Social Media in Steel Industry: Digital Marketing

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***Abstract*— These days Social Media is a go to platform to check and analyze reports regarding any products before actually purchasing. It has a swift and improved way to gather all the required information at one place. The content that has to be received by the customers or the solutions that has to be provided by the industries, can be obtained in a single platform in other words it is best fit for all the customer's needs. Now a day, steel companies not only invest in share markets (or) ad agencies but also on social platform where the awareness spreads to a crowd of people in very less time. In this digital era with all these rapid changing periods, the steel industry will have to constantly raise in its communications process. With the immense growth of social media marketing and online outsourcing, major steel industries are approaching social networking platforms to get their work done (I.e. spreading awareness across the country from one place). After the introduction of social marketing, promotions has become lot easier and can receive real time analysis of everything on how the product is working, because of which company can rectify all the lacks and present mistake-free project to the customers. Also, social media marketing focuses on targeted people. One of the main purpose of introducing social media in steel industry is that breaking 'long standing' stereotypes and reaching out to people in a lot easier way.**

***Index Terms*— Piping package, Steel Trading, Fabricating, Testing, Online marketing.**

I. INTRODUCTION

With the help of technological improvements and the online markets, the steel industry industries can easily gather and store and access all the big data for their development in all the sectors that has to be taken care of. Additional advancement is the ability of the manufacturers to draw the information for particular purposes of online marketing, it is this gathered data and information from the survey analytics that will give the company an in depth reports in regard to their audience from all the perspectives. Steel industries are open minded towards stretching their markets online for best fit in this digitally advanced world, for instance steel trading companies are a private, multinational company made up of more than six industries and recognized businesses, the group has spent more than 32years building its reputation on bedrock of dedication. Few of the quality services provided by the company are machining and fabrication, coating and cladding, testing and inspection.



Fig 1. Machining and fabrication tool(machine)

Machining and Fabrication: Company has merged fabrication and machining facilities, also has approach to facilities under outsourcing which are frequently at their scrapping. Few other machining and fabrication services they offer are: beveling, threading, cutting, welding, OD/ID turning and bending etc.

Coating and Cladding: Steel Trading Group is remembered for its supply of piping materials including vast range of coating requirements like hot dip galvanizing, 3LPE, cement lining, FBE and metal cladding.

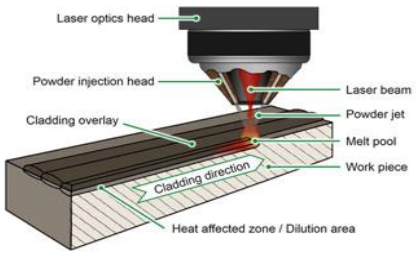


Fig 2. Types of cladding

Testing and inspection: Testing and inspection of piping materials is a focal point for accomplishing any project successfully. To name a few testing and inspection services that Steel Trading Group provides are: physical testing, chemical analysis, ring expansion testing, strain aging testing and corrosive testing.

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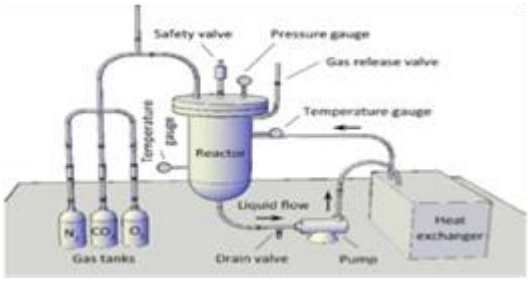
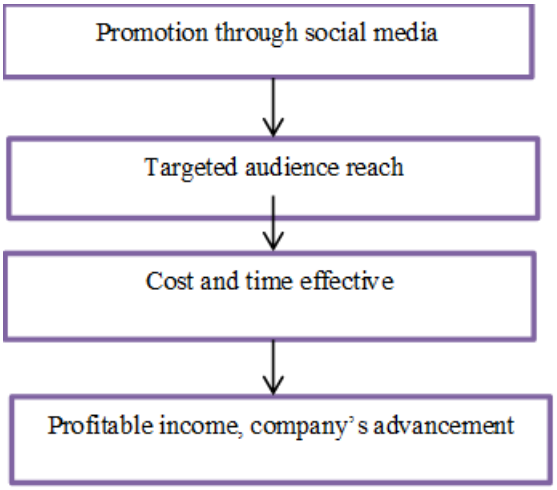


Fig 3. Corrosive testing in steel.

