Review of Social Media Management Tools and Related Literature

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Abstract: *Social media has become one of the most popular marketing platforms for many businesses in today's corporate environment. Given the wide range of social media availability, the issue of effective maintenance and management of social media is paramount. Many Multinational and large corporations have a dedicated team for their social media marketing efforts, however it may not be as applicable for small business, due to budget concerns, expertise and number of staff, time constraints etc. Therefore, social media management tools are increasingly useful for SMEs (Small and Medium Enterprises) for managing their social media footprint. The aim of this paper is to review the literature on the following dimensions of social media: its evolution; its various types; its potential uses; and its underlying technologies. In addition, a review of leading available social media management tools, particularly in the context of usefulness to small businesses, is provided. The extensive literature review is part of a much larger research project involving the investigation, application, and analyses of social media management tools used by actual small businesses.*

Keywords: *social media, digital marketing, web analytics, social media analytics.*

1. Introduction

The survey provided in this paper represents an extensive literature review that forms the foundational component of a research project analyzing the use of Social Media Management tools for small businesses. In particular a case study is under way with a small restaurant with staff of basic information technology skill sets, who will be using social media from scratch in attempt to increase business and customer satisfaction. During the planning stages of the research design, it was deemed essential that a review of social media management tools also be conducted, and as such has also been included in this paper.

Overall, the literature review detailed in this paper attempts to disclose in depth information about social media, including digital marketing and its analysis.

After this introduction in the second section the concept of digital marketing is explored, how it has evolved and the underlying technologies. Further, it explores the benefits and challenges of digital marketing. The author have also explored literature on Web 2.0 platform's role in development of social media marketing.

The third section covers one of the most important and relevant components of digital marketing for our research: Social Media Marketing (SMM). This includes the different types of contemporary social media in use today. In addition, benefits and challenges of social media are discussed. Similarly, in the fourth section analysis of digital marketing and social media marketing according to the literature is provided in the context of system and business analysis. Furthermore, literature on the importance of web analytics and social media analytics is provided to support this domain of

knowledge. The survey paper is completed with analysis of literature dealing with the importance of social media management and its underlying challenges, as well as three popular social media management tools. The paper concludes with a small summary, and a mention of future work to be conducted in broader research project.

2. Digital Marketing

Digital Marketing can be defined as the process of achieving the marketing objectives of a business and applying digital technologies to assist in achieving those objectives [1]. Basically, in practice Digital Marketing is used to maintain and enhance the different types of online presence of a company, such as website, social media pages with a combination of techniques such as e-mail marketing, social media marketing, search engine optimization, mobile marketing, and online advertising [1]. Digital marketing encompasses multichannel marketing by using different platforms such as desktop computers, tablets, mobile phones etc. and needs to work in integration with the traditional marketing channels of TV, print media, radio etc. to be effective [1].

Digital Marketing has now become one of the integral parts of marketing communication, the authors [2] advocate that the use of it can enhance the chances of making the business successful. Studies have found that the use of digital marketing and social media marketing have a worthwhile impact on business performance. Moreover, studies assert that the digital natives (people born after 1980) extensively use digital technology as compared to digital immigrants (people born before 1980) [3]. Therefore, the need for digital marketing is ever-increasing. The use of digital technologies such as mobile marketing for marketing purposes is on the rise [4], with the intense proliferation of mobile devices in people's lives.

Subsequently, different types of media have evolved to support digital marketing namely Owned, Earned and Paid Media [1]. Owned media is the different types of media controlled by the business such as websites, blogs, e-mail list and social presence. Similarly, paid media is bought media from different sources, examples being ads displayed in other sites, a sponsorship, pay for click, lead or sales generated. Whereas, earned media is often user generated, partner generated such as bloggers, affiliate sites, including both online and offline [1].

2.1 Benefits and Challenges

Digital Marketing can fulfil the aim of marketing with further emphasis on business operation to attain the profitability by Identifying, Anticipating and Satisfying customer needs using different Internet and digital channels [5]. Internet can be used to research and identify customers need and wants effectively. Similarly, the key benefit of digital marketing is achieving customer satisfaction with use of internet channel as Internet provides tools to effectively manage customer relationship management [5].

