

Essay on e-business

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



The social media has impacted the internal as well as external organization of small and large businesses. Within the organization, employees may stay in touch with each other that in turn contribute positively towards building social relationships at work. With the emphasis upon team-work, these social relationships are vital for the success of companies. Social media helps the organization stay in touch with its external environment. It is an ideal platform to interact with customers informally and get their feedback instantly (Mangold & Faulds 2009). The social media has not only benefitted large firms but it has provided large-scale cost savings and opportunities for new and small-scale businesses.

The greatest benefit that businesses have gained from incorporating the social media in their business practices includes; direct contact with customers. Martell Home Builders initially relied upon realtors; the realtors were the driving force for the company's success (Porterfield 2011). However, as they introduced the social media as part of their business strategy they are able to have direct contact with their customers. Through the platform of social media they are able to adapt their business practices according to consumer demands. This strategy has helped them grow and adapt to the changing market trends. Another company that has successfully implemented the social media is, Zappos. Their Facebook page is an interactive and inviting platform. They aim towards creating a relationship with their customers. Thus, it can be said that the social media may contribute towards enhancing the customer relationship management system (Baird & Parasnis 2011).

Many companies have focused most of their resources in building a social

media marketing campaign alongside building relationships with their customers. Giantnerd, is a company which sells outdoor hiking, biking, and snowboarding equipment. They have concentrated their promotional deals to their online customers. This suggests that alongside building relationships they are offering incentives to attract more customers on their online Twitter and Facebook pages (Porterfield 2011). Thus, promotional material which was initially available through retailers and the company itself is not also available through online sources (Safko 2010). Businesses in the food industry have also benefitted from the social media to a large extent. For instance; San Chez Bistro in Grand Rapids, Michigan has infused social media in their business practices to incorporate customer preferences. The success of the food industry is largely determined by the company's ability to adapt to the local taste buds. This company is similar to Martell Home Builders because they also focus on incorporating customer preferences in their business. San Chez Bistro takes feedback and suggestions from its customers about the tastes which they prefer and those which they dislike. As they are able to make speedy changes to their business operations it has contributed towards the success of this food company. Along with this the company is also able to publicize themselves through the check-in feature it offers its customers (Gingerich 2013). If incorporated accurately, businesses may experience rising profits and lower costs through the use of effective social media platforms.

Bibliography

Baird, Carolyn Heller, and Gautam Parasnis. " From social media to social customer relationship management." Emerald Insight 39, no. 5 (2011): 30-

37.

Gingerich, Mike. " 10 Ways Restaurants Can Use Social Media To Grow." Mike Gingerich. <https://mikegingerich.com/10-ways-restaurants-can-use-social-media-to-grow/> (accessed April 1, 2014).

Mangolda, W. Glynn , and David J. Faulds. " Social media: The new hybrid element of the promotion mix." *Business Horizons* 52, no. 4 (2009): 357—365.

Porterfield, Amy. " 9 Companies Doing Social Media Right and Why." *Social Media Examiner* RSS. <http://www.socialmediaexaminer.com/9-companies-doing-social-media-right-and-why/> (accessed April 1, 2014).

Safko, Lon. *The Social Media Bible: Tactics Tools and Strategies for Business Success*. 2 ed. New Jersey: John Wiley & Sons, 2010.