

Facebook and twitter offer businesses both opportunities and challenges

[Business](#)



Facebook and Twitter Offer Businesses both Opportunities and Challenges No advertisement platform has offered more opportunities to businesses than the social media. Since the advent of the social media, many people, especially the businesspersons, have optimized the use of such social networking sites for their advantage. More specifically, Facebook and Twitter, which are the largest social networking sites in terms of investments and number of users, have provided a favourable platform for marketing business opportunities. Nonetheless, many questions abound on whether it is appropriate for businesses to hijack social media for placing their ads, particularly considering the intended purpose of such social networking sites. Overall, both challenges and opportunities surface to businesses when using Twitter and Facebook.

If no marketing activities were present on the social media sites, perhaps no consumer would be willing to pay for such sites. This is majorly because the social media, especially Facebook and Twitter, offer both consumers and businesses an opportunity to interact and share experiences with certain products and services. While most businesses use the social media for marketing and customer service, a vast majority of the consumers tend to offer valuable feedback and complaints via the same sites. This close interaction between businesspersons and their clients strengthens the bond between the consumers and the businesspeople. Owing to the critical service that consumers receive from respective businesses, it is appropriate to imply that few consumers would be willing to pay for the social media sites if there were no marketing activities in such sites. Essentially, they are consumers, and need information about the product they consume, probably from the

marketers. Facebook and Twitter offer the best platform for such marketing activities hence retaining several consumers.

Although most marketers are genuine in their advertisements, some marketers have the tendency of posting what a majority of the social media users would consider inappropriate. Perhaps it is because the social media is a platform where people are supposed to have fun and any serious content that interrupts the conversation of fun lovers might appear inappropriate. In essence, oversharing of information by some marketers might be considered inappropriate, especially when such advertisements are unwarranted.

Additionally, some marketers do not clearly examine the market segments hence posting would be offensive to some sections of social media users.

Therefore, it is imperative that marketers be very meticulous when posting advertisements in social media sites mainly because the social media hosts people from diverse backgrounds and with different tastes.

Most marketers have the capability to make their advertisements more acceptable to consumers, the challenges notwithstanding. Fundamentally, marketers need to do certain things in order to win the trust of their consumers and other social media users. First, considering that Facebook alone has 400 million active users while Twitter has 100 million users, marketers need to cater for diversity in their advertisements. Besides, marketers need to conduct a market research on Facebook and Twitter in order to establish the segments that are more tolerant to their advertisements and major on such segments. Finally, marketers ought to desist from oversharing information over the social media in order to appeal to many social media users while remaining attractive and current. This

would go a long way in reinforcing the image of the company in social media in addition to increasing the profit margins of the business enterprise.