

# Group project

Business



## Why Using Social Media As A Marketing Platform Is Good For Business

Introduction Social media is a term used to refer to different means of communication with the use of several methods of communication that are electronic in nature. This media is used in order to develop connections that are formed over the internet in order to send and receive information, opinions as well as other objects. Marketing in its simplest form is a term used to refer to the procedure through which an organization communicated its value proposition to the current as well as future internal as well as external customers. Since marketing requires the communication of the value that an organization's product or service has to offer, social media is one tool that is being used by organizations throughout the world to communicate their product's value. The use of social media in order to enlighten internal as well as external customers regarding the value of a product as well as a service is regarded as social media marketing.

Social media marketing has existed for several years since the internet became accessible by the common population. Organizations started to realize its great importance and impact when websites were introduced. The term social media marketing used in present day is mostly used to refer to the marketing activities that are conducted by marketers with the use of several social networking outlets. These outlets have completely redefined the practice of marketing and are no longer limited to the way marketing was performed with the use of internet websites. Several social media outlets have been created to further assist marketers in attracting new as well as retaining old customers. Some of the most famous social media marketing outlets that are explored by marketers throughout the world on daily basis includes the Facebook, Twitter, mobile phones, Google+ and <https://assignbuster.com/group-project-essay-samples/>

various others. The introduction of these social media outlets has resulted in helping the marketers to perform their marketing activities in a much effective and efficient manner. These media outlets help marketers in performing various roles that they were performing without these innovations but in a much comprehensive manner as compared to before the existence of social media.

There are various organizations that have successfully implemented the use of social media in their businesses and have benefited a great deal. One such company is the Domino's Pizza which is very successful running pizza chain. The organization published a video on the social media of YouTube and the video was focused on a prank. The video became highly popular with more than 500, 000 potential customers viewing the video (Swann 144). This writing focuses on the issue of why the use of social media is good for businesses and how it can help businesses grow and expand. Several benefits can be obtained by a company by using social media marketing. These benefits include but are not limited to: reduction in cost of marketing, enhance appearance in the World Wide Web, enhanced customer services, development of the company's image, connect with a larger customer base and increase the overall sales of the business.

#### Works Cited

Swann, Patricia. *Cases In Public Relations Management*. 1st ed. Hoboken: Taylor and Francis, 2014. Print.