Theoretical framework:



II. PURPOSE OF STUDY

With the immense growth of social media marketing and online outsourcing, major steel industries are approaching social networking platforms to get their work done (I.e. spreading awareness across the country from one place). Also, social media marketing focuses on targeted people. One of the main purpose of introducing social media in steel industry is that breaking 'long standing' stereotypes and reaching out to people in a lot easier way. We get to note the feedbacks instantly which aid the company's manufacturer to work accordingly, satisfying the customer needs.

Definitions:

Fabrication and Cladding: Manufacturing process in which an item is made from raw or semi finished materials instead of being assembled from ready made components or parts. It is a material used to cover a structure's outer part. Protective layer over a surface like a roof or outer wall, just as the skin protects inner bones and organs, cladding protects against the elements and shields.

What is Steel Industry?

The process of converting iron ore into steel in a large business sector is called Steel Industry, it is also known as iron carbon alloy and in few other terms, turning waste metal or unfinished metal into steel material. The steel industry, now, skyrocketed from the necessity for bolder and more swiftly and easily produced metals. Steel trading already became a growing sector during 3,500 BC in Armenia. By the end of 1880s, the demand for rails of steel has been tremendously increased and that made United States the world's largest producer. Later in the years 1910 – 1960, the steel industry was dominated by the open heart process, where the steel is produced faster than before, and it used electric arc furnace technique, which made the process easier to produce alloys like stainless steel and to recycle all the waste or scrap steel.

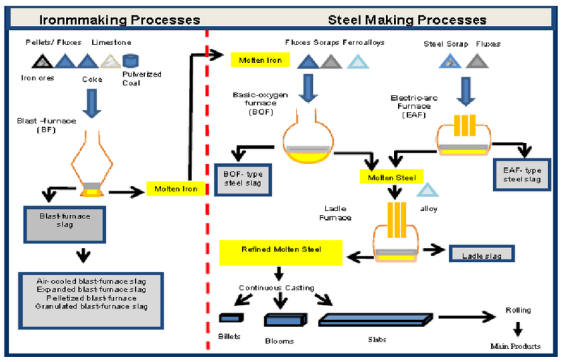


Fig 4. Steel making process

Nature of the Steel Industry: Steel is the mostly used and required material for all the sectors of modern world. For instance, appliances, bridges, automobiles, oil pipelines and buildings are all processed with the enough amount of steel in it, are all precisely made of steel. Although the manufacturing of steel has existed forever, now, the steel making process has never hit rock bottom and is still managing to have a thriving business.

Goods and services: In this administration, the process of manufacturing steel can be done through melting various alloys such as, iron ore, waste or scrap metal and few other additive materials in a boiler. Now, this residue, molten metal, is further processed into semi furnished cuts before turning it into a particular shapes like rolled, drawn and finally extruded to make sheets, rods, bar, tubes and wires. Few other manufacturing goods in this industry is to make totally finished steel products directly from the steel purchased from buyers. The cost effective method of processing steel is by making use of scrap metal as its foundation.

Governance of the industry: In general, EAFs and integrated mills are the common components in manufacturing companies to produce steel and iron from iron ore or scrap metal. Another basic use of these mills is to convert steel into both finished and unfinished products with the aid of on site finishing mills. These finishing mills give the desired finish to the steel by coating with chemicals, paints or any other metals for many varieties of consumers and industries.

