ROLE OF ONLINE REVIEWS OF SOCIAL MEDIA IN LEAD GENERATION

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Abstract

Utilizing strategic marketing techniques that are especially created for obtaining qualified leads and attracting them into your sales funnel is the foundation of social media lead generation. Social media sales lead generation enables businesses to find potential customers. More significantly, these leads serve as a conduit to potential clients, enabling businesses to approach them with special deals and win their business. It speaks of the actions made by companies on social media platforms to find new leads. Leads being sent into the sales funnel, the leads being qualified via various channels (chatbots, email, social media, phone, meeting, or sales call), and finally the prospects being turned into actual sales. Building relationships with prospective customers, even if they are not immediately looking to purchase a good or service, is the goal of lead nurturing. They might have subscribed to your newsletter or followed you on social media, but they might not be prepared to make a purchase just yet. The last phase of social media leads is conversion. It speaks to the process of persuading potential customers to make judgments about their purchases. In this study, a sample size of 215 company managers in different types of companies based out of Pune was utilized. To streamline data collection, a simple random probability sampling method was employed, and respondents were drawn from diverse descriptive profiles. Descriptive Statistics, One way Anova and Independent sample t test were used to analyse the data collected from the respondents. In conclusion, there are many interesting potential for social media and lead generation in the future. Businesses now have a wealth of chances to create leads and expand their businesses through social media thanks to the development of AI, the expansion of voice and visual search, the concentration on video, the advent of social commerce, and the greater usage of influencer marketing.

Keywords: Advertisement, Youth, Business, Descriptive, Customers.

Introduction

An essential component of marketing is lead generation, which calls for a solid approach. From being an optional channel for brands, social media has continued to expand and adapt into frequently serving as the focal point of their social media marketing plan. Lead generation is one of the many aspects of your marketing activities that social media can affect and enhance. New leads or prospects are attracted to your company through the process of lead creation.

Leads are those individuals who have given you and your brand useful information or otherwise shown an interest in your goods or services. You may have simple information on leads like names and emails or much more comprehensive information like residences or

employer information. Leads are prospects who have the potential to become customers, not actual customers yet. A strategic marketing tactic called social media lead generation gathers qualified leads on the social media channels of your company and funnels them into your sales process where they can be turned into actual clients.

Social media has fundamentally altered how we communicate with one another and has permeated every aspect of our everyday lives. But did you realise that it's more than just a place to exchange amusing memes and keep your loved ones informed of your whereabouts? Companies use social media platforms to reach new audiences and turn them into paying consumers, whether through paid advertising or organic participation. In this post, we'll examine how social media contributes to lead creation and how businesses can maximise this effective instrument.

Social media is a terrific tool for lead creation because it gives businesses access to leads to become customers. Compared to other platforms like email or your website and landing pages, social media platforms generally have better rates of user interaction. Since each user has a profile with a wealth of information, it also includes targeting and contact information.

Literature

Gilbert et al., (2009) Real connections, which social science has been studying under the umbrella of tie strength for decades, fall all over this spectrum. This divide between theory and practise is closed by our work. In this study, we provide a predictive model that links tie strength to social media data. The model performs pretty well, differentiating between strong and weak relationships with over 85% accuracy. It is based on a dataset of more than 2,000 social media ties. In addition to these quantitative results, they conduct interviews to explore the links that were unexpected.

Guy et al.,(2010) a set of enterprise social media applications, including blogs, bookmarks, communities, wikis, and shared files, studied personalised item suggestions. Recommendations are based on people and tags, two of the fundamental components of social media. Within the enterprise, relationship data between people, tags, and items is gathered and aggregated from many sources. The system suggests products and categories that are linked to the user based on these aggregated links between people and things. Every item that is recommended comes with a detailed explanation that lists the individuals, tags, and connections between them, the user, and the product in question.

Sarvar et al.,(2023) offered a study paradigm based on the fundamental richness of social media's potential (usefulness) for young people as it relates to their role in fostering civic engagement and social capital, both of which have a major positive impact on social outcomes. The socialisation has been linked to increased civic engagement and social and cognitive well-being in young participants, according to analysis of the model using the structural equation modelling (SEM) technique. The authors also looked at the moderating function of individual social technology fit in the appropriate paradigms by taking into account the social aspects of social media technology, which can also significantly influence the value created from the online social network.

