

Mohannad Awadallah

Bus 212-501

Dr. Stephanie Duver

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Social Media and Its Effect on Your Business

Introduction

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.

Ways to how social media will impact your business

Social media has both positive and negative effects, and it does not matter whether you are a startup, small business, online enterprise, or store. Social media usually becomes vital for your market strategy. According to some ambassadors, they agree that almost 70% of consumers in a good position towards social media service experience are likely to recommend their colleagues' services or the brand; this will show how social media impacts business. It will also be clear that for a business to maintain the competitive pace, it must leverage popularity on several platforms of social media. The social media platforms will help you connect to your esteemed customers to boost brand awareness as it will automatically increase both sales and leads (Akram, 2017, p353).

Why social media for business

It is clear and open that social media has transformed the landscape of business. Social media takes the most important aspects as far as digital marketing is concerned; this is by providing incredible benefits in which it helps to reach millions of customers in the world. For instance, you are a small business owner or a CEO, and it becomes a fundamental concept to be aware of why to be on social media platforms and be aware of their impact on your business.

As a CEO or business owner, you must ask yourself these questions before choosing a strategy for social media.

- ✓ What are the main channels of your customers?
- ✓ Which are the appropriate ways of targeting your main audience by the use of the above channels?

- ✓ What are the main roles and the objectives of the use of the social media strategy?

From the above various solutions to the self-examined questions, it will be clear that social media will stand out to be the main strategy for your business and the main channel to reach your targeted audience. It will be noted that the positive impact of social media on your business will always outdo the negative ones.

In a summary way, social media will help your business based on these three key areas.

Brand Building

It is clear that the only way for your brand visibility is mainly through social media, thus making social media profitable digital marketing; this places you in a position to reach out to your potential customers, thus having a large audience. Therefore, when subjecting your business to social media customers, you will automatically increase your brand recognition.

Omnichannel consideration

For instance, by examining some of the research in the United States millennials expert for consistent experiences, we will note that 60% is done by dealing with brands by phone, online or in-store. All the social media engagements boost your user engagement for all channels, mainly to engage customers and deliver the best Omni channels towards customer experiences (Bilgin and Yusuf, 2018, p127-137).

Business growth

By using social media platforms, it increases the interactions between the potential customers and the business. If frequent interaction is achieved between

your business and customers, it will mean that brand loyalty will be increased and increase sales. Some research, especially from the SMM report, agrees that almost more than 65% of various businesses mainly involve social media as their marketing strategy to increase the leads purposely.

Positive impacts and effects to your business by the use of social media

Social media will impact your business positively as it also presents opportunities for your targeted customers or the whole audience at large to easily find you keeps engaged as you will be in a position to respond to their frequently asked questions instantly. As the CEO or the business owner, you will be in a position to evaluate your competition mainly by monitoring their pages on social media.

With positive effects, social media has stood out to provide multiple of them. For example, we will have customer engagement, revenue, brand recognition as well as customer service. Social media also provides a great tool in times of presenting your evaluation for your competitors. You will be able to evaluate how your competitors are employing media social platforms for their growth.

a. Social media platforms do add a new dimension to your omnichannel services of the customer.

In the current century, every customer will choose social media to act as a source on where they can interact fully with the brand as they also receive instant attention. It will be noted that the ICT experts of any business will take at most 60 minutes to respond to the customer as others will do so in a flash of a second. This makes social media the powerful channel in which you will engage customers who will try to reach you by using media platforms such as LinkedIn, Facebook, Instagram, Twitter, and WhatsApp by

delivering the shameless channel of Omni messaging experience (Chenv et. al. 2019, p29). Therefore, when we provide an Omnichannel service, it becomes an important aspect of the business. It will be an added advantage if we use the right tools and the system that will be in a position to deliver the experience of omnichannel across all the customer lifestyles.

To deliver the Omni channel experience, you can use certain tools designed specifically for the CEO or the business owner. An example of a tool to employ is the Reve Chart. This tool forms a multi-channel live chart. It streamlines all the customers' conversations across all the available social, websites, messaging apps, and mobile in delivering great customer service as increasing team productivity.

By using Nike as an example, Nike followed a strategy that was excellent to customers. Nike also forms the strongest customer service accounts if Twitter was used as the main social platform.

