

# Emerging technologies in business communication

[Business](#)



**ASSIGN  
BUSTER**

Links on the page provides a platform for connecting with other businesses and reach out to them for more exposure.

Target audience is found on sites most visited. The constant posting of new content about the brand regularly, when the target audience is most active on social media, helps in the attraction of new users. It generates more exposure to new users. Constant interaction and replying to feedback and comments make it easy to make the user experience enjoyable for the audience. In addition, interacting with clients and solving their queries effectively makes them remember the brand due to a unique helpful attitude (Wong, 2013). This gets more likes and following, therefore generating more traffic and gaining more sales. New users frequenting the brand site should be confident about the authenticity of the site in order to ensure that it runs on a genuine platform. Use of competitions and questionnaires relating to the brand enhances build upon the profile image. The brand should have a personality that suits the products and services. These strategies help in the creation of new buyers.