from the competitors. In order to effectively differentiate themselves, brands must invest in creative projects.

*Analytics and measurement-* Compared to more conventional e-commerce platforms, Instagram might make it difficult to track performance indicators and measure return on investment. Businesses with minimal data may have a more difficult time evaluating the performance of their Instagram sales efforts.

**Table 1: KPI Specific Insights**

INSTAGRAM	2021	2022	2023	2024
CPC (in \$)	0.67	0.55	0.55	0.13
CTR (in %)	0.88	0.58	0.28	0.98

Average CR- 1.08%

### FACEBOOK

Facebook is an online platform that allows users to create free profiles and communicate with people. Users can share their thoughts and opinions with as many people as they like, along with photographs, music, videos, and articles.

Facebook has around two billion active users and is the most widely used social media platform for digital marketing. Marketers who would like to use a social media site with a greater reach, would naturally choose Facebook. It is also an easy-to-use, entertaining, and interactive platform that will keep fans interested and informed.

**Demographic Analysis**

By Q4 2023, the platform's monthly active users had reached to 3.065 billion.

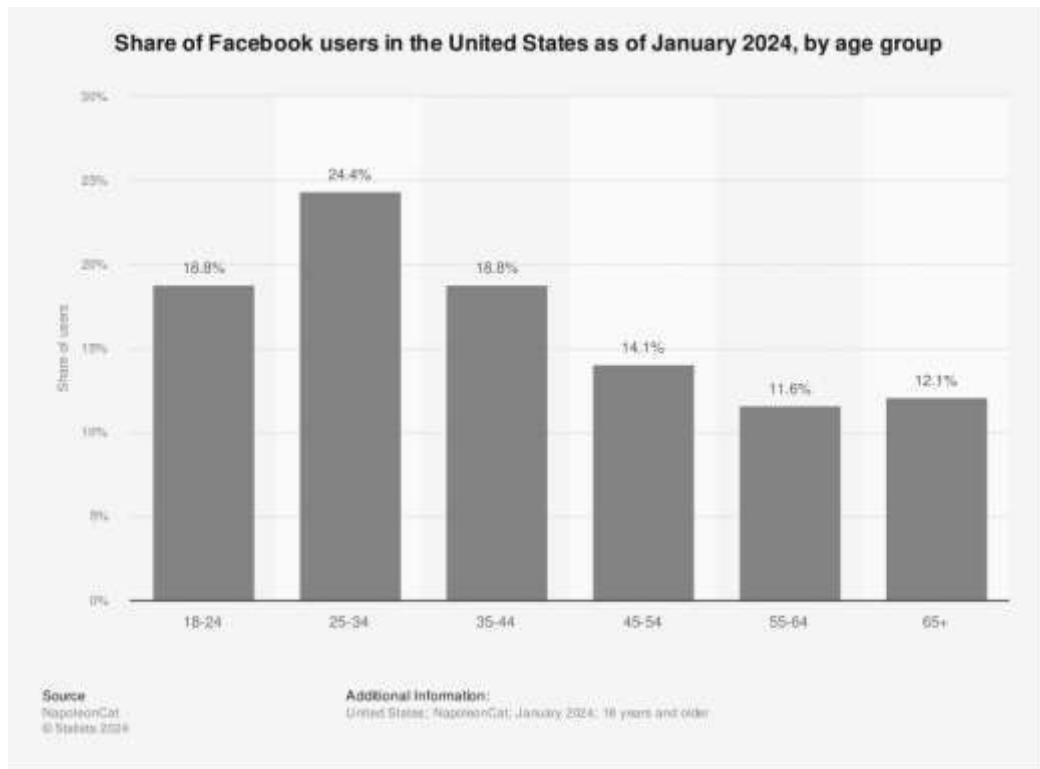
**Gender**

Facebook currently limits its reporting to males and females. According to the data, the site has a higher proportion of males (56.3%) than female users (43.7%).

**Age**

Despite the platform's reputation as a "older network," 24.4% of its users are aged 25 to 34. Furthermore, the platform is more popular among persons under the age of 44.