They represent a dedicated Twitter account in serving their customers in seven languages and seven days a week. Thus if a customer were to mention Nike's main handle of Twitter, @teamnike would respond instantly. By this, you can be able to assess the dedication of the brand towards their customer problems. The best practices can be outlined as;

- We are paying much attention to every customer issue and being kind to them in every situation. For instance, if we have a passive complaint left not catered for, they will lead to causing a rift between the customer and the vendor.

- Social conversations should be managed promptly to deliver superior customer service.
- To enhance the customer's experience by improving the availability in all the touchpoints where the customers prefer mostly to contact you and try to provide instant support (Kirchner et. al. 2019, p33).

b. Social media will help to reach a large audience

90% of the marketers agreed that social marketing efforts had increased their business exposure as the 75% outlined that they have increased the traffic. Thus, this is an ideal way of creating awareness of the brand and staying in contact with the customers. As to this, social media has been taken as the main source for people to learn more than the business I am concerned about. This is done by assessing the latest information based on services, promotions, deals, new products, and advertisements. Following are the tips one can employ to expose their brand to a large audience.

Segment your target audience before heading up to the social media platforms, and you must make sure that the targeted audience is part of the platform. Thus it will not be effective if one follows blindly other brands. Make good use of the visuals, and here it suggests that if one has a segmented audience, you must make use of the most attractive visuals accompanied by the content. This is mainly to grab the total and the immediate attention of the audience and boost engagement.

Initiate quality conversations, and here it will be clear to you as a business owner or the CEO listening to the conversations and trying to build the quality conversations mainly by mentioning or tagging others.

Measuring your efforts comes as a critical aspect of measuring your activity based on social media by using external tools. This will help to gain the channels and insights, strengthening the brand image.

All the social channels will allow you to share every business news, link, photo, and study concerning the industry. It will also build trust towards their customers and showcase towards the new demographic of their potential clients.

The best practices concerning this are as follows;

The first is to identify your main target audience regarding their behaviors and patterns, thus choosing the right channels of social media regarding your business.

It is only social media where one can forge connections; they will also bring a quality voice concerning the brand. By this, your tone must be friendly, consistent, and suits the mentioned business, which one tries to showcase.

By engagement and visual presentations becomes a key element. This is by publishing quality, relevant content that involves your targeted audience. This might be, for example, by using polls, asking questions, and hosting events.

c. Social media platforms can create word of mouth.

Social media stands in a position to help you in getting a word concerning your business. The emergency of social media and interactive, the roles, patterns, and the impact of word of mouth have been greatly involved. Thus the 0online communities have been greatly shaped.

By the presence of these changes, they affected how they leverage the word for the month for marketing and vice versa based on its impact.

The best word mouth example of marketing is treadling, and this is a non-online community purposely for T-designers and the platform in which they assemble to vote and submit T-shirt designers. Thus, in return, the designers were in a position to be paid 20% just for their royalties by cash or treadle gifts. The entire member was able to promote the designs happily as they brought more people to that site by using good word of mouth.

Effective practices concerning this can be by offering an incentive, such as a free product, a discount, or extending certain services for them to take their quality time in promoting your business.

d. Marketing on social media becomes much more economical.

Many business enterprises are simply jumping into the online marketing bandwagon due to its positive impact on their brands as it promises profitable success on the other side if it is employed effectively. All the social media techniques for marketing they target for social media networks as they spread the brand's awareness. When the social media campaigns are applied, they produce a high number of shares as they also

generate more views and publicity for your industry in which all are done or achieved based on one-time cost (Chenv et. al. 2019, p29).

The campaigns for social marketing all centers on the following;

Establishment of the presence of social media presence on major platforms.

Create an advertorial and content that can be shared

Cultivate the feedback of the customer through the campaign based on contests and surveys.

For example, if a certain person re-tweets or shares a certain message concerning your industry it can reach thousands of people just for virtually, thus no cost. Therefore, if a certain business or industry does not employ the concept of social media marketing strategy, they will be losing a very critical opportunity.

Best practices concerning this might be; if you are dealing with a small business or a startup, marketing on social media promotes your business and saves your business.

e. We are collecting first-hand feedback from the customer.