Namisango et al.,(2023) encouraged organisational excitement about social technology and made new operational procedures possible. The practises used in the organisational use of social technologies must be extensively and distinctly identified. We must also comprehend how these practises interact with one another and the mechanisms that underpin their success. This study derives the sociomaterial practises used in the augmentation of creative capabilities and organisational social media use. Seventy-three (73) organisations were polled, 267 usable responses were gathered, and the data was then analysed using structural equation modelling (SEM) methods. There are two contributions in this publication.

Objectives

- To analyze the characteristics of the participants' demographics.
- To investigate the variables influencing the components of Promotional Strategies.
- To assess the importance of Promotional Strategy elements in relation to Impulse Buying Behavior.

Hypothesis

Ha1. There is a significant effect of Gender over Lead Segmentation

Ha2.   There is a significant effect of Age over Email Marketing

Ha3.   There is a significant effect of Educational Qualification over Paid ads on Google

Research Methodology

The research performed a comprehensive and precise analysis of primary and secondary data related to different facets of consumer behavior within the realm of e-marketing. The primary dataset consisted of firsthand feedback from consumers obtained through well-designed online surveys, enabling a thorough grasp of their behavioral trends. A carefully constructed questionnaire was given to survey participants.

- Primary data was collected through intricately designed online surveys.
- Secondary data was sourced from published journals and websites.

In this study, a sample size of 215 company managers in different types of companies based out of Pune was utilized. To streamline data collection, a simple random probability sampling method was employed, and respondents were drawn from diverse descriptive profiles.

Analysis and Discussion

Percentage Analysis for Demographic Variables

Age Group	No. of. respondents	Total Percentage
Below 25	37	17.2
25-35	76	35.3
35-45	74	34.4
Above 45	28	13
Total	*210*	*100%*
Gender Group	**No. of. respondents**	**Total Percentage**
Male	94	43.7
female	121	56.3
Total	*210*	*100%*
Marital Status Group	**No. of. respondents**	**Total Percentage**
Single	109	50.7
Married	106	49.3
Total	*210*	*100%*
Education level Group	**No. of. respondents**	**Total Percentage**
UG	52	24.2
PG	122	56.7
Others	41	19.1
Total	*210*	*100%*
Work experience Group	**No. of. respondents**	**Total Percentage**
below 5 years	55	25.6
5-10 years	106	49.3
above 10 years	54	25.1
Total	*210*	*100%*
Internet access Group	**No. of. respondents**	**Total Percentage**
home	40	18.6
workplace	75	34.9
cyber cafe	66	30.7
mobile	34	15.8
Total	*210*	*100%*

Which department do you working in? Group	No. of. respondents	Total Percentage
sales	56	26
Marketing	104	48.4
others	55	25.6
Total	*210*	*100%*

The provided table presents data on various demographic and professional characteristics of a group of 210 respondents. In terms of age groups, the largest proportion falls within the 25-35 age bracket, comprising 76 respondents (35.3%). The next most common age group is 35-45, with 74 respondents (34.4%). Below 25 and above 45 age groups are represented by 37 (17.2%) and 28 (13%) respondents, respectively. When it comes to gender, the majority of respondents are female, constituting 56.3% (121 individuals), while males account for 43.7% (94 individuals) of the sample. Regarding marital status, the respondents are almost evenly split between single (50.7%) and married (49.3%) individuals, with 109 and 106 respondents, respectively.

In terms of education level, the largest group holds postgraduate degrees (56.7%), consisting of 122 respondents. Undergraduate degree holders make up 24.2% of the sample (52 respondents), and the "Others" category, which likely represents individuals with different or no formal education, comprises 19.1% (41 respondents). The distribution of work experience reveals that there is a roughly even split among respondents. Those with 5-10 years of work experience make up the largest group at 49.3% (106 respondents), followed by those with below 5 years of experience at 25.6% (55 respondents), and those with above 10 years of experience at 25.1% (54 respondents).

When it comes to internet access, respondents are divided across various access points. The workplace is the most common location for internet access, with 34.9% (75 respondents), followed by cyber cafes at 30.7% (66 respondents). Internet access at home and through mobile devices is less common, with 18.6% (40 respondents) and 15.8% (34 respondents), respectively. Finally, inquiring about the department in which respondents work, marketing is the most common department, with 48.4% (104 respondents), followed by sales at 26% (56 respondents), and others at 25.6% (55 respondents).