Industry Growth: On the global platform, steel industry is one of the promising sector that gathered a lot of appreciation and developments recently. With its steady growth and development, the steel manufacturing company has increased its productivity in the global market sufficiently and stood strong in competitive platforms. In order to reach the consolidate targets to achieve these improvements and also the

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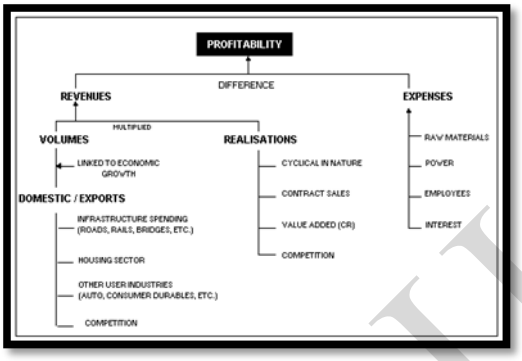
product improvements, mills uses the most advanced technology available, system computers have played important part in using many of these advancements.

Steel industry's important role in society:

The pivot reason for country's welfare and prosperity is the significance of steel industry which can never be stressed enough. The steel industry's finished and unfinished products also play an essential role in the society's sustainable growth. Export income, tax revenues and new creations are mainly rendered by competitive steel companies.

The steel industry renders success and well being: At present, the employment rate of steel industry is at around twenty six thousand, half in various supplier companies and the other half in the direct steel companies themselves. Steel industry helps in economic sectors to support the country financially such as, all the export income contributes directly to the tax revenues and GNPs and it helps in various ways, to fund investments in public service commission.

Strengthening competitiveness is vital: The competitive spirit of the steel industry companies can be affected by a number of various sectors or factors. Input goods should always be available in a golden conditions at competitive rates, input goods here are: iron ore, scrap or waste metals, alloying elements and enough energy. After satisfying all the initial conditions, it is quizzical for operating at the leading end in all the terms of innovation, marketing, research and competence development.



Key performance of steel industry:

At present, UAE investing millions of dollars on its new construction projects like World Expo 2020 and other parts of Gulf region like Qatar. According to the survey, the steel consumption for these projects and soon future projects will increase to a 8% of CAGR during 2019-2022. In the recent study, it is noted that steel industry's performance growth has skyrocketed with the immense growth of production, consumption, import and export because of the swift growing infrastructure and construction sectors.

The UAE steel business sector worldwide has been facing good results in the growth in that particular region. In addition, it also wraps the consumption and production foresees till 2021 of finished steel and crude.

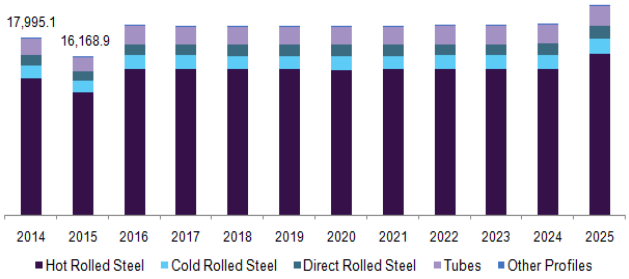


Fig 5. Analysis of steel growth over the years

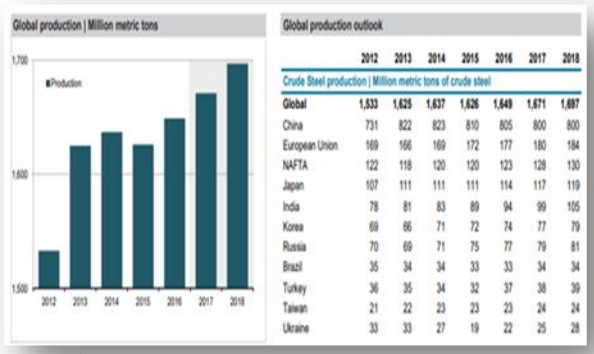


Fig 6. Analysis of steel growth over the years in various countries

Influence of social media marketing in steel industry:

Social media is a vast platform for various industries and works as a brilliant idea for many manufacturing sectors, in which, steel industry tops the list in regards of consumers and productions. Numerous surveys exposed remarkable social media in steel industry success story. Steel industry, now, can use any social networking platform to showcase their quality services that are provided, ordeal with the customers and mainly one can target customers easily that helps in productive promotions and good profits. Social media marketing is a good fit for success rate in this digital world. For instance, Facebook works wonders in this area, several manufacturing industries tasted profit right after the promotion period, because the chance of word spreading and awareness among the customers in at higher level in social media.

