



International Journal of Advanced Research in Arts, Science, Engineering & Management

Volume 10, Issue 2, March 2023



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA





Media- Paid or Self-Motivated

Sangeeta Jalui

Assistant Professor, Ladhi Devi Ramdhar Maheshwari Night College of Commerce, Mumbai,
Maharashtra, India

ABSTRACT: Motivation is a dynamic state that results in the desire, directional intensity and persistence of behaviour to achieve a long or short- term goal. Without motivation our sales performance, and consequently our results can be severely impaired. When we are feeling motivated, we light up our performance like a Christmas Tree, and equally when we feel de-motivated, everything seems to be much harder work. As sales people, if we continually look to find motivation from outside of ourselves, then we are placing ourselves in a risky situation because it may not always be possible to have a drip-feed of motivation feeding us when we need it most. That's why, the more we can understand about what motivates us personally, the more it helps us to tap into our internal motivational power. We are all unique individuals and are motivated by what is important to us personally. The factors that are important to us can be described as our values and are the fuel that drives our behaviour. Our values are unique to us and we each have a different set of values based on different aspects of our lives. For example:

- Career
- Relationships
- Finances
- Health and Fitness
- Family and Home
- Social Life
- Personal Development
- Spirituality

If we can discover our values in the context of our career in sales, we are consciously able to identify what is important to us and can therefore begin to notice ways to leverage our own motivation. If we are doing a job that satisfies our most important values then we will feel highly motivated and energized. Sometimes when we feel de-motivated, it's because we are not consciously aware that certain aspects of our job role are aligned to our career values.

KEYWORDS: media, self motivated, paid, spirituality, power, dynamic, job, energized, career, aspects

I. INTRODUCTION

Motivating employees is the number one problem facing today's economic environment . Employees are no longer interested to work overtime, or be punctual. The old belief was that if you pay people properly, they will be motivated. However, today was realized that people work only for money, but they want to be satisfied with what they do. Motivation is an important part of the management process. Managers must build a true positive incentive structure that provides each individual that type of satisfaction that is sensitive . Individuals are unique and group norms differ from one organization to another. What can motivate a group of employees, may have the opposite effect on another group. A manager's work is the one of doing some things through the employees. For doing such things, the manager should be able to motivate the employees .But this thing is rather easy to say than being done, especially when it comes about the journalism institution which are a special type and which have a special kind of employees, who have different and strong personalities and made by measure vanities. The practice and the theory of the motivation are difficult subjects, and which may arise other disciplines. The motivation is not clearly understood, and very often is wrongly applied. For understanding motivation, you have to understand yourself human nature, and here the troubles come along! Human nature can be so simple, but meanwhile complex also. Understanding and appreciation of this fact is an essential condition for a working motivation of the journalists. There is an old saying which says that you can bring a horse to water, but you can't make him drink if he's not thirsty, same thing with the journalists. They will write what they want to, or what they are motivated to write.¹



