

SCROLLING TO SHOPPING: A CASE STUDY OF AMAZON'S SOCIAL MEDIA MARKETING

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Abstract

The design of a marketing strategy is practically impossible in today's environment without taking into account the influence of social networks. Social media has become an important part of the marketing mix, especially in the promotional mix, playing a key role in shaping consumer perception and increasing engagement. Social media has revolutionized the way businesses communicate with customers, offering unprecedented opportunities for brand promotion and customer interaction. In today's technology-driven world, both entrepreneurs and marketers recognize the necessity of staying current with rapid changes or risk falling behind. Designing a marketing strategy without incorporating social networks is nearly impossible. Social media has become a crucial element in the overall marketing mix, particularly in the promotional mix. Amazon has effectively leveraged platforms like Facebook, Twitter, Instagram, and LinkedIn to engage with its extensive customer base. Through engaging content, targeted advertising, and strategic partnerships, Amazon has effectively used social media to promote its products and services, increase brand loyalty, and increase sales. Amazon's social media marketing strategies feature a strong emphasis on customer engagement and personalized communications. Through the use of user-generated content, influencer partnerships, and innovative campaigns, Amazon has been able to create a unique brand identity and foster a sense of community among its customers. Amazon's success in this area helps as a valuable case study for businesses looking forward to use social media to achieve their marketing goals. By adopting similar strategies and keeping up with the latest trends, businesses can effectively harness the power of social media to grow and succeed in the digital age. This study is conducted to recognize the efficiency of social media marketing and a comprehensive analysis is done giving importance specially on the strategies implemented by Amazon, a giant in technology & e-commerce.

Keywords: Social Media, Social Media Marketing, Social Media Marketing Strategies, Marketing Strategies, Amazon, Amazon India.

INTRODUCTION

Interestingly enough, social media has become quite the significant space in which businesses can communicate with their customers, develop their businesses, and even increase sales. Taking a look at the vast companies that are utilizing social media, Amazon has proven to be one of the most innovative and strategic ones. As a customer-oriented company operating on a global scale, Amazon has altered the way social media marketing is done and has set new benchmarks in the industry in terms of quality and effectiveness. This paper investigates the complex nature of social media operations that Amazon uses to pursue its business aims. Amazon's journey in the development of social networks can be described as an unwavering focus on the goals and demands of a large disposable population. Starting as a customer-centric company, Amazon was also adept at turning social media sites into means of communication, interaction, and personalization. Amazon has been able change the model of their social media presence into an ecosystem which is active, community-oriented, and advocacy and loyalty driven and not just marketing through a seamless blend of data, creativity and technology. An essential element of Amazon's social media management is its embrace of the importance of narratives and creation of content. With Facebook, Instagram, Twitter and even LinkedIn, Amazon tells different audiences how its products affect real people. From striking pictures to interesting videos and even user content, Amazon, through storytelling devices, seeks to connect with consumers emotion and build relationships. Furthermore, Amazon's social media effectiveness has also been accentuated with the help of various tactical relationships and partnerships within the social media platform. Making themselves co-collaborators with influencer personalities, celebrities and content creators from a variety of fields Amazon is now broadening their reach into new demographics and regions and using the advantages of celebrities on social media for doing promotion of messages more efficiently raising engagement rates. As well as, using cutting-edge technologies such as Artificial Intelligence (AI) and Augmented Reality (AR) has enabled for a new era of social commerce which Amazon has shown remarkable prowess in. Through programs such as Amazon Live, where customers can watch products in catalogues being tested and have the possibility to ask questions, and through the use of AI recommendation systems placed in the context of social media, Amazon provides an easy transition from inspiration to transaction within a social media environment. Amazon's success can, to a large extent, be attributed to its strong customer orientation, continuous up-grading of innovations as well as its agility in strategic organizational decision making. With a

gradual process of learning and adapting its strategy as the market and technology change, Amazon has established itself as a leader in social commerce. This study aims to abstract and describe Amazon's diverse tactics and strategies aiming at drawing lessons on the dos and don'ts or factors which explain the firm's effectiveness in utilizing social media as a source of competitive advantage and differentiation in the contemporary world

REVIEW OF LITERATURE

(Statista, 2022) According to a study, study reveals that Amazon is ranked among the top social commerce sites in terms of user activity. During the first quarter of 2021, Amazon's Facebook page had over 13 million interactions, making it the most engaged page of any retailer. These data explain how Amazon is effective in its social marketing by utilizing social media in order to reach its customers and keep their attention.