There is a live success story example which shows the benefits of social media influence in steel industry. Facebook generally is not the basic goal for manufacturing companies, but all that might change in the coming future and the reason for it is, selling prefabricated steel buildings on Facebook and bagging all the profit seems so delusional previously.

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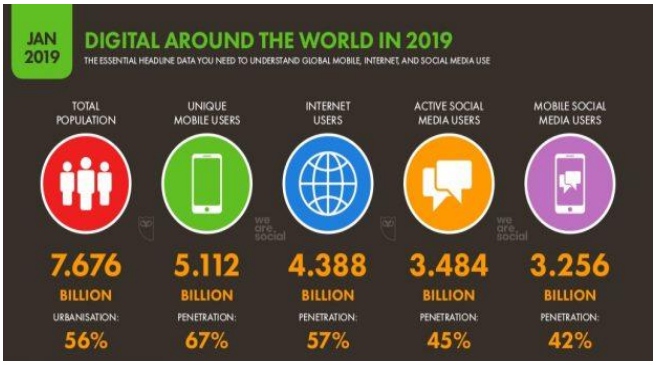
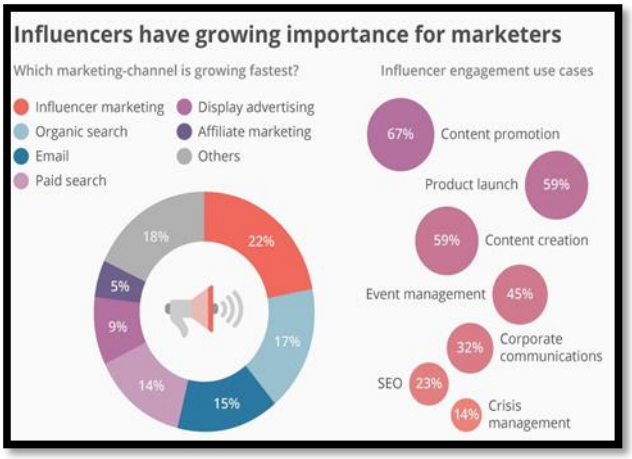


Fig 7. General analysis of social media influence in digital world



What is social media marketing? Why is it important?

Social media marketing itself is a catchy term to link all the online platforms in one phrase, there are number of online sites which does marketing at rapid speed with stupendous success rate. For instance, Twitter is a networking site where people share their updates and give short notices. Facebook, it is a fully grown platform where every age group use precisely without much difficulty and upload photos, videos, joining events, tags and all the memory posts. Instagram, this site is at full ease now all the influencers make a lot out of this site.

Social sites often give more information about the new discovery of content like daily feed, news, stories and search activity. Social site marketing can also help in building links that in turn holds the support into SEO efforts. Social dealings may also impact the appropriateness of some search outcomes, either within a social platform network or at a main stream search engine.

Functions of social media marketing in steel industry:

In general, marketing on social platform comes along with pros and cons but with perks hand on greater side. (6) Not only spreading the awareness but also it keeps the audience engaged with the product and its promotion features, which helps the company to promote on a higher range for a longer period. Few success principles of introducing social media in steel industry are: solving problems at high rate, designing to sell, creating curiosity and engaging audience with constant feed.

Solving problems at high rate: social platforms solve highly specific problems for customers that are experienced by new prospects or terms and then create a can do confidence in the audience. No matter what kind of problem or doubt the customer is facing, online services are always available to rectify their concern.

Designing to sell: Online marketing gives existing customer's bonus to tell stories that can spread widely and swiftly and that can encounter new terms for the audience to contact the company.