Mass-media people are born with auto-motivation? Yes and no. It's true that ones think that if you are not born a journalist, you will never become one, but some things change in time! Motivation is an ability that can and must be learned. This thing is essential for surviving and success of an affair. Money is for certain a relevant factor for the mass-media employees, and even the major one. The success of some magazines, radio and TV stations is from a little point of view a result of incentives. The incentives improve the productivity, what become perceptible, and one part of the profit should be redistributed toward the labor force responsible for its production. Some basic criteria are essential for the rewards to be efficient: the reward should be done fast, must be distinctly and straight related to the performance, must be irrevocable, must be compatible to the work place, must be substantial . The rewards also must be known, intelligible, and possible to reach. If the reward plan is seen like being not fair or unreal, for example promotion got by age or favoritism, it can have a negative motivational effect. In order to vindicate the editors, the reward needs to be and to vary depending upon performance. The concept is simple, ²but its implementation is not easy to be achieved . After the 1989 revolution, Romanian journalists found themselves surrounded by a freedom they weren't sure what to do with. It is true that they had to continue their activity in a fragile society, in which, in 1990, the media replaced different structures that were missing from the Romanian society: it replaced power, opposition and was a substitute for a weak and inefficient justice. Regardless of the part the media played in our society, in 1990, Romanians proved to be greedy in what concerned the post-December literature. It was a period in which the consumer would read a few cultural magazines; some of them would even collect them frantically. Computerized framing, the transformation of the page in a small screen and, first of all, the diversity charmed the reader and was totally different from the communist propaganda. It's true that people aren't afraid of sharing their opinions regarding some problems they know little about. This applies also to the post December cultural media which was searching for a new direction. A pluralist media was born and every person acted according to their conscience.³ It's true that the multitude of messages didn't imply better information, but this was a positive thing because Romanians were, finally, after many years of restriction, able to choose what to read. In comparison with what happened before 1989 this was a huge step for the Romanian people. In accordance to Peter Drucker human is very attracted to substantial rewards. Anti materialism is a myth, no matter how long it takes to be discussed. In fact there have been so many discussions about the antimaterialism idea, that the materialism negations can action as a motivating factor. Economical incentives become more rights than rewards. There's no doubt that we are living in a money motivated world; no relationships between humans can replace the financial reward lack. If the reward is right, the good relationships would give more enthusiasm to a team, motivating its' members to work harder. The insufficient financial rewards can't be replaced by good human relationships. Self-motivation can work only for a while and it needs to be constantly strengthened by rewards. Worth should steady be appreciated and rewarded, if we want to encourage and support it. Right used, money can be a motivating factor, but there is need that the reward to be alterelated to performance. The concept is a simple one, but the implantation is not easy. For it to be an efficient one, the reward needs to be made for every single person, but only as a part of whole person compensation concepts. It is essential to develop a unitary program in which every compensatory pack to be individualized . It is also needed of a constantly research of new ideas from this point of view. Also essential for the efficacy of a media institution are the following: a reliable payment, like a basic structure to an established day, some basic instruments for the established tasks fulfillment) and flexibility in application. The five basic elements of reward are: payment, short time incentives, long time incentives, money benefits, no matter how much they are. The financial incentives' plan must be conceived not only to reward the performance, but to minimalise the additional effects, like conflicts and claims⁴. Sometimes is hard to realize the able-bodied, fair and acceptable ways to reach performance. Most of the plans fail because they do not fit to the particular situation, or because of the wrong implantation. It is to be noticed the following aspects, before starting a payment plan to motivate performance: individual employee performances, the payment's amount for high performance, individual performance motivation methods, submission. For a supporting and an efficient motivation, reward should be a prompt and an immediate one. Reward could work as an accelerator for the batterer of the performance and the productivity batterer; but only that is not enough, and, anyway, it is not a substitute for a good management. It's rather a part of it! For a reward to be efficient, it must be generous and substantial, so they must be organized for getting a suitable well-balance of the editors' motivation to the aim and for their optimal effort .There is a typical and still large list of factors which determine the editors' activity: work place, physical characteristics, mental characteristics, the responsibilities' extension, instruction and experience. Like an indicator of the performance is also used worth. Every employee is qualified as: excellent, good, usual, or insufficient, through the following capacities: communication, antihuman relationships (including the adaptation to the editorial staff), intelligence, judgment and knowledge . These are only the perceptible part of the journalists from Arges County mass media which promote up to national level. There are many cases in that many journalists are working with photo camera or camera, under a radio station voice or at montage. There is not an efficient diagram for all media institution! Every case must be profound studied and accomplished for each situation. Also is important the history and the culture of the organization. It should be good to not introduce drastic changes at once. The system must be formulated correctly and after complete and sincerely discussions with all



the editors interested must be tried at a mini scale with subtlety. Money is for certain a relevant factor for the media employees, an even the major one. The success of some magazines, radio and TV stations is from a little point of view a result of some like incentives. The incentives improve the productivity, what become perceptible, and one part of the profit should be redistributed toward the labor force responsible for its production.⁵