By using social media as a CEO or a business owner, you will be able to collect the feedback from the customers that are not distorted, for instance, due to language barrier or misinterpretations. This will help to improve the customer relationship, brand image, and reputation accordingly. When responding to customers instantly, it makes the customers feel valued and heard as this will make them happy. Therefore, respond to each suggestion, post and comment, and make good use of the platforms for your brand development. It will be noted that for any business that can engage the service requests of the customer by the use of social media, it can earn 25%-45% extra

revenue for every customer. Also, it will place you in a position to showcase to what extent you are out to provide a memorable experience as it also ensures that no customer feedback will go without being unnoticed. Finally, if you will monitor the social media platforms for your business, you are in a better position to drive the real; results concerning your business. Best practices under this can be outlined as follows.

Be kind to respond even if the user has not asked you or twittered you directly. If you achieve this, it will be clear that you are highly paying attention.

Be in a position to promote your customers by simply re-tweeting for a happily resolved issue support interaction. This can be summarized as giving all your customers a good and big thank you.

The other is to try to make follow-ups for a resolved integration, for example, "How is everything?"

f. The use of social media is improving user engagement.

Whether industry or business is available on social media, customers will always follow their social media platforms daily. It will be noted that an average person does take at least 2 hours on social media platforms daily.

When you set up a social media presence, building and engaging effectively based on quality content is mainly a big effort. On the other side, you will receive the greatest benefit gleaned from your investment in social media, intending to reach out to your potential customers.

Social media generally can be viewed as a positive reputation. Still, if you receive a negative tweet, it will bring bad publicity just overnight, which becomes a difficult thing to reverse. Best practices to achieve this are;

Make sure to keep your brand just top of the newsfeed, and this can be achieved by engaging and posting related content regularly.

Images are taken to increase the interaction rates, so by that, ensure mainly you use images.

Try your best to be personal regarding your audience. Allow them to feel that they are the main shareholders behind the brand.

g. The new marketing is social customer service.

If you reach a position where you can provide stellar customer service, you are automatically at the top priority. In addition to a two-way communication provided by social media, it also offers unique opportunities to step up your customer service game and provide immediate gratification to the target audience (Chenv et. al. 2019, p29). Taking WhatsApp to be an example, this is the most popular channel for customer service as far as the front global is concerned. According to the figures, it was noted that there are more than 1 billion monthly active users in which they share more than 50 billion messages daily. WhatsApp launched the WhatsApp Business app to enable users to be in a position of interacting with their customers efficiently. WhatsApp Business app was to achieve this by using tools that are capable of sorting and automation and responding to their message in quick succession.

Facebook has an amazing platform for businesses including others but we will talk about them more. Facebook has now updated its software to provide small businesses

a great platform to work on. New businesses can use that to their advantage to grow and reach local buyers that might be interested in your product. All you have to do is make a new listing every time you have a new product to provide. Your facebook is linked with your messenger so you can receive messages from buyers asking questions about the product. You can add pictures of the product or even services that you are providing. Writing a description can dramatically increase your sales because it gives the shopper a better idea of what you are providing from product and services. They also have a software built in to help you with the description when posting a product.

Besides the fact that facebook has a well developed app to use for your business they recently bought Instagram and shared that platform with facebook. Once they bought out Instagram they transformed it to a whole new platform for businesses to thrive. An addition to the usual function of Instagram they have added a section for your business to make transactions and advertise them too. With that being said they have also added a new function where you can make a designated page specifically for your business so you don't have to mix your personal life with your work. Usually platformes will only allow you to share pictures of whatever you are providing the customers with. But Instagram changed this where you can link your website in your bio. In addition to that you can link your website to your posts or even to your story where you can swipe up and it will take you to your Instagram page or directly to your website increasing the amount of visitors you receive on a regular basis; therefore increasing your chances of making more sales on the daily. Advertisements have a direct link with how much sales you make. Instagram provides that for you but with a premium. Depending on how

much you pay your post can reach new people that have never seen your page before. Facebook now has that option since they bought out Instagram.

Those are the top two platforms for online businesses but it does not stop there. Snapchat is another app that can be used to your advantage when promoting yourself or your business. It often gets overlooked due to the fact that it has a lot less space to work with when posting your product. The platform only allows you to post something for twenty four hours only. This creates an obstacle for business owners having them to stay on top of posting content on a daily basis. Nonetheless it can still be used to do the job.