(Liu et al., 2020) The study investigates Amazon's approach to social media marketing. Sometimes he pointed out social media strategies of the company and their positive effect on business, it was noted that Amazon values customer engagement on social media platforms.

Zia et al. (2020) researched the effects of Amazon's social media marketing on its brand image. In the end, the research showed that customer's awareness of Amazon's social media accounts, contributed greatly to improvement of the customers' views about the company's brand.

Kumar and Rishi (2019) delved into how Amazon was leveraging social networking sites to enhance customers' experience and portrayed them as one of the Amazon workforce. Again, their study demonstrated the commitment that Amazon has towards engaging its consumers in a personalized fashion where consumers are loyal and interact, thus increasing brand equity. Their studies also showed the success of Amazon's social media marketing whereby customer satisfaction was enhanced and sales increased.

Cambria et al. (2012) introduce the society social networks have become integral aspect of human existence. Social media is perceived as a very important channel for marketing.

Saravanakumar; Sugantha Lakshmi (2012) Social media and different forms of its' uses are classified in eight categories, different businesses can be able to communicate their brands and target customers having the maximum effective reach and visibility.

OBJECTIVES OF STUDY

- To explain how does Amazon uses social media marketing.
- To explore different social media marketing strategies used by Amazon.
- To examine how Amazon engages in social media marketing through various channels

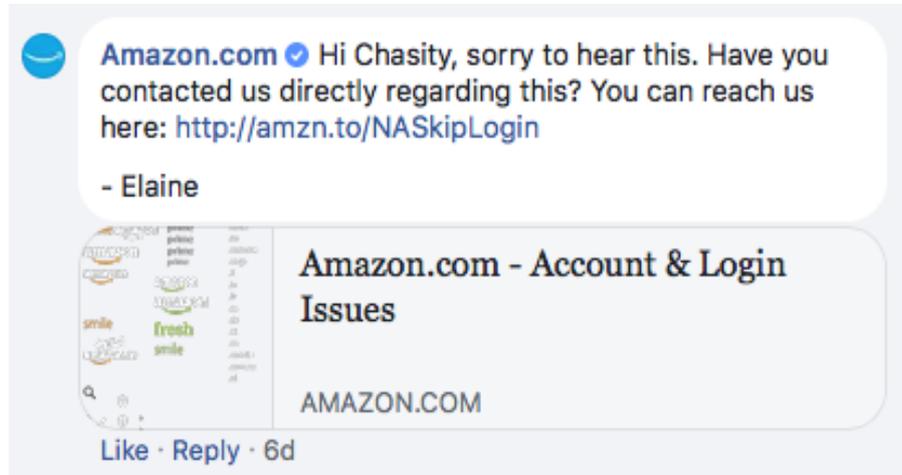
SOCIAL MEDIA MARKETING STRATEGY OF AMAZON

Marketing strategy especially on Social media is a requirement that every brand should have from the moment they start because these days, if you don't have an internet presence, you won't have a significant impact. Social media is the biggest source of interaction and engagement on the internet today, so it makes sense to want to take advantage of this area. Here's how to do it.

A. Facebook

It's an impressive figure, but a quick scroll through their news feed reveals the reason for their popularity. Amazon promptly responds to a large volume of comments on its posts, doing so courteously and providing useful information and links. They add a personal touch by addressing consumer comments by their first names and having an employee reply each comment with their own first name. When a question is asked, Amazon makes sure to provide an answer.





(Image source: facebook.com)

Upon a customer showing any frustration, Amazon is very prompt in dealing with the issue and offers assistance. Amazon participates in social conversations vital for social media success. Socially, the enhanced efforts allow customers with Facebook accounts to see product reviews posted on their feeds by friends, and also the links to products their friends have placed onto Wish lists on Amazon; thus it becomes convenient for them to pick out gifts for birthdays and other occasions. Additionally, Amazon employs Facebook for product marketing and presenting coupons and discounts in cohesiveness with event celebrations, such as Mother's Day. The gift ideas and discount offers on their Facebook page place everything needed by followers indulging in online gift shopping at their fingertips.

