

Engagement on the social web

[Business](#), [Marketing](#)



Engagement on The Social Web Social Media Marketing has been playing a phenomenal role in the marketing of grass root organizations for raising money, since its inception. A small take-out restaurant wants with a limited budget in hand and offering only placing-order services can reap benefits and can make a loyal clientele via marketing its brand over Face Book. Using the “ Social Network” can evoke awareness and can build enormous worthwhile networks among the customers, constitutes and employees with very little cash ups. According to statistics, Face Book has been rated as the fastest growing social technology driven platform where a small take-out restaurant can connect to millions of target customers spread within the geographic boundaries. Since Face Book is the most conveniently accessible platform therefore, there is no expense involved and it is free of time jurisdiction (Packer, 2013).

Social technology driven platforms like Face book is integral in enhancing the individual’s ability to act. It is an upshot of social innovation which came into existence to serve the unmet social needs of the customers etc. the social innovation approach actually speaks of the novel ideas approved by technology in order to provide with individuals with something that fulfills their unmet demands. Social innovation approach focuses on a collaborative medium of knowledge sharing platform just like Face Book, regarded as “ atomic action of collaborative media”, where people can interact and gain knowledge about whatever information is uploaded on Face Book, in masses (Medea Maimo University, 2012). Moreover customers are empowered and motivated to participate instead of top down. Since a small takeout restaurant is a grass root organization therefore SMM is the finest marketing

platform where it can reach its targeted customers while communicating with them at the same time at minimum expense (European Commission, 2013).

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