II. DISCUSSION

Paid media advertisement is like this:-

We're looking for great talent that's committed to serving clients, and joining a team of passionate digital marketers. If that's you, take a look at this job description and send us your resumé. We are looking for an experienced Paid Media Specialist to assist in the execution of Google Ads campaigns and other paid media activities for our clients. You will be responsible for managing PPC activities such as: keyword research, best practices Google/Bing Ads account setup and/or optimization, writing creative/conversion-oriented ad copy, and daily keyword/bid management of client campaigns.⁶

Responsibilities

- Design, Execute, and Maintain ROI-Focused Pay Per Click/Display campaigns
- Conduct Thorough Keyword Analysis
- Continually optimize PPC & Paid Social campaign components including keyword strategy, ad copy, bid prices, cost per conversion, cost per click, audience optimization, etc.
- Write compelling Ad copy with a focus on driving conversions
- Optimize existing PPC campaigns for new clients
- Actively measure and execute A/B split testing for ad copy, landing pages, etc., to ensure optimal campaign performance
- Compile monthly PPC Reports for our clients with personal comments and analysis of campaign performance
- Recommend and consult clients and marketing team any new content or landing pages that should be created in order to promote higher campaign performance
- Set up Conversion Tracking & Retargeting Pixels
- Conduct in-depth competitive analysis within our clients' locations and industries
- Research to stay on top of the latest trends in PPC advertising
- Experience with Programmatic Advertising considered a plus.⁷

Required Skills & Experience

- Self Starter, Self Motivated Work Ethic
- Critical, Forward Thinker
- A minimum of 2 years of hands on Paid Media experience
- Google Ads Certified
- Google Analytics Certified
- Excellent written and verbal communications skills
- Strong creative writing skills
- Proficiency in Google Docs, Word, Excel, and PowerPoint
- Highly organized and must be able to multi-task, handling several tasks/projects at one time⁸

Things we're looking for:

- High collaboration skills and a can-do attitude.
- Someone that's ready to share ideas, create results and a passion for digital marketing that is conveyed through your ability to drive results for our clients.
- A personality that fits with our team; we are interested in someone who is intelligent, works hard, values teammates, and makes our team better.



- Someone who understands our core services as a digital agency and has a marketing mindset to help our clients create grow.
- A personality that is self-motivated; you'll be asked to work through multiple priorities. We expect you to be able to put together a plan and execute it.
- Someone who seeks out information and is teachable. The nature of our business lends itself to frequent changes in and progressions of technology. This means we're looking for someone who loves to learn.⁹

We don't expect you to match every criteria, but you should have solid experience and a firm technical background. You should also be self-driven to dive deeper into the technologies and solutions that you'll be working with, while also making recommendations for how we can grow.

III. RESULTS

People tend to portray themselves in the most flattering ways. Only the best of the workouts, meals, outfits, days, or ideas go online. It is easy to mistakenly assume the lives of others are impeccable, while we are constantly dealing with mundane struggles. We tend to make these comparisons regularly and almost automatically; it is a part of human nature.

To put it in more scientific words, these are upward and downward comparisons. What's the difference? When we make the upward comparisons, we perceive others as fitter, richer, luckier, and simply better in general. While during downward comparisons, we find ourselves to be superior.¹⁰

As you might have already guessed, it is during upward comparisons that most of the social media 'hate' creeps in. Psychologists confirm that this is when the most envy is experienced: "an unpleasant and often painful blend of feelings characterized by inferiority, hostility, and resentment caused by comparison with a person or group of persons who possess something we desire." Not only it is uncomfortable to experience these feelings on their own, but they also lead to a wide range of negative consequences and disrupt our well-being.