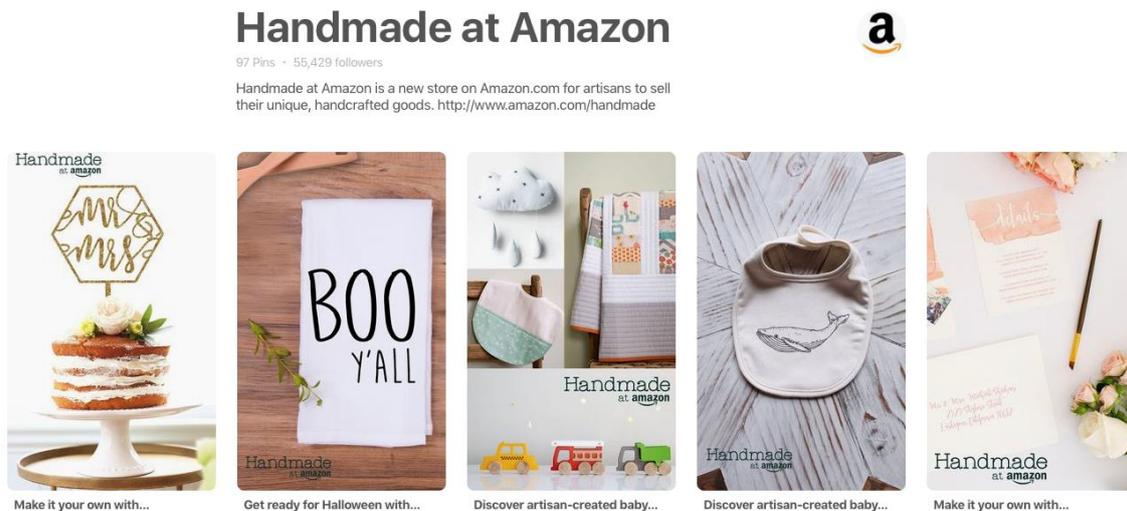
B. Twitter



Amazon's Twitter campaign has now shifted from heavy promotion, in the past, to focus more on pointing its 2.7 million followers towards Amazon's Prime Video and Music. The Twitter feed of amazon also picks up on products from the company's blogs, together with updates concerning the various initiatives and innovations the company is exploring.
(Source: twitter.com)

Amazon does engage its community to capture a higher level of attention and improve interactions on social media. The presence of Amazon on Twitter is mainly a vehicle for content marketing as opposed to direct sales, but its overall goal is to start engaging—against as many as possible—friends and engage them as fully as they can convert them into Prime members.

C. Pinterest is one of the big places where people go to look for shopping ideas. Finding a PIN for Amazon usually leads the user to click it and therefore either gets directed to amazon's product page or to the seller's website to complete the transaction. Strategy of amazon here is to leverage Pinterest to showcase its traditional lines, like Amazon Home Services, Handmade at Amazon and Amazon Style. Strategically, everything is done to lure users of Pinterest to shop on Amazon and that really works.



(Image source: pinterest.com)

AMAZON AND FLIPKART FACE OFF

Great Indian Festival of Amazon India and Big Billion Days of Flipkart have taken their social media marketing strategies to an extraordinary height. But who comes out on top?

The Great Indian Festival and Big Billion Day both run on the same dates, competing for reach & attention on each platform. Besides exploring Great Indian Festival social media strategies and Big Billion Days social media tactics, this study probes further insight into how Amazon India and Flipkart leveraged diverse systems and concepts toward the singular aim of attracting customers.

