

Proposal

Business



Influence of IT - Social Media Marketing” Information technology has drastically changed how businesses today operate. It has impact the businesses in many ways. Information technology has become an integral part of any organization. It has not only allowed businesses to improve their productivity but it has helped in each and every process of the organization. Similarly, marketing of the organization is an important aspect and it helps the organization in making sure that new customers are attracted and they are converted into satisfied customers. IT has influenced the overall marketing and marketing strategies of businesses and it has impact the marketing department in many ways. However this report specifically analyzes the influence of IT in using latest marketing tools in the field of marketing, social media marketing.

Social media marketing has become an important part of businesses today. Many big organizations today use social media marketing and formulate specific social media marketing strategies in order to attract new customers and make sure that they are in contact with them so that social media can help in satisfying the customers (Kim, and Ko, 1480-1486). Social media marketing is also important in building more long term customers and more loyal customers (Mangold, , and Faulds, 357-365). Different businesses have reported improvement in sales and profitability as well because of using social media marketing (Fisher, 189-195). Therefore this report aims to analyze the influence of IT in the marketing of businesses particularly with a focus on the role of social media marketing in businesses today. Social media marketing has been considered today as the latest emergence in the field of marketing and this platform has excited a large number of entrepreneurs and marketers. Many predict that the future of social media is <https://assignbuster.com/proposal-proposal-essay-samples/>

very bright (Asur, and Huberman).

Works cited

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