

SOCIAL MEDIA, FRONT-RUNNER

IN BUSINESS GROWTH

First of all, social media was invented to be a personal tool in order to reach out to people from around the world in a virtual essence. Which later on, adopted by the business to be able to communicate and advertise to clients easily. Evidently, the social media has become more than a fad or a trend.

Social media was developed into a powerful tool that has to be utilized and maximized. Indeed, people have been using this strategy in marketing due to its convenience and efficiency - the key factors that made social media as a marketing strategy which elevates any business rapidly.

Using social media to grow one's business is a great deal. Here are a couple of reasons as to why social media is an effective and powerful tool to be used in expanding a business of any kind.

Customer Insight

Customer Insight, by definition, is *"A non-obvious understanding about your customers, which if acted upon, has the potential to change their behavior for mutual benefit."* Thus, gaining or gathering customer insights was an arduous task but that changed when social media was discovered for business transactions.

Knowing the customer's honest thoughts and unsolicited feedback regarding a certain product or service was once difficult to acquire. Marketers can never eavesdrop as to what customers think about their product and/or service. Nowadays, the process of most consumers, as soon as they received the product, it is somehow mandatory to post on social media a photo of the product and their thoughts to it- be it negative or positive.

Based on the statements of Condamoor, the difference between the traditional methods and social media in acquiring customer insights is the convenience and the thousands of customer feedback that can be done in a short period of time or even in a simultaneous manner. For time and accessibility are the major concerns of all the marketers thus making the inventor of social media the god of all gods.

Brand Awareness and Loyalty

With the number of netizens across the world, it is incredibly hard to gain loyal followers. Focusing on quantity more than quality to raise awareness of one's brand in social media is *not*

ideal. As mentioned, a number of netizens are rapidly growing in just a short period of time ergo followers do not make any essence unless they are loyal and can make a difference in the image of one's business.

For example, would anyone be satisfied having more than a thousand followers, however, most comments being posted are full of bashing and hating? This would greatly hurt one's branding and image. There is actually a thin line between haters and followers as some netizens are cunning and always trolling. Marketers should stay vigilant for one simple filthy post and/or comment in just a second can destroy a business for a lifetime.

With that being said, Customer Loyalty and Brand Awareness go hand in hand in growing business. One can never increase brand awareness without the help of customer loyalty. It is always a mutual benefit between the consumer and producer. Consumers with the use of networking with their families and friends can greatly help the producer in building the image and brand of the business which leads to an effective and profitable marketing strategy. Social media is the front-runner of today in leading to a successful business. Now, be innovative!

“Good marketing makes the company look smart. Great marketing makes the customer feel smart.” – Joe Chernov

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