One app that is not suited for businesses but it can still be used to help out is Twitter. Twitter is usually for people to post pictures and write down their thoughts. But from time to time I see advertisements on that app promoting various products and services. So there is still a chance for business owners to expand and reach new people. Although Twitter is not the best platform for business, it has one unique attribute that other apps lack. Twitter has a habit of making posts go viral. The fact that Twitter is known for retweeting, it shares posts to new people all over the world in a matter of minutes. Businesses can take advantage of that by posting frequently therefore increasing your chances of going viral for whatever reason it is. Especially if your tweets are funny or relatable, people tend to share them. This is something that has been seen plenty of times on social media. People use memes to promote their products because it is easier to share; it will relate to others therefore motivating them to show it to their friends and family to share a laugh together.

You may establish your own profile or page on social networking sites, network with others, and exchange information (including promotions, images and video). Creating a business profile may assist you in gaining followers, acquiring new clients, and growing your brand. Job networking sites may be utilized to establish a professional company profile and connect with competent people for recruitment and growth. you do not have to always use social media to help your online businesses. You can use blogs to help out too.

Blogs are online journals where people may write about their ideas, observations, promotions, links, photos, and videos. The majority of blogs are open to the public. They allow readers to connect with you by leaving comments on your content. You may either host them yourself or utilize a blogging platform that includes both software and hosting. Blogger and WordPress are two examples of free blogging tools. Microblogs are used to communicate brief messages to a group of people. They might be beneficial if your company has a lot of data to present.

You may post and share your videos on video sharing sites. Users may then leave comments on your films and share them with others. YouTube is one example. Youtube has increased popularity throughout the years due to how easy it is to use and it is one of the few platforms that focuses on video production. Various people use it to review different products and you can do that too to review your products that you are selling online for users. Another thing you can do if you do not want to do your own reviews is that you can have other influencers use your product and review them thus promoting your product and reaching a new following along the way. Many products have gained popularity doing that and it is something you can do to expand, network and profit off of

without having to break your bank. Podcasts are audio files that include material that is similar to a blog post or a lecture. Vodcasts are video-based podcasts. They're generally accessible for one of two purposes. One of them can be saved to a PC or a mobile device (so it can be played offline). Another way you can stream is by watching it live by tuning into a live stream. This method has been used on so many platforms and has gained popularity like no other. You can now use Spotify to listen to your favorite podcast where they can talk about your services or product. This leaves people curious and wanting to try what you provide based on their favorite influencers opinion on your product/ service.

Members of social-news communities exchange interesting news or links to other members of the community on websites called social-news communities. The purpose of social-news websites is not to market your products and services. Reddit has an amazing platform for people that want to start up. This can be used to talk about what you can provide as a business and share links to your online shop where they can purchase your products with ease. You may exchange information in your own network using private social networking platforms. This is important for companies who wish to create a secure intra-organizational network to communicate information. Yammer is one example. But this method is looked down upon. The reason it is looked down upon is because to make more sales you need more people to see your product. Using Yammer will not help you unless you want to make a product somewhat exclusive, thus increasing the value of your product. Location-based services enable you to connect with and engage with individuals and companies in your immediate vicinity. Foursquare is an example of a service that allows you to suggest and rate local businesses. You

can have your friends and family rate your business. This will help you out in the long run, allowing people to see how good your product is from other people's point of view. Another app that can be used for that same purpose is Yelp which is a lot more popular in that field.

To have a strong social media presence, you must first lay the groundwork. You may do the following by creating your social media strategy: make stuff that will be appealing to new users, at the proper time, engage with your consumers, generate more sales. A social media strategy outlines how your company plans to use social media to meet its communication objectives. It also lays out the social media platforms and resources you'll utilize to accomplish your goals. Stick to your plan and avoid bombarding your audience with irrelevant content. Maintain a laser-like concentration on achieving your unique objectives and adjust your communications accordingly.

Social networking may not be appropriate for many businesses. You might squander time and money if you are unprepared and begin your social media presence without strategy. You should be aware of the following: The benefits may be diminished if you don't have a defined marketing or social media plan. To manage your internet presence, you may require more resources. The impact of social media is instantaneous, and it must be monitored on a regular basis. You might not notice any meaningful benefits if you don't actively maintain your social media presence, and you might receive undesirable or improper behavior on your site, such as bullying and harassment. Negative comments, information breaches, and hacking are all possible hazards of internet exposure. Consumer law may apply if your business or a customer makes incorrect or misleading representations on social media. If a customer fan writes false or

misleading information and especially regarding competing items or services, you might be penalized. Whatever the dangers, having a social media plan and properly drafting your policies and procedures ahead of time will assist you in managing them.

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