

Media as a business industry assignment



Media As A Business Industry Media as a business industry implies a comprehensive collection of communication channels of different scales, engaged in varied commercial activities of disseminating news, entertainment, education, data, or promotional messages, for earning a profit. Not to seclude the marketing principles of creating, delivering and sustaining value. Where the people go, advertisers and marketers must follow. When the mass media is concerned there is a unique ability to influence society as a whole in different ways.

It is the media which many organisations will use in order to market their good and try to influence issues that impact on them or the views of the target market hoping to impact on the purchase decisions. Industries and businesses across the world are capitalizing on this opportunity. This is why nearly every business on the planet – from giants like Starbucks and IBM to the local ice cream shop – are exploring ‘ social media marketing initiatives’.

Some years ago, businesses were uncertain about social media. Now it’s here to stay and companies are rapidly adopting social media marketing. Content in the form of blog posts, audio, video, comparison/review sites, tweets and social network messages help share information in a less-formal way that builds the know, like and trust factors that influence decision making. Content is no longer just text.

It makes communication a conversation so small business owners can share, receive feedback and connect on equal ground with their target markets. Much like email and websites first empowered businesses, social media is the next marketing wave. Television Commercials, print advertisements in

newspapers-magazines-brochures, jingle ads on radio, pop ups and flash ads on the internet, blogs and feedback reviews, etc are all part of the industry business model.