Fig-2



Source: sproutsocial.Com

**Advantages**

*Wide Audience Reach-* with Facebook's large user base, you may reach a varied audience. Whether the target market is local or global, Facebook has the tools to help connect with the right individuals.

*Targeted Advertising-* Facebook's advanced targeting options allow you to

reach specific demographics, interests, and behaviours. This precision ensures your ads are seen by those most likely to be interested in your products or services.

*Cost-Effective Marketing-* Facebook marketing is far more cost-effective than traditional advertising strategies. You can set a budget and bid on ad placements to

ensure you get the most out of your marketing dollars.

*Increased Brand Awareness-* Regular posts, ads, and interactions on Facebook aids raise brand visibility and awareness. Consistent engagement with your audience keeps your company top of mind.

**Limitations**

*Ad Fatigue-* Users become bored and avoid interacting when they see the same advertisement too frequently.

*Budget Constraints-* Small businesses often have limited budgets.

*Targeting Issues-* Sometimes, advertisements might not always reach their intended target.

*Algorithm Changes-* Facebook often modifies its algorithm, having a direct impact on ad success.

**Table 2: KPI Specific Insights**

Facebook	2021	2022	2023	2024
CPC	\$0.20	\$0.72	\$0.40	\$1.72
CTR	1.01 %	0.90 %	1.36 %	0.90 %

Average CR- 8.76%

**YOUTUBE**

YouTube, founded by former PayPal workers in 2005 and acquired by Google in 2006 became a famous video sharing website that allows registered users to upload and share films with anybody who can access the site. These videos can be embedded and shared on other websites. It

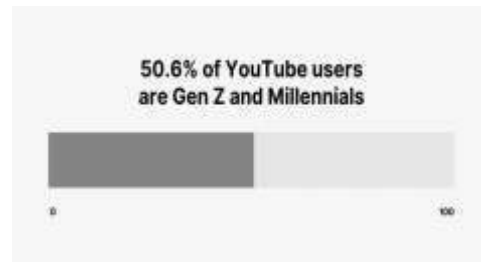
had a significant impact on media and advertising.

**Demographic Analysis**

Originally founded in 2005, YouTube is currently one of the most popular websites on the internet, with visitors watching around 6 billion hours of video per month.

*Gender:* Globally, more male users (54.4%) use YouTube compared to female users (45.6%).

*Age:* More than half (50.6%) of YouTube users are Gen Z and Millennials (1981-2012 borns). Only 15% of US YouTube users are Baby Boomers (1946–1964).



Source: backlinko.com

**Advantages**

*Global Reach-* Users can upload and view videos from anywhere in the world, enabling content to reach millions.

*Monetization Opportunities-* Creators can earn revenue through ads, memberships, Super Chats, and sponsorships.

*Accessibility-* Free to use with minimal restrictions, making it accessible to almost anyone with an internet connection.

*Educational Resource-* It's a hub for tutorials, skill-development, and

knowledge-sharing, making it a go-to for learning new things.

**Limitations**

*Content Overload:* With so much content, it might be difficult to identify quality or specific content.

*Monetization Struggles:* Ad revenue might fluctuate, and creators may suffer demonetization or content restrictions according to YouTube's policies.

*Copyright Issues:* Copyright strikes pose a risk to content creators, resulting in video removal or account suspension.

*Privacy Concerns:* As a Google-owned platform, there are concerns about data privacy and user tracking.

**Table 3: KPI Specific Insights**

YouTube	2021	2022	2023	2024
CPM*	\$2.15	\$3.00	\$3.23	\$3.83
CTR***	0.65%	0.65%	0.65%	0.65%
CPC**	\$0.33	\$0.46	\$0.52	\$0.59

Average CR- 1.4%

\*If a viewer clicks on or interacts with the thumbnail video (for example In-feed video ads) or any attached links, they will be charged for the cost per view (CPV) or cost per action (CPA), not cost per click (CPC). Therefore for the purpose of comparison, CPM (Cost-Per-Mille) is also considered.

\*\*CPC= CPM\*CTR\*1000

\*\*\*The average CTR for YouTube has been relatively consistent over the recent years.