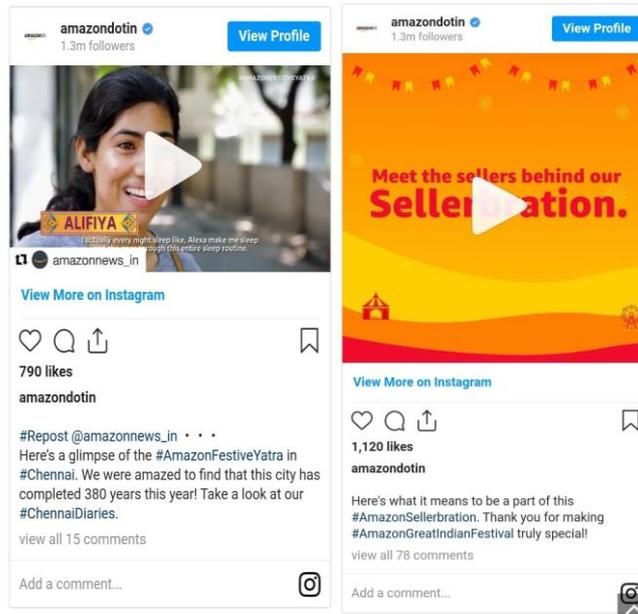
Amazon is repeating what worked for them earlier and tried to cover every touchpoint by engaging influencers and content. Amazon India has sought to use social media to keep itself engaged with consumers by using discussion points such as merchandise, offers/deals, contests, and influencer announcements. Although they have undifferentiated content across the various channels, each has its own execution methodology driving a single strategy. For instance, Twitter is run as a contest hub during the sale, whereas Instagram becomes a Festive Yatra photo collection and outreach of influencer. Amazon India initiated releasing the marketing campaign as a pre-buzz for the battle.



Campaign of the year, promoted as "Apni Dukaan," has as its main revenue proposition the idea of shopping on lower expenses; however, most of their commercials focus on family deals. Efforts have been concentrated on Facebook and Instagram to keep customers up to date with deals and offers on product. It was also in touch with every single major event with creative undertakings (like karwachauth). All of their content on social media, generally on Instagram, is carried out through the lens of cross-category offers. On so many levels, they have also brought in key influencer groups to keep business consumers engaged in the conversation.

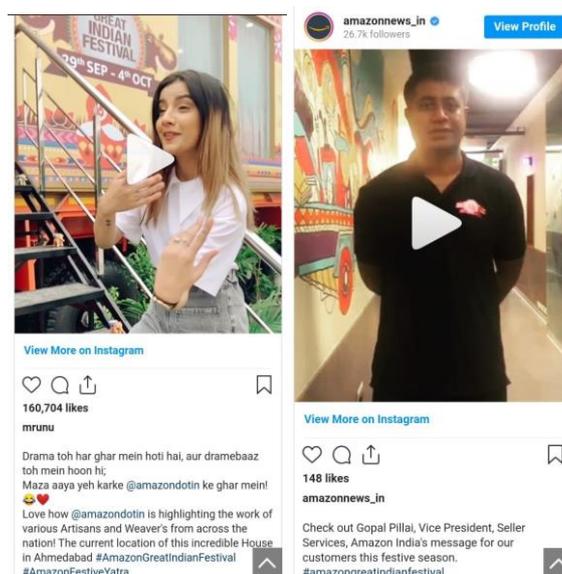
Amazon's Festive Yatra

Among the many highlights of the campaign, the Festive Yatra can be seen and termed as a brilliant marketing feature, which is a house-onwheels concept traveling across a few cities to inform on the e-commerce brand's offerings, in particular products that are homegrown and localized. With the sneak behind what Amazon India offered, all along its thrilling journey, there were people who came and pitched in, such as buyers, sellers, and influencers.



Moreover, influencers based in city were roped to create buzz in places where Festive Yatra would arrive. Full circle later, Amazon India shared the crew testimonials about euphoria and the frenzy behind the scenes of the sale.

Influencer Testimonial – Ahmadabad Team Testimonial



In relation to Instagram, Amazon News reported the Festive Yatra live, giving it a whole-roaming road-tour effect on Instagram. Festive Yatra, from its coming in a new city, taking aerial shots, popular sites, people, depicts travel influencers in its way.



Utmost many of Amazon's festive content plan are designed to highlight offers and encourage clients to note and redeem the gives.