Descriptive Statistics

Statements	Mean	Median	Mode	SD	Var	Skew	SE	Kur	SE	Min	Max
IDEN1	215	0	3.78	4	4	0.877	0.77	-1.57	0.166	3.404	0.33
IDEN2	215	0	3.78	4	4	1.095	1.2	-1.172	0.166	1.016	0.33
IDEN3	215	0	3.77	4	4	1.029	1.058	-0.951	0.166	0.857	0.33
IDEN4	215	0	3.76	4	4	1.016	1.032	-1.048	0.166	1.164	0.33
IDEN5	215	0	3.73	4	4	0.99	0.981	-1.137	0.166	1.43	0.33
PROD1	215	0	3.54	4	4	1.187	1.408	-0.75	0.166	-0.238	0.33
PROD2	215	0	3.61	4	4	1.138	1.295	-0.647	0.166	-0.295	0.33
PROD3	215	0	3.95	4	4	0.966	0.932	-1.415	0.166	2.547	0.33
PROD4	215	0	3.74	4	4	0.965	0.932	-1.376	0.166	2.218	0.33
PROD5	215	0	3.83	4	4	1.014	1.028	-1.233	0.166	1.571	0.33
LEAD1	215	0	3.82	4	4	1.041	1.084	-1.01	0.166	0.713	0.33
LEAD2	215	0	3.7	4	4	1.122	1.259	-0.864	0.166	0.217	0.33
LEAD3	215	0	3.85	4	4	1.127	1.271	-1.037	0.166	0.52	0.33
LEAD4	215	0	3.6	4	4	1.175	1.38	-0.83	0.166	-0.068	0.33
WEB1	215	0	3.83	4	4	1.05	1.103	-1.175	0.166	1.167	0.33
WEB2	215	0	3.87	4	4	1.09	1.189	-1.158	0.166	0.98	0.33
WEB3	215	0	3.88	4	4	1.077	1.159	-1.263	0.166	1.432	0.33
WEB4	215	0	3.83	4	4	1.116	1.246	-1.222	0.166	1.085	0.33
EMAIL1	215	0	3.76	4	4	1.114	1.24	-0.78	0.166	0.141	0.33

EMAIL2	215	0	3.73	4	4	1.074	1.153	-0.828	0.166	0.497	0.33
EMAIL3	215	0	3.67	4	4	1.156	1.336	-0.674	0.166	-0.233	0.33
EMAIL4	215	0	3.43	4	4	1.17	1.368	-0.402	0.166	-0.658	0.33
PAID1	215	0	3.87	4	4	1.217	1.482	-1.418	0.166	1.12	0.33
PAID2	215	0	4	4	4	1.192	1.421	-1.638	0.166	1.854	0.33
PAID3	215	0	3.96	4	4	1.211	1.466	-1.571	0.166	1.563	0.33
ORG1	215	0	3.44	4	4	1.324	1.752	-0.565	0.166	-0.945	0.33
ORG2	215	0	3.24	4	4	1.285	1.652	-0.461	0.166	-1.037	0.33
ORG3	215	0	3.32	4	4	1.347	1.815	-0.512	0.166	-0.986	0.33

These statistics include mean values of approximately 215, median values of 0, and mode values around 3.7 to 4, indicating a relatively symmetrical distribution with a peak around 3.7 to 4. Skewness (Skew) values range from approximately -1.6 to -0.4, indicating slight left-skewed distributions. The standard error (SE) is consistently about 0.166, implying low uncertainty in the sample mean across all datasets.

Independent Sample t test on Gender over the Constructs

Statements	Gender	N	Mean	Std. Deviation	Sig. (2-tailed)
Identify the Prospects	Male	94	3.70	.995	.349
	female	121	3.82	.824	.360
Produce Remarkable Material	Male	94	3.71	1.021	.753
	female	121	3.75	.882	.757
Lead segmentation	Male	94	3.58	1.064	.020
	female	121	3.87	.773	.026
website optimisation	Male	94	3.89	.886	.616
	female	121	3.82	1.022	.610
email marketing	Male	94	3.56	1.113	.271
	female	121	3.71	.875	.286
paid ads on google	Male	94	3.85	1.250	.297
	female	121	4.02	1.113	.304
organisation success	Male	94	3.12	1.306	.033
	female	121	3.49	1.201	.035

From the above table 5, Gender has significant impact on Lead segmentation and Organisation success with the significant value on 0.020 in male and 0.026 in female 0.03 over lead segmentation; 0.033 in male and 0.035 in female over Organisation success. Other constructs having no significant impact with Gender.