Here's where it all becomes interesting. Psychologists have discovered that there is absolutely no need to stay away from these online platforms altogether. Instead, we can learn how to use them to enhance our wellbeing. Apparently, the easiest way to make upward comparisons rarer, and instead promote motivation and happiness is to become an ACTIVE user of social media!¹¹

Active Versus Passive

Let's pause here and elaborate on what active or passive use of social media means. It's quite simple: active users are the ones who, themselves, tend to share some content online. They post pictures, update status pages, and share tweets and stories. As for the passive users, these are the ones who stick to scrolling the feed only. There is nothing wrong with being either type of a user, per se. However, being a passive user increases the risk of upward comparisons. In contrast, being an active user decreases it.

Long story short, sharing a flattering workout selfie with your friends may convince you in your progress, while silently observing other people's successful shots will most likely do the opposite.¹²

Can Fitness Professionals Use This in a Practical Setting?

On ISSA blog, we have already noted the importance of motivating and engaging a client. Building a plan that goes beyond the gym is essential. Most of the nutritional or psychological work is in fact done outside of the gym. Thus, the correct use of social media can become a great tool.

Which path you will choose to follow truly depends on individual differences. Once you get to know your client better, you will find out what suits them the most. You may encourage them to share the journey on their personal profile or share their achievements on your own business page (with permission of course). Or, you may provide an online community space where your clients can interact and support each other.⁶



Social Media Can Increase the Feelings of Connectedness

It's a no brainer that social media can create and even strengthen social connections. Fitness professionals frequently use this tool to create communities where members can exchange thoughts and ideas about their common topics of interest. The mutual support that trainees get through these communities is highly valuable. Especially for those who lack self-confidence and often seek confirmation of progress from their surroundings. Not to mention, it offers a safe environment for sharing personal goals and achievements among each other, or maybe even pictures that the person would not want to expose elsewhere.

If you are a fitness trainer and don't already have an online space for your motivated, healthy community, create one now. The benefits of having one are endless, and dangers are truly minimal.⁷

Working with Every Client is a New Adventure

Psychology is a science of the human mind, and the mind is the most complex creations of all. So, be careful not to underestimate the individuality of each client and their preferences.

When researchers provide recommendations and advice, they rely on the results of the majority of tested people. However, the minority is no less important. There is a chance that the client you're working with belongs to that minority. In such cases, knowing and adjusting to their preferences is simple as long as you stay open to their own preferences and not just what's easy for you.⁸

Finally, before you suggest any tool for motivation or help with a lack of self-confidence, make sure you have gathered enough information about the client. Stay within your scope of practice. Sometimes the reasons behind psychological difficulties are medical and you need to refer your clients to a medical professional.

Social media is just one of the tools you can use to motivate clients to help them achieve their goals. If you're interested in more way to promote healthy behavior change, check out the ISSA's transformation specialist course. You'll learn how to influence behavior patterns and help your clients maximize their overall wellbeing.⁹

IV. CONCLUSIONS

Another example for paid media:-

SingleStore is a fast-growing tech company that provides a unified database platform that enables customers to accelerate digital transformation and capitalize on their data.

About the Role:

SingleStore is seeking a talented and experienced Paid Media Marketing Specialist to join its Marketing team. The successful candidate will be responsible for developing and executing effective digital marketing campaigns across multiple channels, including paid search and paid social media. This is a critical role that requires deep expertise in paid media, campaign optimization, and project management.¹⁰

Key Responsibilities:

- Build, launch and optimize paid search (ex: Google Ads, Performance Max campaigns) and paid social media (ex: LinkedIn Ads) to drive user acquisition, engagement, and revenue growth.
- Conduct keyword research, audience targeting, campaign setup, ad copy development, and bid management.
- Use data and analytics to identify opportunities for campaign optimization and make data-driven decisions to drive performance.
- Continuously test and optimize campaigns to improve performance and ROI.