**Findings and Suggestions**

Fig4

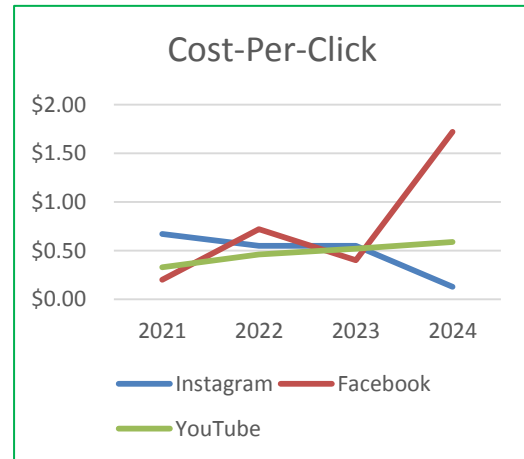


Fig5

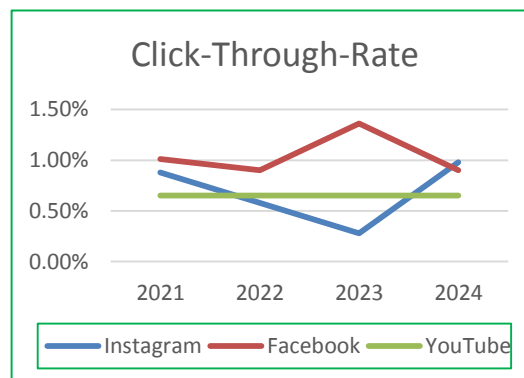
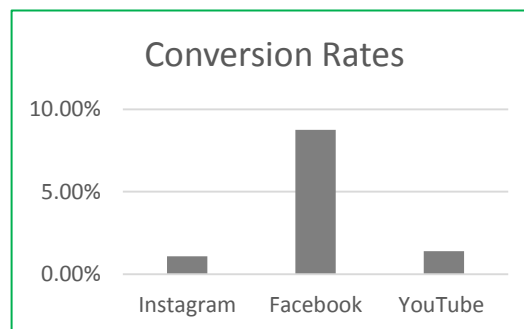


Fig6



Instagram's CPC notably decreased over the years. While Facebook became



the expensive platform for the year 2023-2024, YouTube remained stable. Facebook leads comparatively throughout the years in terms of CTR, peaking in 2023, Instagram has improved by the year 2024, while YouTube remained steady. Facebook outperformed with respect to CR while Instagram and YouTube have a little difference in conversion rates.

Instagram's engagement-driven and aesthetically pleasing features make it an effective option to reach younger audiences, particularly in fields like fashion, beauty, and lifestyle and also becomes an optimal platform for companies with limited resources due to its decreasing cost-per-click (CPC) and increasing click-through rates (CTR). Brands may improve their audience engagement by utilizing Instagram's reels, stories, and carousel advertisements.

Contrarily, Facebook is ideal for companies looking to increase CR and reach a wider audience, especially senior citizens. It is relevant for initiatives that aim to increase conversions and brand exposure because of its sophisticated targeting capabilities and high return on investment (ROI). However, careful budget management is required because of the rising CPC in recent years.

YouTube's advantage is its ability to produce meaningful, long-form material that reflects in narrative and educational initiatives. It is a reliable option for consistent, long-term tactics due to its steady CPC and CTR trends. By

combining YouTube with other platforms, like Facebook, a thorough multi-channel strategy may be developed to efficiently balance engagement and conversions.

### Conclusion

In conclusion, there have been significant impacts in the area of marketing after its subsequent digitalisation. The introduction of technology has made brands and companies extremely accessible to customers thus helping the demand-supply dynamic in the market for consumer equilibrium. The introduction of social media has further helped the cause of digital advertising with major platforms like Instagram, Facebook and YouTube being free of cost to sign up. This helps brands reach out to a large and diverse customer audience to market its products and services. By integrating these platforms and carefully examining metrics like CPC, CTR, and conversion rates, pros and cons, companies can ensure they invest in the right platform through a holistic analysis and meet their digital marketing goals. Businesses must remain flexible as digital marketing develops further, modifying their plans to take advantage of new trends and technology in order to be competitive in the dynamics of the digital market.

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