

Social media impact on marketing research paper examples

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It is undoubtedly that Social Media has grown tremendously in recent years, and the fact that it has an impact in all aspects of human life is as well true. That the social media has completely revamped the marketing sector is without a doubt (Mitchell et al, 2012). For instance, social media was enabled various companies to reach new clients as well as maintaining the existing ones not forgetting to mention that they have the capabilities of creating potential customers. Moreover, companies that would adapt social media in their strategies will increase their chances of boosting their sales as well as conversions (Anderson, 2010). Considering the fact that increased sales is the aim and objective of marketing managers, social media does not dishearten. Social media as well offers better alternatives for marketing managers. Since it encompasses Facebook, Twitter, and LinkedIn, it offers options for marketers to choose from (Mitchell et al, 2012). Hence, there are plenty of strategies and schemes that social media offers.

Equally, social media presents platforms that marketers would pass or communicate through word of mouth from where it would spread faster and effectively. Since many people are connected through the social media, and as a result, a large number of customers will be reached. Most of all, social media allows marketers to test the waters before they introduce new products into the market (Coles, 2011). That would be attained through the feedback that they might get from the social media. Furthermore, the instant feedback that they get from the social media becomes important since adjustments and improvements would be made enabling more sales to be attained (Richardson, Gosnay & Carroll, 2010). Apart from that, social media offers interactions among the various marketing activities; it influences other

channels resulting to a holistic marketing strategy, it offers more flexibility that marketers would opt for, offers leverages recommendations, and finally, it offers various control options for marketers to select from.

Reference

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