Strong Contest Game

It shared posts using hashtag. Additionally, they did an Ad Hunt competition. Solid competitive recreation, the competitions befell across all platforms on social media with Twitter being focal point, where many nano-influencers joined. They shared diverse posts using the hashtag

#CatchTheAmazonDeal
 #AmazonDealsKaFeels
 #AmazonRocketDeals

Following are the post on social media that amazon posted to attract the attention.



Flipkart's Big Billion Days Social Media Strategy

Star-driven marketing approach of Flipkart's Big Billion Day, with behind-the-scenes drama and must-haves like product launches and behind-the-scenes updates on tournaments. Celebrities here not only brought an element of glamor but also played an influential role by posting regularly on their timelines. The most prominent method of Big Billion Day is probably the Big B WhatsApp bot. Built on the WhatsApp user interface, the bot engaged with customers through emojis and asked them funny questions and challenges. Thanks to the sports show effect, the robot was able to create a comprehensive direction of interaction.



Adding the various hashtags of #BigBillionDays, #BigDiwaliSale was constant on all platforms. There was a live pre-buzz strategy.

From daily updates and daily shoutouts to celebrity for partner testimonials, Flipkart created such an atmosphere that it is geared up for the biggest sale of the year.

It also did celebrity and brand testimonials, being the biggest competitor of amazon it left no key behind to compete on social media.

Virat Kohli



Kent RO Varun Gupta



Flipkart also made several video assets featuring celebrities in the lead-up. From Famous cricketers like MS Dhoni to Chris Gayle to Famous celebrity like Amitabh Bachchan, they were featured on Flipkart's social media handles. Flipkart's #AajKiRaat contest was began before sale, where the consumers get a chance to win prizes by guessing the product through a series of emojis.



It also made testimonials from celebrities and brands as it is Amazon's biggest competitor and has not left behind any key to compete on social media.

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Gionee India @Gioneelndia

Add some sparkle to your #Diwali celebrations this year with #Gionee #F9Plus. Buy it during the #Flipkart #BigDiwaliSale at just Rs. 6,999/-. Buy it here- bit.ly/32aPBGg



Smartphones to add sparkle

30 10:09 PM - Oct 13, 2019

See Gionee India's other Tweets

ASUS India @ASUSIndia

Equipped with the Qualcomm Snapdragon 632, this power-packed performer is coming to you with crackling offers during @Flipkart's #BigDiwaliSale! Shop for the Zenfone Max M2 now bit.ly/20Q0Gs0



147 1:59 PM - Oct 15, 2019

31 people are talking about this

Importance on Team Flipkart

Flipkart Stories @FlipkartStories

#HumansOfBBD "As a pantry boy at @Flipkart, I'm able to send money to my brothers & my mother. During #TheBigBillionDays, I'm going to buy a TV for them so that they can watch it together in the evenings." Read Mallappa's moving story: bit.ly/HOBBDTw