Further, Chaffey & Smith [5] state digital marketing can be implemented to achieve strategic marketing goals with the 5S framework which constitutes of:

Sell: grow the sales with direct online sales and influence offline sales as well as helps in finding new markets online thereby increasing sales.

Serve: add value to the customer service by giving customers extra benefits online, give up to date information of products online with little effort.

Speak- get engaged with the customer and become closer by creating two way dialogue through interaction such as forums, formal survey, and monitoring conversation to learn more about them thus creating a strong bond.

Save: cost could be saved significantly by using online e-mail communications, sale and service which eliminates print, postal cost, staff costs. Moreover, web service can reduce staff costs.

Sizzle: Internet provide the opportunity to extend the brand online by giving new offers, new experiences and building new communities online.

The challenges of digital marketing include unclear responsibilities, no specific objective, insufficient budget, wastage of budget, no development of Online value proposition, poor integration between offline and online channels etc. [1]. Furthermore, as stated in [2] the challenges of small businesses for implementing Digital marketing strategy is lack of finance, lack of expert IT staff in house, and inability to cope with the cost of IT licensing and upgrades.

2.2 Underlying Technologies

Search Engine Marketing: Considering the fact that people are turning more often towards the search engine to search information, Search Engine Marketing (SEM) has become the most important factor of digital marketing. It is used to gain listing in the major search engines including Google, Bing, Yahoo, and YouTube [5]. There are two techniques used commonly for search engine marketing namely Search engine optimization, paid search or Pay per click (PPC). SEO (Search engine optimization) technique is implemented to get organic clicks by applying unique keywords, Meta keys etc. On the other hand, PPC techniques is similar to conventional advertising where the user gets sponsored

ads while they search for information, when the user clicks on the link the advertiser has to pay per the clicks [1]. Studies on the use of Search Engine Marketing by Small and Medium Enterprises (SME) indicated that very few small businesses are using SEM for marketing. Moreover, small business find it harder to use SEM given a lack of knowledge and budget [6]. However, Quinton & Khan recommend SEM tools such as online press releases and directory submission for SMEs to effectively utilize the potential of Search Engine Marketing [7].

Online Public Relations: Is used to create favorable mentions of a company in third party websites or social networks to enhance brand value. Moreover, it comprises of building relationship with the consumer, replying or commenting wherever necessary, responding to negative mentions, which is achieved by using the techniques for example of press center, blog, or company owned media. Online PR is enhanced with link building which in turn helps SEO with the tools available in Web 2.0 such as Blogs and blogging, tagging, social bookmarking, podcasts, RSS feeds, mashup, social networks and widgets. Web 2.0 enables the users to become active contributors with making the web itself merely a platform to interact with content [1].

Online partnership/Affiliate Marketing: Is used to create long lasting online partnerships with third party websites for promoting and sponsoring services, products etc. Basically this includes link building, affiliate marketing, and using aggregator service as price comparison site in basis of commission [1]. Affiliate marketing involves commission based services where the referring site get commission for the sale by the merchant on a percentage of the sale price or a fixed basis as CPA (Cost per acquisition), sometimes on a pay per click basis. However, Quinton & Khan suggest that affiliate marketing would be expensive for small and medium enterprises to implement and run [7].

Interactive Display Advertising: Display advertisements are deployed as online banner ads in popular websites or social networks to encourage brand awareness, familiarity and purchase intent. Many display ads employ interactive features which enable the user to interact with such as fill online form, click to watch the video or gaining click-through to desired sites content [1]. The interactive display advertisement can be purchased for the run-of-site (the entire site), a section of site or according to the keywords entered on a search engine.

E-mail marketing: Using opt-in emails for marketing the latest offerings about products and services, which is similar to traditional direct mail marketing [5].

