

Internet technology, marketing and security report example

[Business](#), [Company](#)



Introduction

The belief that has been enshrined in our culture indicate that social media today is the mainstream tool for effective marketing. Despite this factor being universally true, other marketing techniques are on equal frontline being utilized in the wider marketing environment. . Social media concerns the actions based on the interaction of individuals and the possibility of customers as well as customers in their current state. When companies decided to adopt social media platforms there is no full understanding as to where to begin so as to get the business to work (Boyd & Ellison, 2010). The first aspect is the perception of the role of social media in marketing which is dependent on the needs of the business as well as the effort placed in moving forward in the implementation of social media platforms.

Evaluation of the reasons why social media marketing has become exceedingly popular among businesses of all sizes

Provision of new opportunities in marketing by social networking communities as business networking has never been an eased concept which in the technical realm is near. Varied social networking communities can utilize network and exchange with professionals in other fields this is because is instrumental in the provision of opportunities in marketing on an individual basis as well as in regard of the objectives of the organization (Teece, 2010). Several businesses enter into social media with the expectation of attaining considerable investment returns with the hope of gaining new customers with huge benefits in generation of revenue being large.

This is not the case; however most of the times as it requires an amount of time in the construction of social med with the benefits not obvious in nature as assumed. Social media provides recognition of the brand as this platform provides a powerful tool in building of the brand as it empowers companies with deciding the company position as well as providing information about the services or products provided by the company. Consistent with substantial content is instrumental in building of the brand reputation revolving around the values of the company, its benefits and advantages (Henry & Melissa, 2007). Social media also provides the benefit of community cultivation as followers are integrated into the economy which provides the company with instant access to these users which provides the company with a platform for gaining feedback on their products and services. Social media provides a continued dialog that provides more value than any form of market research that is paid. It also allows for repetition in exposure as the old adage of marketing states that six in eight product exposures to a customer is initiated before a decision is made for the customer makes a decision of purchase.

The well defined social media benefits entail exposure repetition to the network which creates the opportunity of repeated remainder on the products being offered that can reduce the cycle of sales with dramatic nature. It also provides a platform of authority as consultants and other service based businesses can utilize social media in the establishment of authority in the field which makes social media the go-to resource for targeted audience in the search for assistance as substantial content is shared, questions are answered as well as serving the audience that will

ultimately create loyalty among the clientele base (Hannu. et al. 2010). Furthermore, social media creates the influence as well as gradual increase as a substantial social media platform formulates an effect in a snowball effect which is fundamental in the attraction of customers and joint venture partnerships among other opportunities. The utilization of social media also provides companies whether in their big or small business operations to gain a competitive advantage over their competitors as in reality several companies are not performing well in using social media as such companies can exploit this opportunity to stand out in the capture of an audience which comprises of potential clients (Jari. et al. 2013).

Analysis of the advantages and disadvantages of social media marketing for business entrepreneurs

Advantages include the appropriation of network as the varied social media platforms are availed to owners of businesses to select from which leaves contemplate by the owner of the business as to whether social media yields the optimal outcomes for their businesses. Entrepreneurs need to pinpoint the markets under target with research determining the network ideally used by most of the users.

It also allows a business to utilized and improve their skills as the learning of social media use is met with difficulties by entrepreneurs in the initial stage such as setting up a company profile so as to provide assistance to the business in attaining its marketing and business objectives which can be a challenging stage (Boyd & Ellison, 2010). With absence of social media strategies in place a business will face difficulties in the establishment of goals as well as the measurement of success of the business. Entrepreneurs

can be required to invest in consultation from media specialists in training sessions or the hiring of employees with specification to dedication to social media.

On the other hand the disadvantages of social media are the considerable investment of time which is observed in the management of social media accounts on a daily basis with is a time investment with several business owners making a hesitation in investing in time (Teece, 2010). A social media campaign that that is defined as successful is based on the interaction that exists between the business and its clients as such business owners and their employees need to be set apart on a daily basis to provide information that is engaging as well as ideas and tips in the response to comments left by their clients and followers alike.

Another disadvantage of social media is the negative feedback that can be provided in a way that whereas business owners require feedback from their client's social media is public which means this feedback is viewed by the public. The negative experiences that a customer may experience may create the compulsion to be made public on social network profiles which calls for the owner of the business to be in preparation in managing the negative feedback with immediate effect before the reputation of the brand is ruined (Henry & Melissa, 2007).

When businesses send promotions in email marketing to its clientele this software can track the number of emails sent as well as how many people read these messages and the subsequent generation of sales as an outcome. This is not provided by social media in terms of measurability as such owners of businesses are found in situations where they are left with a contemplate

of whether to invest in time as well as dedication of human resources.

Business owners with the desire to attain immediate results from marketing campaigns will not realize the realization of social media as a strategic technique in result tracking.

