

The impact of social media communication on consumer perceptions and promotion of...

[Business](#), [Marketing](#)



The paper "The Impact of Social Media Communication on Consumer Perceptions and Promotion of Brands" is a worthy example of a term paper on marketing. The contemporary world has brought forth significant changes that are widespread across all economic, social, and political spheres. Among the significant changes is technological advancement. The economic sector has embraced technological advancements to utilize resources that, according to economics, are scarce. The marketing communications industry is among the economic sectors that appreciate the advancements in technology to handle some sophisticated processes. The social media is the main technological advancement being embraced in the marketing communications industry. In the recent past, organizations were required to create online profiles through websites. However, marketing communications left out a particular age group (millennial generation) by merely creating online profiles. The rise of the social media has been a trending topic in the marketing communications industry. Economic analysts argue that business operations should not discriminate any group that would serve as a potential client in the future. It is for this reason that the marketing communications industry has adopted social media to boost communication across the entire population.

Marketing communications focus on the promotion element of the marketing mix (place, product, price, and promotion). Therefore, if a promotion is the point of concern, organizations ought to adopt measures that will ensure that information is accessed by a large population. The rise of social media as a tool for marketing communication is attributable to the need for maximizing the recipients of product information. Social media has had the following

benefits to organizations;

Improving customer service

Customers overly depend on the service offered by organizations. The social media platform has improved the level of service offered to customers. In addition, organizations have appreciated that service is a primary element for successful business performance.

Product reliability

Markets are gradually shifting from monopolies to perfect price competitive markets. Such a transition is attributable to the significant contributions of social media to the marketing communications industry. It is much easier for consumers to provide feedback about particular products online rather than visiting the physical location of the organization. Product reliability is attributable to feedback obtained from customers.

Social Media and Marketing Communications

The social media has been viewed as an informal mechanism for communication. However, organizations have embraced the social media platform as a formal communication mechanism to enhance engagement with consumers. The trend is so significant such that most organizations are continuously employing bloggers to head the digital communications department. For instance, most organizations have Facebook pages and Twitter accounts where they engage with the public in matters of product quality and service quality.

The rise of social media in the marketing communications industry has improved the distribution and accessibility of information. The print media was solely responsible for promoting products. However, the technological

advancements have shifted marketing communications from print media to social media. The future for the marketing communications industry relies on the efficiency of social media as a mechanism for engaging organizations to the public. Globalization is rising fast and so is international trade.

Communication is the primary element for globalization. Efforts to improve international trade will be futile if boundaries limit the marketing communications industry (Schivinski and Dabrowski 83). With social media, there are no boundaries to communication. Therefore, companies can comfortably embrace the social media platform as a means of communication.