There are three options for e-mail marketing available

from the recipient point of view [5]:

• Cold e-mail campaign: It comprises of sending e-mails to rented e-mail lists obtained from a third party providing consumer e-mail lists such as Experian (www.experian.com), claritas (www.claritas.com) etc. The e-mail is sent to people with whom the company has no formal relationship; hence the response is most of the times cold.

• Co-branded e-mail: This option enables the company to send e-mails in partnership with companies with whom the consumer already has a strong relation.

• Third party e-newsletter: In this the company publicized itself in third party e-newsletters through ads, sponsorship which links to the destination sites.

However, recent study results indicates that recipients perceived unsolicited e-mails as more intrusive and irritating than direct marketing mails [8]. Similarly, another study also found that unsolicited mails are seen as spam and the anti-spam movement is affecting email marketing seriously, as the unsolicited emails are sent to spam by the anti-spam software [9]. Hence, it can be clearly seen that email marketing is losing its charm. Therefore permission based marketing with Social media is gaining popularity which is evident from the enormous rise of social media.
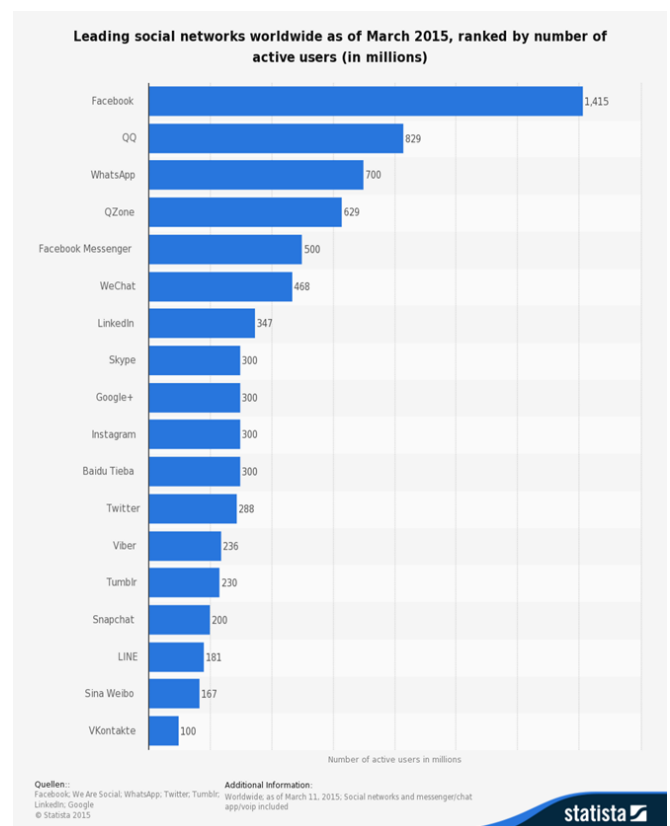

Figure 1: Leading Social Networks [12]

3. Social Media

3.1 Evolution of Social Media

According to Kaplan and Haenlein "Social Media is a group of internet based applications that build on the ideological and technological foundations of web2.0, and that allows the creation and exchange of User Generated Content" [10]. Social media can be classified based on social presence/media richness and self-presentation/self-disclosure as Collaborative Projects (e.g. Wikipedia), Blogs, Content communities (e.g. Flickr, YouTube), Social Networking sites (e.g. Facebook, MySpace), Virtual Game Worlds(e.g., World of Warcraft) and Virtual social worlds (e. g. Second Life) [10].

User generated content is defined by OECD says it must be: first, published in publically accessible site or social networking site; second, it needs to show creative effort; third, must be created outside routine and professional effort [10]. Tuten & Solomon classified social media with the social media zones such as Social Commerce, Social community, social publishing and social entertainment [11]. Some of the popular social media are as follows. Facebook, Twitter, Foursquare, Google+, and YouTube. A more detailed list is shown in Figure 1 [12].

