

# [B. smartphone technology makes it easy for people to log on to their social media...](https://assignbuster.com/b-smartphone-technology-makes-it-easy-for-people-to-log-on-to-their-social-media-essay-example/)

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## INTRODUCTION:

I. Social media has revolutionized the way business is conducted.
- Companies who do not take advantage of social media platforms are put at a disadvantage.
- Social media gives companies access to a wider consumer base for a cheaper price

## BODY:

I. Social media gives companies an opportunity to connect with a wider audience.
A. Social media platforms such as Facebook, Twitter, Instagram and YouTube have a considerable amount of users.
1. Facebook has 1. 23 billion users, Twitter has 243 million monthly active users, Instagram has 150 million users and YouTube has 1 billion users with 4 billion views per day (Smith, 2014)
2. Americans spend an average of 37 minutes a day on social media (Adler, 2014)

1. 1 in every 5 people in the world own a smartphone (Heggestuen, 2013)
2. 60% or so of social media time is spent on smartphones and tablets (Adler, 2014)
II. Social media is cost-efficient

## A. Traditional advertising mediums are expensive

1. You can buy the same audience you reach at the Super Bowl for 25% of that amount online. Start up billboard costs roughly $50, 000 (Coleman, 2013)

## B. Social media has a longer run time

1. Traditional ads only run for a certain amount of time, but campaigns conducted on social media sites (especially Facebook) can run for as long as it is effective.
III. There is a shift in demand that zeros in on Internet-savvy individuals

## A. Boom in the tech industry

1. High demand for Computer Science and Information Technology graduates

## B. Bloggers, YouTube stars and Instagram celebrities are making money on sponsorships

1. An example is a blog called “ Pinch of Yum” which gives a detailed breakdown of how they make income through site traffic: http://pinchofyum. com/category/making-money-from-a-food-blog

## CONCLUSION

- The world has changed and continues to change because of the social media revolution, to ignore these changes would be detrimental to any business.

## References

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