Creating curiosity: Exploiting what customers already love doing on various social networking sites (creating content) in ways that create curiosity and it leads to good action increasing the site engaging rate.

Business objective	Social media goal	Metric(s)
Grow the brand	**Awareness** *(these metrics illuminate your current and potential audience)*	Followers, shares, etc.
Turn customers into advocates	**Engagement** *(these metrics show how audiences are interacting with your content)*	Comments, likes, @mentions, etc.
Drive leads and sales	**Conversions** *(these metrics demonstrate the effectiveness of your social engagement)*	Website clicks, email signups, etc.
Improve customer retention	**Consumer** *(these metrics reflect how active customers think and feel about your brand)*	Testimonials, social media sentiment, etc.

III. LITERATURE REVIEW

A large count of research has been made on different aspects of the steel industry. Few of them are tracked and analyzed the transition of steel from eras to eras. Engaging social networks with steel industry is a best fit in today's market. Industry can sell, showcase or take feedbacks, from the customers and to the customers, easily in this digital world, since, we have more number of social platforms for spreading awareness compared to physical market. From mails to Twitter, Facebook to Instagram, Google forms to individual website, online marketing has opened arms towards steel industry and it might as well bring massive success rate to the company.

The steel industry was released from the stack of restrictions of control and freedom rules in July 1991, which guided the steel industry to grow in various boundaries. The main policy measures taken with concern to the industry include:

- → During January 1992, the price and distribution of steel finishing were deregulated.
- → Introducing social platform to steel industry made various changes towards advancement.
- → Export and import tasks were now done easily without much drawbacks.
- → Steel industry was excluded from the agreements of compulsory licensing.
- → Awareness amongst the public has rapidly increased with the time, due to media partnership.

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IV. RESEARCH METHODOLOGY

Purpose of the study is on how can Social Media marketing influence steel manufacturing industries, spread awareness to customers, real time analysis and how creative it can get in regard to its products and handling their customers. The steel industry is among the most essential contribute required for the development of infrastructure in the country. The steel sector industries are one of the rapid growing sectors in the business world. The production growth of finished steel has advanced tremendously in the last few years at an impressive 44.62%.

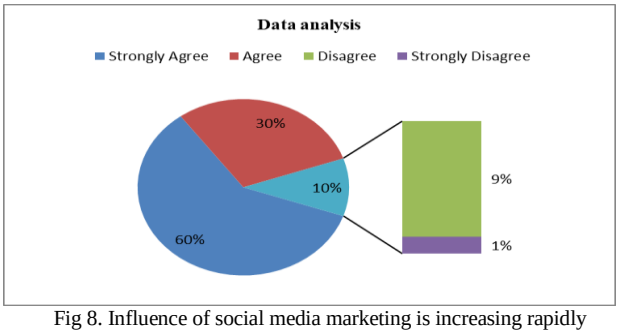


Fig 8. Influence of social media marketing is increasing rapidly

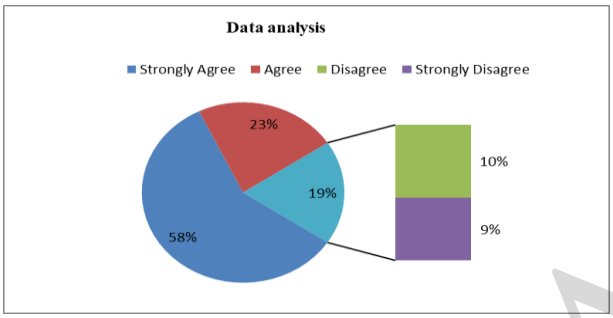


Fig 9. Introducing social marketing in steel industry will bring out successful results