3.2 Advantages and Challenges of Social Media

Social media facilitates business growth, gives customers a voice, is mostly free and low cost, helps companies build a large fan base, increases a company's visibility and sales, places customs as co-owner of business, can be used as effective recruiting tools and enhances collaboration among employees [13]. Social bookmarking tools such as Digg, Delicious can be used to increase brand awareness of the business, similarly blogs could enhance the positive brand image [10].

Viral marketing is similar to tradition word of mouth marketing but it differs in the sense that electronic word of mouth propagates very quickly. Social media can be used effectively to facilitate the increase of viral marketing (word of mouth marketing), as with a click of a button the information reaches many peoples [14]. According to authors in [15] the viral marketing in social networks are effected by individual parameters such as number of friends, level of friends as well as social parameters namely shared interest. Similarly, researchers state that mobile based services such as location based friend finder services, instant messaging services are suitable for mobile viral marketing and hold promise for future mobile social media [16]. Challenges of Social media include quick spread of improper and misconception from users, threats and

misuse from hackers, difficulty in measuring Return on Investment (ROI) [13]. For instance anyone can create and edit wiki pages in Wikipedia making it vulnerable for containing information which might mislead people. Likewise, a dissatisfied customer can engage in publishing biased information about the business through blogs which can ruin the business's reputation online [17]. Similarly, an angry ex-employee could publish harmful blog contents for the business just to avenge the anger [10]. Challenges for the businesses in content communities such as YouTube would be publishing of copyright material by users, as the users don't need to open a personal profile rather it contains only basic information [10].

4. Web and Social Media Analytics

According to Beasley "Web analytics is a way of learning how users interact with websites and mobile apps by automatically recording aspects of users' behavior and then combining and transforming the behavior into data that can be analyzed" [18]. The three main metrics of web analytics are unique visitors, visits/sessions and page views [19]. The basic measuring unit for the matrices are count, ratio and KPI.

Web analytics works with two main technologies of log file and page tagging.

Log file: It keeps the track of the web pages that load subsequently after the request for the web page is being made in a log file. The log file technology uses web server to track the activities while the web page is loaded, however if the web page is accessed from cache no tracking is done. Example of log file web analytics tools are AwStats and Sawmill. Although log file offers accurate and deep insight of the analytics, however it is very expensive and difficult to deploy and maintain. Therefore log file web analytics is not feasible for small businesses [18].

Page Tagging: Tracks how users go from one page to another and what they do on it. Page tagging is less accurate than log file, however it is cheap, easy to deploy and manage eg Google Analytics. In Page tagging a JavaScript code is embedded in the web page which is activated while the web page is loaded, the code is responsible for recording the tracking activities such as what page, when loaded, where the user come from (search engine or direct), IP address, technical details, user's browser, OS, Screen resolution etc. The tracking is recorded in cookie. Page tagging tracks the activities in two modes i.e. 1. Move from page to pare 2. Activity on the page, Google analytics is an example of move from page to page.

Page tagging has some disadvantages in that it is not

100% accurate. If JavaScript is disabled the browser then doesn't work, if a plug-in is used to block analytics then it also doesn't work [18].

Click Analytics are tools that record what users do on a page where they click, what key they press while moving mouse, it shows the aggregate of clicks of the user in particular session, example – Tealeaf, CrazyEgg etc.

Web analytics can be used to monitor results of Digital Marketing and its effectiveness [20], such as

- Determine highest browse to buy ratio of the product
- Determine which campaigns work and which do not
- Measure the impact of online channels on overall business
- Help in adjusting Digital Marketing activities by discovering which group of visitors become customer subscribers or members
- Track keyword and key-phrases to enhance Search Engine Optimization
- Analyze the visitor Clickstream enabling businesses to make necessary changes in targeting the website to suit user preferences and enhance optimum performance
- Identify cross selling opportunities and referring similar products based on a user's preferences
- Finding errors in the site by finding broken links or pages that don't exist.

The main objectives of Social Media Analytics is to create ICT tools and frameworks for collecting, monitoring, analyzing, summarizing and visualizing the social media data for usage in the specific target application [21].