- Collaborate with cross-functional teams, including Demand Gen, Design/Web, and Operations to ensure campaigns are built and implemented properly.
- Manage projects to ensure timely delivery from briefing to launch and measurement.
- Stay up-to-date with the latest trends and best practices in paid media and share insights with the team.
- Generate reports on campaign performance, including lead generation and sales results.
- Work closely with the Marketing Operations team to ensure campaigns are being tracked accurately and integrated with marketing automation and CRM systems.¹¹

Qualifications:

- Bachelor's degree in Marketing, Business Administration, or related field.
- 3+ years of experience in digital marketing, with a focus on paid media, including search engine marketing and paid social media
- Required: experience with Google Ads, LinkedIn Ads. Bonus: experience with other paid media platforms.
- Strong analytical skills, with the ability to use data to identify opportunities for optimization and drive performance.
- Experience working with marketing automation and CRM systems, such as Eloqua and Salesforce.
- Experience with Google Data Studio or some campaign performance reporting tools
- Excellent written and verbal communication skills.
- Ability to work collaboratively and manage multiple projects simultaneously.
- Strong attention to detail and ability to work in a fast-paced environment.
- Self-motivated, with a passion for staying up-to-date with the latest trends and best practices in digital marketing.¹²

If you are a results-driven marketer with a passion for paid media and a desire to work in a fast-paced and dynamic environment, we encourage you to apply for this exciting opportunity to work with a dynamic team of professionals at SingleStore!

In simple words, self-motivation is a force that drives you to do things. It drives you to work hard towards your goal until you archive them. so, Self-motivation can come from two sources. Firstly is the extrinsic motivation that drives you to archive external rewards like money, power, status, and recognition. Secondly is intrinsic motivation so, that drives you to archive inherent rewards like self-satisfaction etc.¹¹

Importance of self-motivation

So, Now to know what self-motivation is. But, Let me explain to you what is the importance of self-motivation so, in your life to archive a long term goal. Doing things that you feel need to be may give you enough external rewards in many cases but it doesn't work if you want to archive Excellency and innovation in your work. Not only you do work better with self-motivation, but it also helps to handle stress in life. It helps to stay away from criticism and negative thoughts.¹²

REFERENCES

- [1] Koslowski, Peter. (2010). Elements of a Philosophy of Management and Organization. New York: Springer, 22.
- [2] Ivancevich, J. M., Donnelly, J. 11. & Gibson. J. C. (1983). Managing For Performance, London: Business Publications, 41.
- [3] Crystal, G. S. (1970). Financial Motivation For Executives. American Management Association, 89-90.
- [4] Dyck Bruno, Neubert Mitchell J. (2010). Management: current practices and new directions. Boston: Houghton Mifflin.
- [5] Coman, Mihai. (2007). Introducere in sistemul mass-media. (3rd ed.). Iasi: Polirom, 45-57.
- [6] Sibson, R. E. (1976). Increasing Employee Productivity. American Management Association, 88-89.
- [7] Drucker, P. (1974). Technology, Management and Society, London: Heinemann, 119.
- [8] Moore, R. F. (1968). Compensating Executives' Worth, American Management Association, 30.
- [9] White, M. (1973). Motivating Managers Financially. Institution of Personnel Management, 57-58.



- [10] Sapre, S. A. (1980). Management Philosophers and Practitioners, Bombay: Directorate of Printing and Stationery, 111-113.
- [11] Nohria N., Groysberg B., Lee B. Employee Motivation: A Powerful New Model. Harvard Business Review, July, 78-84.
- [12] Sylvie George, Wicks Jan, LeBlanc. (2003). Media Management: A Casebook Approach. New York: Routledge, 101.



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA



International Journal of Advanced Research in Arts, Science, Engineering & Management (IJARASEM)

| Mobile No: +91-9940572462 | Whatsapp: +91-9940572462 | ijarasem@gmail.com |

www.ijarasem.com