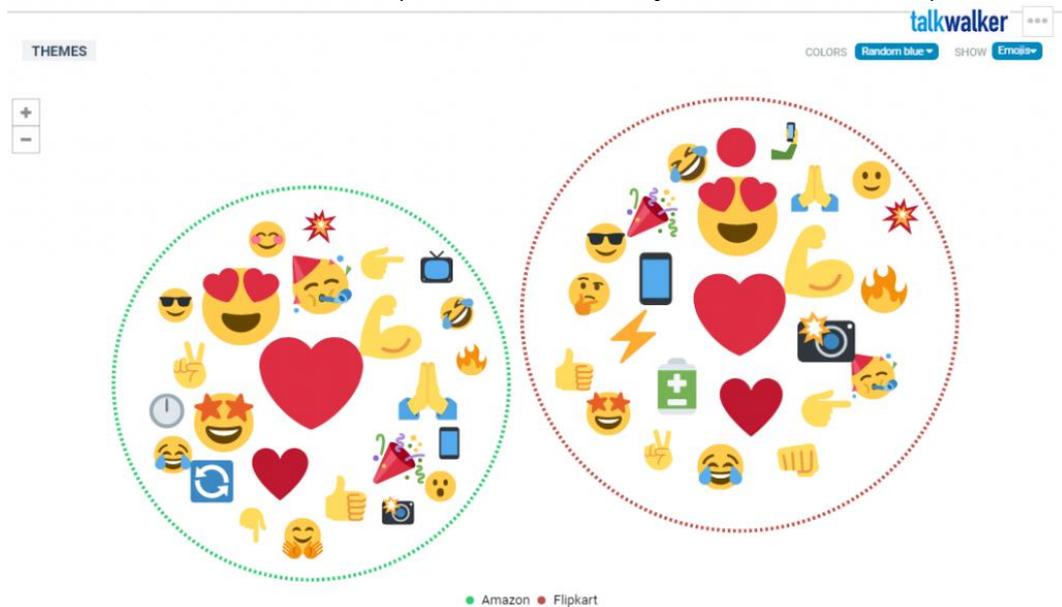
127 3:29 PM - Oct 4, 2019

46 people are talking about this

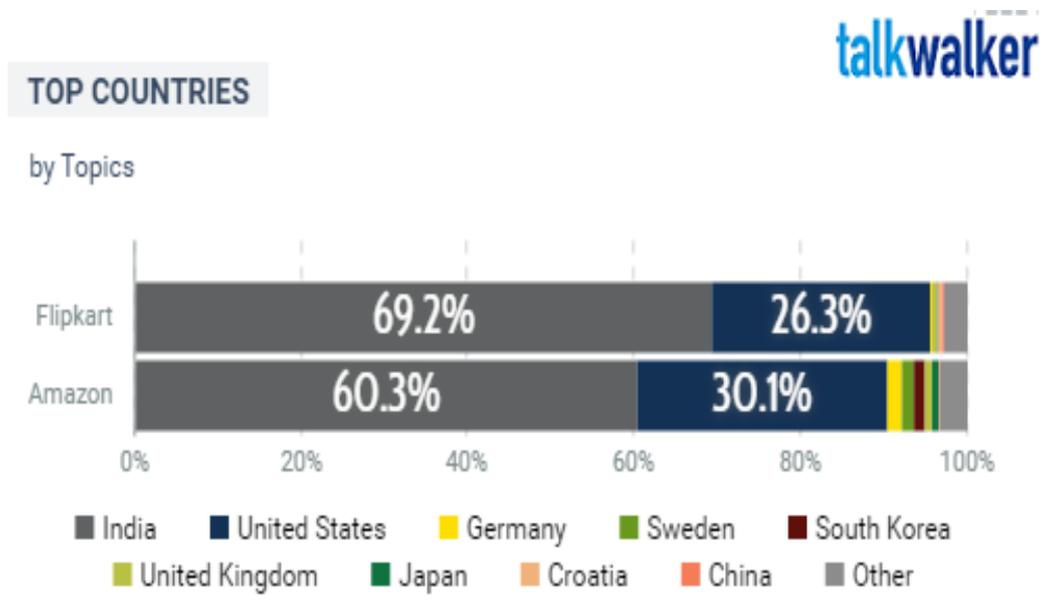
Flipkart took advantage of its homegrown image and highlighted team work, Team Flipkart unearths a constant presence in Flipkart's Big Billion Days social media strategy. Most of this is anticipated within the character handles, Flipkart Stories and Work at Flipkart. #HumansOfBBD, as the hashtag suggests shared memories about human beings concerned in Big Billion Days and how it contributes to their lives.

Emojis

- Heat emoji has been used by Both E-commerce giants.
- Many phones are sold on Flipkart and it tops with 3.1k mentions for emojis. Sadly, it's only 1.1k For Amazon India.
- 3.7k mentions for Amazon India, v/s 1.1k mentions for Flipkart for the camera emoji



Both the brands have similar demographics



Influencers

The top influencers are talking about both brands or just Flipkart as it has majority of influencers. Followed by Manu Kumar Jain, Realme is the utmost active account for Flipkart and this makes it clear why the phone emoji is mostly highlighted for Flipkart. For Amazon India also, the most active influencer is Manu Kumar Jain and Redmi India, but then also both accounts also talk more about Flipkart.

