

Good example of social media creates new customer relationships article review

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



With the growth in social media websites including; Facebook and Twitter, companies have moved to these platforms in promoting themselves. Most of the customers for many companies are active users of these social networking websites; therefore, it is cost effective for them to market themselves through this medium. Advertising on social media platforms allows organizations to reach a broader market at a very low cost. It allows for promotions to be embedded in the customer's minds by constantly updating their Facebook or Twitter pages. However, companies that are selling complex products or products for old people would not find these social networking sites a viable option. Companies must identify who would make the final decision of the purchase and then identify whether these people are going to be Facebook or Twitter users, and then make a decision of advertising on these networks.

As shown in the case sometimes campaigns on Facebook and Twitter can have a rebound effect. Rather than drawing positive attention it would bring about negativity as in the case of Starbucks. As customers are free to share whatever they want, there is no control over the content being shared. This shows the loss of control of companies over their own promotional efforts and gives greater control to customers. These social networks may allow companies to interact with customers, but the lack of privacy controls may expose the company's negative side to all customers present or potential (Clay, 2012). On the upside of this, companies can get instant feedback from customers and then improve on their flaws on time.

Companies selling directly to customers would find it viable to advertise and promote themselves on Facebook (Wylie, 2011). In other words, B2C

companies should make use of promoting themselves on the social network. Some businesses have started in response to the social network and the opportunities it provides. These small scale businesses find it extremely profitable to build a customer base and then sell directly to them. They provide free home delivery and other benefits that are not provided through traditional retailers. Products that are typically bought because they appeal to the person are best suitable to be sold online.

References

Clay, K. (2012, November 30). Why Businesses Should Use Social Media For Customer Service. Forbes, -, -.

Wylie, P. (2011, April 26). Should You Advertise on Facebook, LinkedIn or Twitter?. Social Media Examiner RSS. Retrieved March 15, 2014, from <http://www.socialmediaexaminer.com/should-you-advertise-on-facebook-linkedin-or-twitter/>