Social media analytics comprises of three stages namely Capture (capturing the data), Understand (understanding the data) and Present (presenting the data in meaningful way) [22]. The key technologies for social media analytics are text analysis, opinion mining, sentiment analysis, topic modelling, trend analysis, social media analysis and visual analytics [22].

According to Isson et al [23] Social media Analytics has some major concepts as follows.

- Listening: Monitoring social media data with tool or technology
- Engagement: Ongoing participation and communicating with users across different platforms answering questions, commenting, dialogue, messaging about new product etc.
- Participating: No engagement, changing social media platform constantly
- Lurking: No Engagement or participation only watching what is going on.
- Social media tool: any tool providing social media

analytics.

Fan & Gordon [22] argue that Social media analytics tools can be used in full product life cycle as follows.

Product design & development: Trend analysis can be used effectively to find out the user's taste and preference, which in turn can be utilized in product design and development. Moreover, co-creation of products can be encouraged with the users' engagement after doing trend analysis.

Product Production: In this phase, visual analytics tools can be employed to anticipate demand and correlate trends. In addition, forecasting trends would also help in effective inventory management.

Product Utilization: Employing topic modelling analytical tool influencer profiling can be done which would enhance brand awareness, word of mouth (WOM) and brand engagement. Sentiment analysis, Social network analysis and visual analytics can be employed to find customer reaction on a product.

Product Disposal: Sentiment analysis can be employed to track consumer concern about product disposal, which may follow with replacement sales of new item.

Furthermore, social media analytics is useful to get enhanced competitive intelligence with gaining insight into consumers, suppliers, competitors and overall business trends [22]. Similarly, social media analytics can address the burning problems of marketers namely; tracking social media Return on Investment (ROI), identifying and engaging with the most influential users, formulating tactics for effective social media strategy [22].

5. Social Media Marketing Analysis

Results of studies on the effectiveness of social media advertising, specifically Facebook social advertising, indicate that social media advertising can be effective for small business in branding, spending only a small amount of money, although the click through rate is small [24] . The results also indicated that the majority of participants accepted advertising in social media [24]. Moreover, in further research it was found that consumers respond to the Ads favorably when the SNA (Social Networking Ads) have content or impressions that provided entertainment or informational value, or offered social value. Notably entertainment shows a five times greater influence than the second predictor information. Rest predictors in diminishing order are peer influence, self- brand congruity, privacy concern, and invasiveness [25]. In a similar research based on field experiments it was revealed that the presence of social signal was found to be an important factor in determining consumer's responses toward the advertising and strength or tie between peers. Moreover,

the consumer's response to advertising was substantially influenced with the strength of connection with an affiliated peer [26].

In Facebook brand pages it was found that the most shared contents were: topics (product, sales, and brand), requests, suggestion, and product affect for participation. Sharing of users post indicate perception of the brand, acceptance, most favored products, required products and features, problems as well as can be used to generate ideas and identify competitor [27]. For successful social marketing companies should employ experts to address issues such as sales, logistics, company/brand information, product information and environmental concerns and the users post in topic-category combinations. To get effective Social Media marketing outcomes careful analysis of users' post should be carried out [27].

Analyzing the public profiles of Facebook, it was found that Facebook users share Friend-list whereas tend to not disclose birthday attribute and in average share minimum four attributes. Generally, men tend to disclose private information more than women except birthday. Strong correlation between current city and hometown, college and high school, as well as professional attributes was found. Furthermore, the maximum users in Facebook are of 18-25 age group and account for half of the users who make their birthday public. The research revealed that that Facebook precisely estimates the amount of people living in different cities of the world [28].

The findings of the study on acceptance of Facebook Events reveal that the intention of users to attend the actual event is directly influenced with their acceptance of the event in Facebook. It is recommended that a business should create the Facebook event in a direct and entertaining manner, while actively maintaining trust with the users [29]. Further studies in restaurants of New York and Lima, it was found that Facebook was used intensely by all the restaurants, followed by Twitter and Foursquare [30].

