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Social Media And Its Effect On Your Business

It makes no difference whether you own a tiny local business or a large national corporation. Social media should be an integral part of your company's marketing plan. Social media networks enable you to engage with your consumers, raise brand recognition, and improve leads and sales. With over three billion people using social media every month, the number of users and interaction on major platforms is staggering. Because customers utilize social media on a regular basis and are exposed to businesses, it has enormous potential for businesses. However, because it is an ever-changing place that is highly noisy and busy, it poses significant problems for businesses. Consumers cannot become your customers if they are unaware of your existence. Social media increases your exposure among potential consumers by allowing you to reach a big audience with little time and effort. You have nothing to lose by creating a company presence on all of the main social media platforms. Customers are getting more informed and discriminating when it comes to the companies they support. Before making a decision, they'll perform a quick review of your website and social media accounts.