

The advantage and disadvantage of using social media essay



The advantages: Based on my own experiences, there are several advantages for sellers to utilize social media as part of their selling communications schemes. Social media represent a radical new tendency in communicating. More and more people begin to utilize social media to pass on. It is freer, more convenient, faster and cheaper than the old ways. People besides can acquire more information what they want, what is more, people can acquire in touch with their friend easier. For the company, it can confront to their market exactly. Social media hold a great trade of customers' information, through the information that people post, company can easily recognize customers' hobbies and the goods they like.

Social media besides increase the communicating between clients and sellers. Company can acquire tons of users' feedback information and usage that information to better their merchandise. It besides help the organisation leave a good feeling in customers' heads. One of the most of important things is that social media not merely can assist companies publicizing good but besides about have no costs. What social media bring for the company can not be measured but the cost of it is truly low. It lowers the company's advertisement costs.

Disadvantages: Based on my own experience, the disadvantages or hazards for sellers in utilizing social media as part of their selling communications scheme are as follows. Company's web page can be attacked by hackers and viruses; it may lose company's important information, company may lose their competitive advantages. Customers can be deceived by the false information online and the excess information

may allow them acquire annoyed. The negative remarks may damage companies' image.

The usage of the cyberspace may do the decrease of production efficiency. because employees may occupy utilize the cyberspace to work out the job online or update their package so that waste times. Company should learn how to manage a societal media and that may blow company's clip. Because the societal media is non a " face to face" communicating. so it can hold many unbelievable state of affairss. the information may be non existent. the likeliness of people been fooled are greatly increased.