Researchers have found that one of the new advertising feature of Facebook is check-in with Facebook places, the business can offer the users with coupons or vouchers which can be redeemed when they check-in [31]. The main feature of Facebook ads is engagement with the user with social appeal. Moreover, Facebook provides the option of targeted marketing which is even more relevant with the integration of GPS features. Similarly a marketer can gather customer feedback for product/service improvements. Facebook ads are very simple to create, manage, and the pricing is based on a bidding process. In terms of ad targeting Facebook stands on top of all social media advertising platforms given its large user base and innovative technologies [32].

Studies found that for hedonic products it is effective to target the strong-tie endorser irrespective of their expertise. However for utilitarian products it would be effective to target the expert endorsers [33]. In a similar study on Facebook Advertising for fast food restaurants in Egypt [34] it was found that the important factors which affect the consumers' attitude towards Facebook advertisement are namely, brand familiarity, Incentives, relevance of the advertisement, referral from friends and advertising value.

Further study reveals that companies are using Facebook and other social media effectively to market their products specifically in Australia. The major findings were users need very little incentives to engage with popular EDNP brands in Facebook, whereas showcasing the users as important persons in front of their peers (e.g. making the user face of the month) is an effective marketing tactic. Moreover, offering giveaways and conducting competitions is found to be established marketing techniques with effective results [35].

Study on the effectiveness of Facebook marketing in Malaysia based on Sally Falkow's whitepaper which consists of the following steps as 1. Mapping the social graph; 2. Listen to the conversation; 3. Analyzing Gaps, trends, opportunities; 4. Setting measurable Goals; 5. Finding the key influencers; 6. Develop a content Strategy; 7. Tactical Planning; 8. Create and Publish content; 9. Engage & facilitate conversations; 10. Measuring and reviewing. The results of the study indicate the strategy of Setting measurable goals and Engage & facilitate conversation had high impact whereas finding key influencers had least impact. Moreover, other strategies apart from the Falkow's strategy which proved to be influential were manipulation of friends, sharing interesting content and using Facebook ads [36].

The study on Facebook social network features on people's buying intention found that the attitude and perceived ease of use plays an important role in determining the customer's intention in F-commerce. However, the attitude of the customers is significantly influenced by the belief on people who like a Facebook fan page, like photos of an item and belief of friends who like a Facebook page. The study found the degree of belief in friends is dependent on the degree of the closeness of relationship between friends [37].

Research on a case study of small business, Dina Malkova a fashion company, proposed an advertising methodology which they implemented and found effective. The proposed advertising methodology includes the steps such as: building corporate identity, gather information about the customer base, select the appropriate model of advertising available, target the appropriate customers from the data collected target base, consider the users and analyze the impact of the

advertisement and their feedback. If the feedback is good continue the advertising in a different social network and continue the advertising campaign, if the feedback is not good repeat the process of gathering information about the customer base iteratively [38].

Analysis of Social media marketing (SMM) Key performance indicator (KPIs) for the five largest brands of premier league specifically in Facebook revealed that "Number of Fans of the brand" is the most important SMM KPI as it is correlated with other KPIs measuring brand's growth and engagement. The study identified important KPIs as "Number of fan of the brand" measuring brand's reach and "Number of fans talking about the brand" which measures engagement with the brand. In addition, the authors derived two other KPIs namely "Change of fan number KPI" measuring brand's growth and "change of talking about KPI" measuring brand's popularity. The author recommends the sports brands and businesses to aim for the increase in number of fans as their primary goal for effective implementation of SMM [39]. On the contrary, the authors insist market regulators to prevent SMM frauds based on false fan base interpretation.

Study on who interacts on the web found that people with personality characteristics of extraversion and openness to experience, were the most avid users of social media. However, the mature population with openness to experience were more using the social media than their younger counterparts. On the other hand, Neuroticism or emotional stability had a negative impact on social media use; males and females with high extraversion tend to use frequently, however both with high degree of emotional instability used the social media longer [40].