One way Anova on Age over the Constructs

Statements	Age		Mean	Std. Deviation	F	Sig.
Identify the Prospects	Below 25	37	3.83	.906	.220	.882
	25-35	76	3.79	.847		
	35-45	74	3.75	.908		
	Above 45	28	3.66	1.054		
	Total	215	3.77	.902		
Produce Remarkable Material	Below 25	37	3.82	.829	.367	.777
	25-35	76	3.79	.928		
	35-45	74	3.65	.990		
	Above 45	28	3.70	1.028		
	Total	215	3.74	.943		
Lead segmentation	Below 25	37	3.91	.919	1.682	.172
	25-35	76	3.76	.961		
	35-45	74	3.57	.962		
	Above 45	28	3.94	.611		
	Total	215	3.74	.921		

Statements				F	Sig.
Website optimisation	Below 25	37	3.96	.942	.438	.726
	25-35	76	3.82	.942		
	35-45	74	3.89	.967		
	Above 45	28	3.71	1.065		
	Total	215	3.85	.963		
Email marketing	Below 25	37	3.42	1.242	3.092	.028
	25-35	76	3.48	.876		
	35-45	74	3.80	.937		
	Above 45	28	3.98	.910		
	Total	215	3.65	.987		
Paid ads on google	Below 25	37	4.23	.981	1.565	.199
	25-35	76	3.89	1.225		
	35-45	74	3.98	1.143		
	Above 45	28	3.61	1.312		
	Total	215	3.94	1.175		
Organisation success	Below 25	37	3.45	1.245	1.167	.323
	25-35	76	3.13	1.309		
	35-45	74	3.38	1.260		
	Above 45	28	3.58	1.110		
	Total	215	3.33	1.259		

From the analysis of One way Anova, there is a significant impact on age over Email Marketing with the significant value of 0.028.

One way Anova on Educational Qualification over the Constructs

Statements	Education		Mean	Std. Deviation	F	Sig.
Identify the Prospects	UG	52	3.83	.822	.322	.725
	PG	122	3.76	.911		
	Others	41	3.68	.986		
	Total	215	3.77	.902		
Produce Remarkable Material	UG	52	3.79	.978	.389	.678
	PG	122	3.75	.903		
	Others	41	3.62	1.027		
	Total	215	3.74	.943		
Lead segmentation	UG	52	3.69	.997	1.058	.349
	PG	122	3.82	.836		
	Others	41	3.59	1.056		
	Total	215	3.74	.921		
Website optimisation	UG	52	3.83	.895	.227	.797
	PG	122	3.83	1.052		
	Others	41	3.95	.765		
	Total	215	3.85	.963		
Email marketing	UG	52	3.90	.917	2.588	.078
	PG	122	3.53	.988		
	Others	41	3.66	1.027		
	Total	215	3.65	.987		
Paid ads on google	UG	52	3.94	1.149	.228	.796
	PG	122	3.98	1.192		
	Others	41	3.84	1.179		
	Total	215	3.94	1.175		
Organisation success	UG	52	3.51	1.238	1.382	.253
	PG	122	3.21	1.306		
	Others	41	3.48	1.121		
	Total	215	3.33	1.259		

From the aove table 7, Email marketing only gets significant with the value of 0.078 in 10% level on Educational qualification.

Hypotheses Testing:

Hypotheses Results	P Value	Results
H$_a$ There is a significant effect of Gender over Lead Segmentation	0.020	Accepted
H$_a$ There is a significant effect of Age over Email Marketing	0.028	Accepted
H$_a$ There is a significant effect of Educational Qualification over Paid ads on Google	0.796	Rejected

Conclusions

It's a fascinating subject, full with chances, to discuss the future of social media and lead generation. The way that organisations use social media to create leads is constantly changing in line with technological advancements. What can we anticipate for social media and lead generation in the future:

1. More widespread use of AI: AI has the power to completely transform the method in which companies generate leads from social media. Businesses will be able to more successfully target their adverts with AI, analyse data more quickly, and personalise their interactions with potential clients in real-time.

2. Voice and visual search are expanding: With the popularity of voice assistants like Alexa and Siri rising, more companies are likely to use voice and visual search to generate leads. Businesses may reach potential clients who use these technologies to find goods and services by optimising their content for voice and visual search.

3. A greater emphasis on video: Video has emerged as an essential part of social media lead generation, and this development is anticipated to last. Businesses may better grab the interest of their target audience and get leads by producing interesting and educational films.

4. Social commerce will likely expand in the future as more people have the option to make direct product purchases via social media. Businesses may create leads and convert them into sales more quickly by integrating e-commerce capabilities into their social media presence.

In conclusion, there are many interesting potential for social media and lead generation in the future. Businesses now have a wealth of chances to create leads and expand their businesses through social media thanks to the development of AI, the expansion of voice and visual search, the concentration on video, the advent of social commerce, and the greater usage of influencer marketing.

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