The present generation is characterized by the global community with the use of social media platforms which provides a measure of sense for companies that seek to run a public relations and marketing campaign on social media platforms in the promotion and creation of awareness in relation to the objectives of the campaign to reach the clientele and general public in the millions (Hannu. et al. 2010). This has been achieved by Pepsi's " Refresh Everything Campaign" with the project utilizing social media to promote a strategy of public engagement and places the ideas of the nation in to action through funded provisions. Pepsi established the campaign on a dynamic platform of social democracy with the encouragement of individuals to submit ideas for a change that is positive around the communities in which they live. This campaign revolves around the four aspects of art, music, education and community which are finalized in the Pepsi Challenge on a monthly basis that presents new challenging questions as well as providing encouragement to consumers with the addition of providing a solution to customers.

Businesses that have used social media marketing to their advantage

One such company is Martell Home Builders, a Canadian based company dealing in customization of home builder needs (Jari. et al. 2013). The operational history of the company was characterized by heavy reliance on

realtors to sustain their business in a forward movement. However, the moment social media was adopted there was a creation of a direct to consumer model without the continued need to be reliant on the middleman to bring in business. The company initiated a content creation and blogging strategy with focus on the needs of the home buyer which was able to attract the attention of those interested in the purchase of homes with 86% of the current needs being directly linked to its customers (Boyd & Ellison, 2010). In addition Martell has taken advantage of technology such as geo-location through the mounting of GPS tracking devices on contractor vehicles that create ease in customers tracking their contractors when on the job that settles the mind of the customer that has allowed the company to extend its customer services. With social media innovation strategies the company has made the social media experience of homebuilding unforgettable.

Another company that has utilized social media to its benefit is Zappos which exists as an online retailer dealing in the sale of items such as shoes clothes as well as other accessories with the company known for its enormous focus on the creation of realistic relationships with their clientele. Zappos focuses on brainstorming as a way of using social media to place its users in " the driving seat" which is known by the general concept of user generated content. For instance one strategy has been the employment of a Like option in its web platform that allows users to join an email list which leads to a section that allows for the interaction with products which shows the company's provision of care in the building of relations with their clients at a quick pace (Teece, 2010). This creates a spotlight on the social media users that will leave them yearning for more as the company continually initiates

optimal strategies such as tweaking to best fit the unique requirements that define the business.

Speculation of the impact of social media on businesses over the next decade with identification of skills you needed to improve and take advantage of the changes

Traditional means of communication were stemmed in models based on the implication of information dissemination from one source that was dominant although today we see that communication is based on a dialogical model with no higher control instance (Henry & Melissa, 2007). There is equal involvement in the creation of messages in a process that is somewhat democratized. As such businesses and business owners need to place effort in working towards the establishment and maintenance of connectivity with emphasis on power to the edges that means the increase of individual power towards active engagement in social media marketing campaigns rather than pulling people into membership with organizations moving skills and resources to online communities.

The internet has created empowerment that has reached a level of unprecedented with the logical outcome being the changed nature in conversations between the businesses and their clients. Conversations are now more engaging on social media platforms with researchers describing this new mode of communication as a model based on two-way dialogic symmetrical structure that can occur in spite of the approval of the organization as such we observe that the internet has enabled business owners, customers and suppliers to gain access to information regarding the business that is accurate, timely and not biased (Hannu. et al. 2010).

The emergence of social media as well as the nature of communication has undergone several changes leading to the alteration of the relationship between businesses and that public or the clientele. This is in addition to the argument of the future belonging to the businesses that can align with effectiveness their online strategies of communication in their business operations. Internet has created a revolution that has empowered businesses to achieve communication in a cheap, quick and effective fashion while reaching several people with development based campaigns in areas such as communication, management in the field as well as fundraising being of great impact to the online communities (Jari. et al. 2013). This has reshaped all community aspects in the online community activities with industry analysts praising the internet and associated tools and individual networks with organizations that are complete and independent that can initiate engagement through campaigns. As such the skills that can be identified which are relevant to the context of social media are web development techniques, user interface design for the varied platforms, social media marketing consultancy as well as an understanding of viral campaign strategies as an essential skill in the current social media landscape.

Conclusion

The role of social media can be learned which can be integrated into the field of marketing as its benefits to the objectives and needs of the organization (Boyd & Ellison, 2010). This is in addition to the reasoning in adoption of social media in B2B marketing which has undergone certain difficulties as

studies have revealed that a greater percentage of B2B buyers utilized social media in the aiding of business development and making of decisions. The question arises concerning affordability in the continuity of dismissal of techniques of social media marketing as a method of effectiveness in promotion of company products and services. The time is now when B2B companies need to have a deeper examination into the impact of social media marketing and its benefits.

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