Similarly, the results of another research indicated that women tend to go online and respond to SNA for seeking entertainment more than males, which was the opposite to previous research which found male to online seeking entertainment [25]. In addition, they found that that college age SNS (Social Networking Site) users respond to SNA that are more informative. In a similar research to understand young people's motivation for using SNS based on use and gratification perspective, the authors found that apart from the conventional U & G of friending and identity management, additional U & G were sought from SNS participation which includes communication, entertainment, escapism and alleviation of boredom, interaction with the opposite sex, and information searching [41]. However, further investigation revealed that participation in SNS help obtain underlying gratification (GO) i.e. peer acceptance, portrayal of one's ideal image, relationship maintenance, safety form embarrassment, rejection and engagement in playground politics [41].

In a study to interpret the consumer behavior in a company using a hosted Facebook page, it was found that consumers use the company's Facebook pages for both utilitarian and hedonic purposes. However, consumers with browsing behavior were more inclined towards purchasing the products rather than consumer contribution behavior. Hence the authors recommend that businesses should have more interesting posts in the company-hosted Facebook pages to attract customers with browsing and later converting to purchase [42]. The study on Facebook users raises concerns towards privacy which revealed that people have dramatically made information more private which used to be public previously such as hiding friends list, networks, hometown, gender, age, current city, "interested in", relationship info and graduation year. Moreover, females tend to be more private than their male counterparts, and young people are found to be more private than old. In addition wealthier persons and those born in the USA tend to be more private. Privacy concerns of users are heavily influenced by friends. Finally the authors conclude that, the important factor of privacy trend which is growing significantly is media attention and Facebook's privacy page redesign [43]. On the other hand, another study has suggested that unlike communicating with familiar people only, the users have much interest in similar people who share their tags, bookmarks, friends, blogs and communities [44]. The study advocated the use of user familiarity by businesses for effective results in social media marketing; specifically they found that being tagged with the same tag within a tagging application was the most important similarity source [44].

6. Social Media Management

With the analysis of social media in published literatures, the importance of Social Media Marketing in businesses is undebatable. Moreover, Study has revealed that different social media platform such as Facebook, YouTube, Twitter, Foursquare is more effective when used as ecosystem rather than stand-alone [45]. Furthermore, the users of social media are increasing exponentially and businesses have a presence in different social media targeting different customers. Social media management has become an important area for business and organizations. Big corporations are already spending a considerable amount of their budget in use of Social Media Management which includes costs such as employees' salary, Social media marketing ads, and consultation with boutiques agencies having expertise in social media etc. [46]. However, due to limited budgets and lack of ICT expertise, social media management has become harder for small business owners. Social media management tools support the coordinated use of and communication with several

social media effectively [47]. Therefore, Social Media management software can be the solution for Small businesses.

Statistics of Social media users in Australia as of March 2015 is as follows [48].

- Facebook – 14,000,000 users (up 200,000)
- YouTube – 13,600,000 UAVs
- LinkedIn – 3,400,000
- Twitter – 2,791,300 Active Australian Users
- WhatsApp – 2,400,000 Active Australian Users
- TripAdvisor – 2,000,000
- Pinterest – 350,000
- Google Plus – approx. 60,000 monthly active Australian users

The above statistics show significant numbers of active social media users in Australia. Therefore, for a small business social media holds great potential to reach their prospective customers with a relatively low cost. However, maintenance and management of diverse social media platforms is challenging for a small business. Social Media Maintenance can be defined as the task of maintaining the vast type of social media presence of the business. The social media maintenance task includes creating new contents, posting contents, replying user comments, initiating user engagement etc.

Issues with social media maintenance:

- The social media maintenance becomes a time consuming task as a variety of networks has to be managed.
- Lots of interaction and engagement with the customers may lead to burnout of the person performing social media maintenance in the long term [49]
- Have to interact frequently and on a regular basis – time bound response, late response is seen as negligence of the company which causes client dissatisfaction or often apathy.
- What should be posted, how often and who should post is a major concern of social media maintenance
- Information Overload: is caused due to easy availability of content, technology to replicate content, historical data to replicate, free platform, freedom to upload by anyone, filtering technique inadequate and not advanced. [50].