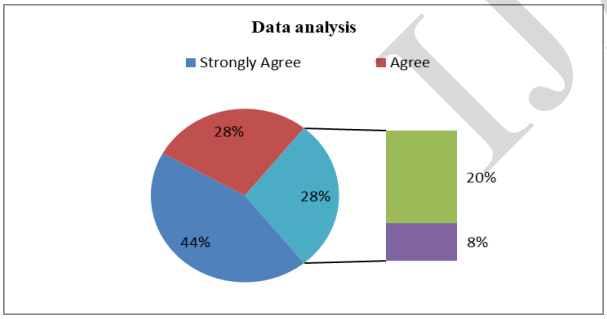


Fig 10. One should prefer getting real time analysis over a bulk report

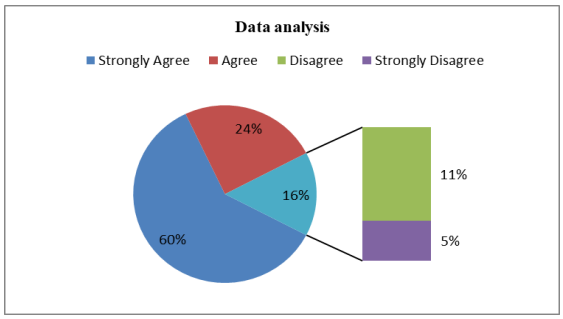


Fig 11. Steel trading in Dubai is large in number

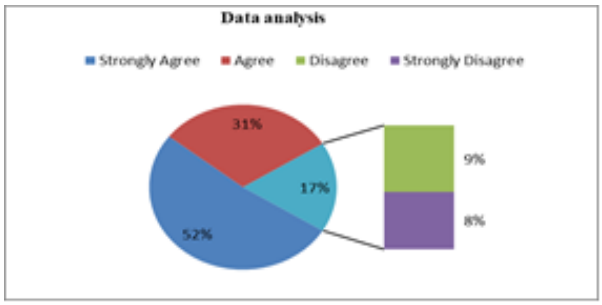


Fig 12. Promoting on social media is lot easier over physical share markets and is effective

T-test analysis-Independent sample t-test:

1. Influence of social media marketing is increasing rapidly.

Ho: There exists no constant challenge in the field of online marketing within the marketers and manufacturers in the concerned fields.

H1: There exists constant challenge in the field of online marketing within the marketers and manufacturers in the concerned fields.

In the context of the null hypothesis, there is a probability of 2.3% that the average is now challenge rate is more than 120 stocks per month. As this is significant for the given level of 6%, the null hypothesis is drawn.

2. Introducing social marketing in steel industry will bring out successful results.

Ho: Addition of online marketing will bring no profitable income to the industry sectors, it all depends on the popularity.

H1: Addition of online marketing will bring profitable income to the industry sectors, it also helps in building popularity.

In the context of the null hypothesis, there is a probability of 3% that the average is now popularity rate is more than 140 stocks per month. As this is significant for the given level of 7%, the null hypothesis is drawn.

3. One should prefer getting real time analysis over bulk reports.

Ho: Constant real time data analysis of a product does no good to the significant manifesto terms and conditions to improve its brand.

H1: Constant real time data analysis of a product is good to the significant manifesto terms and conditions to improve its brand.

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In the context of the null hypothesis, there is a probability of 3.2% that the average is now real time analysis rate is more than 140 stocks per month. As this is significant for the given level of 7%, the null hypothesis is drawn.

4. Steel trading business is large in number.

Ho: There is no significance difference in relation to the benefits of steel industry and other business sectors about gaining good annual revenue.

H1: There is significance difference in relation to the benefits of steel industry and other business sectors about gaining good annual revenue.

In the context of the null hypothesis, there is a probability of 2% that the average is now Dubai manufacturing sector rate is more than 150 stocks per month. As this is significant for the given level of 7%, the null hypothesis is drawn.

V. Conclusion

In the world that has online users who browse social networks over 70% spend at least 7 hours a week, with this little information we can conclude that social networks have become a sort of reality in which people interact, communicate and most obvious thing trust each other. In such world, we have to admit that social networks are a new milestone dimension of reality that has become a part of the world business as well. At this rate, steel industry reaching out people through social media marketing. It is a best fit and leave an immense profitable rate to the company.

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