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TOP INFLUENCERS

VIEW MODE: Most Influential Authors

talkwalker

Influencers	Posts	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
 realme, facebook.com	f 326 ↑ 2.9K%		944.4M ↑ 3K%	2.9M ↑ 3.6%	221.8K ↑ 1.9K%	680.3 ↓ 33.8%
 #MiFan Manu Kumar Jain @manukumarjain	t 42		10M	238.4K	73.1K	1.7K
 Redmi India, facebook.com	f 34		63.9M	1.9M	70.8K	2.1K
 ICICI Bank, facebook.com	f 4		21.9M	5.5M	62.9K	15.7K
 Virat Kohli, facebook.com	f 1		37.2M	37.2M	47.1K	47.1K
 Mi India, facebook.com	f 44		145.8M	3.3M	44.6K	1K
 Madhav 'S'Quad @MadhavSheth1	t 30 ↑ 2.9K%		4M ↑ 2.9K%	132.1K ↑ 1.3%	35.6K ↑ 3.9K%	1.2K ↑ 34.7%
 Redmi India for #MiFans @RedmiIndia	t 156		72.3M	463.7K	34.5K	221
 realme @realmemobiles	t 65 ↑ 983.3%		11.3M ↑ 1K%	173.4K ↑ 4.3%	33.7K ↑ 729.7%	518.8 ↓ 23.4%
 Flipkart, facebook.com	f 996 ↑ 4.2K%		9.2B ↑ 4.2K%	9.2M ↑ 0.2%	33.2K ↑ 891.1%	33.3 ↓ 77.1%

Concluding the comparison

Flipkart depends on the celebrity factor to provide some reach, which is supported through engagement methods like bots and contests, through stories and validating their efforts through referrals it is humanizing the brand. For Amazon India, it is the star of the Festive Yatra campaign, which is backed by outreach of influencer, constant push of offers and testimonials. When it comes to numbers, both are ahead leading in different capacities. It would be tough to pick one winner, it will be exciting to see how long e-commerce giant with large marketing resources last.

CONCLUSIONS OF THE STUDY

We might say that advertising on social media is the most influential means to enhance awareness and buying. People devote 30 percent to the use of social media out of an average time of 5 hours a day online. There were many facets that accounted for the excellence of Amazon, but one of the methods they applied for the better marketing purpose through social media is exemplary.

- Engagement Social-to Purchase

So, Amazon sells via social media it has hooked an audience and basically these people go back to even have them pay for the winnings to Amazon product pages. With a partnership with Snapchat Last year, Amazon took this social media promoting to a second level, thus developing a scanning tools. This actually involved scanning a product or barcode by using Snapchat and searching that same product in Amazon's listings. It offered an easy way to check price of item's, comparison rating and its availability.

- Prioritize a social media platform that has meaning

Amazon uses multiple social media platforms, such as Facebook, Instagram, Pinterest, Twitter, Twitch, and its own "Amazon Spark," to strengthen marketing effectiveness. Then again, both giants have their own niche and specific target demographics; thus, Amazon's tactic is accordingly different.

- Think Partnership, Think Community

An end goal for marketers is definitely repeat purchases by customers loyal to a brand or service. Loyal Customers to brand/service will return for more repeat purchases-the ultimate goal of marketers. In Amazon, for instance, it has Amazon Prime which is a prime collection of benefits for regular kicks of the most faithful customers. Unlike the ordinary discount supermarket membership, Amazon Prime includes delivery turnaround time, premium discounted pricing, and access to media worth of it-all that which the average Netflix is doing. Actually, if you really want to know, it is actually a upgraded version of the loyalty card. To ensure the people

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who partake in this "network" find it good, the company organized what it called an "Amazon Prime Day" to lavish offers & discounts to its utmost customers who are loyal. Over the event, period of July 2018 alone, was mentioned by more than 380,000 reports.

- Actual customers acting like influencers

According to the study by Podium, the Amazon review system is what drives 93% of customer purchase behavior. In fact, this was first implemented by Amazon in 1995, when buyers were allowed to rant over their purchases in open public. So happy customers will also rave on their five-star experiences without being asked.

Another thing is that Amazon has an affiliate marketing program that encourages customers and also influencers to promote their products. In return, those persons as well as the influencers, will earn commissions through the affiliate links.

- Customer-centric marketing

With these, Amazon might open up touchpoints that too digital on social platform, also its Spark to reach out and attend more of their customers. This allows companies such as Amazon to have some valuable insights about their customers.

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