6.1 Possible Solutions for Managing Social Media

- A Tag-team approach, giving turns to changes of Administrators which alleviates the problem of burnout (rotational approach), however this is not fit for a small business which is often handled by the entrepreneur only. [49].
- Using Social media management software and apps which enable small business to successfully

schedule post, check social media analytics and implement for the benefits accordingly.

6.2 Advantages of Social Media Management tools

- Security: Social media management tools offer the option of user permission and roles, which enables the Administrator to check and finalize the post.
- Collaboration: With the availability of users' permissions and roles, the users can collaborate with each other in creating the content.
- Efficiency: The contents can be scheduled to be posted in a definite time which eliminates the need of logging into different social media sites many times, enhancing efficiency in turn.
- Reporting: Tools provides reporting features for monitoring of how post are performing, which posts are working well and which are not. The information from the report can be used to enhance customer engagement.

6.3 Social media Management Tools

Social media management tools support the coordinated use of and communication with several social media effectively [47]. Yadav states that social media management tool HootSuite offers point and click report creation and information collation to make the process even simpler [51]. A study on use of social media by NGO of UK found that, free social media management tools such as HootSuite, Socialmention.com, Twitalyzer were used in most of the NGOs rather than the paid ones [52]. There are free social management tools such as Buffer, TweetDeck as well as paid tools such as Sprout Social, Sendible etc.

HootSuite is one of the most popular social media management tools with 10 million users, founded by Ryan Holmes in 2008 [53]. HootSuite allows user to post updates to their social media networks from a single location. HootSuite supports Facebook, Twitter, Google+, LinkedIn, Foursquare and WordPress. In addition, HootSuite provides analytics tools for the social media in a price basis, where the users can create reports as well [53].

Sendible is a comprehensive social media management tool based in London. It provides a platform for the user to compose and share content, effectively manage the brand, engage with customer and reach them via social media, e-mail and SMS [54]. Moreover, it provides the analytics for social media posts. Sendible offers free trial and monthly pricing option for businesses.

Buffer is one of the popular social media management tools, offering scheduling, collaboration of posts in eight different variety of social media networks including

Facebook, Twitter, LinkedIn etc. [55]. In addition, Buffer offers apps for IPhone, android device to manage the social media on the go. Moreover, Buffer integrates well with other social media tools such as Followerwonk, Feedly for effective content sharing.

7. Conclusion and Future Work

During the course of this survey paper an extensive literature review was detailed that highlights the importance of social media marketing for small businesses. Moreover, an increasing amount of literature recommends effective social media usage practices in order to enhance business benefits. Given the wide acceptance of Social media marketing by businesses, coupled with diverse and significant numbers of social media platforms, it has become an almost mandatory that a responsible entities social media footprint is well managed. Preferably, in large organizations Social Media Management (SMM) is conducted by experts in the domain. However, for small organizations unable to employ dedicated SMM professionals, Social media management has become one of the most important concerns for today's businesses.

As small businesses are finding it hard to manage social media owing to the budget concerns and ICT expertise required alternatives are required. Therefore, social media management tools are a good option for the small businesses to manage and maintain Social Media in a timely and resource efficient manner. The social media management tools offer features for sharing content, engaging with customers and social media analytics in a single place. What this paper has found and represents our unique contribution to the domain, is firstly the survey itself but also the identified gap in academic literature for the analysis and review of social media management tools in respect to small businesses.

There are different social media management tools in market some free and some paid services. Hence, the future work of the author's research project is to run a real case study using a small business with no current social media footprint. Through the use of three popular social media management tools HootSuite, Sendible and Buffer a comprehensive social media marketing campaign will be conducted using the three tools in parallel with manual non-social media management tool assistance. The data collected will then be analyzed to see if indeed the tools are useful for the case in hand.

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