

## TO STUDY THE ROLE OF SOCIAL MEDIA IN BUSINESS

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### Abstract

*The most well-known social software applications are weblogs, wikis, social networking sites and instant messaging. Social networking at a high level is described as the convergence of technologies that make it possible for individuals to easily communicate, share information, and form new communities online. But the big question today is not what social networking is, but rather what it means for businesses. During the fast growth of social media and software, social networks are forcing companies to increase activities in their traditional CRM systems. These popular websites could be a great approach for companies and customers to improve their communications by applying them in computers and mobile devices. Through the social networks the way, which the company uses in its marketing, is changed. Business can take benefit through applying Social network marketing in order to cooperate with companies to achieve their goals. One of the most important advantages of Internet based application is creating an interactive contact between stakeholders that enable businesses to get feedback directly from their customers.*

### Introduction

In recent years, a change in the relationship between companies and customers has revealed. The expansion of Web 2.0 and social network as (Facebook, Twitter, You tube, etc) have had a tremendous impact on the way companies conduct marketing. The customer has received more and more control over and through the communication regarding the company and its products. The core of any business is the customers, and social networking represents an opportunity to build even closer and more profitable relationships with customers.

### Literature Review

With social media now one of the most popular aspects of daily internet usage, a business can use social media's global reach to expand their horizons according to Reality Digital, the leading provider of social networking software for brands and businesses.

Businesses must therefore utilize social networks to enhance their online reputation and interact with a much broader range of consumers in a diverse range of locales. New users are signing up to social media sites on a daily basis, thereby increasing the number of people for the business to target at a similar rate. If businesses want to fully optimize their digital marketing, a move onto social media sites is imperative.

Robert Proctor, Head of EMEA for Reality Digital, said: "Social media is now an integral part of many peoples' daily routine, and as such it is as important as ever to utilize social media within brand marketing strategies. Social media provides a perfect platform for businesses to reach out to a new generation of potential customers."

The global reach of social media effectively allows brands and businesses to tap into new markets that

would be much more difficult to reach with more mainstream marketing tactics. As such, social media market. The Reality Digital Opus™ is highly customizable white-label online community software that provides businesses with the social networking capabilities needed to enhance engagement and interaction with their online consumers. The social media platform also presents businesses with a number of user management and monetization tools, allowing them to optimize revenue generation around their social network and enhance return on investment ting has the potential to significantly accelerate the expansion process

### Need/Purpose

In this age of the empowered customer, a deliberate and planned approach to social media helps companies keep their fingers on the pulse of what's important to their customers. Companies that embrace social media as a central part of their strategy quickly realize social media is not about pushing out promotional materials to their audience. It's about having collaborative interactions with customers, prospects and even employees - allowing these companies to gain valuable insights, solidify long-lasting relationships and cultivate customer advocates.

### Objective

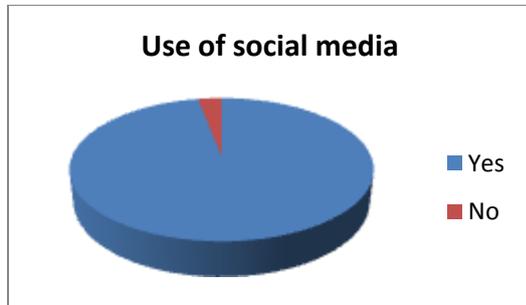
1. Find out the role of social media in business.
2. What are the factors of social media which use in business?
3. Find out the important of social media in business.
4. How we can use social media in business.
5. Affection way of using social media.

### Sample size

This is the point in the **Statistical Power** engine where **YOU**, as the researcher, play a very significant role. Oftentimes, researchers have **NO IDEA** what their proposed effect size constitutes in regards to magnitude and variance.

The best choice for most researchers is to seek out published papers in the area of empirical interest that answer theoretically, conceptually, or physiologically similar research questions and use the reported values associated with the statistical results. This is known as using an evidence-based measure of effect to plan an *a priori* power analysis.

### Data analysis



We asked a few questions to determine the survey participants' experience using social media to market their businesses. Use of social media marketing We began by simply asking marketers if they use social media to market their businesses. The overwhelming majority (97%) indicated they are participating in social media marketing. Social media is important for my business A significant 92% of marketers said that social media was important to their businesses. This is an increase from 86% in 2013, where only 49% strongly agreed and 37% agreed.

### Conclusion

Social networking sites are the source of almost inexhaustible views of clients and situations, and the challenge is to control this information in an appropriate manner and in a meaningful way for the company and that brings real benefits for them. Social networking is also a suitable framework for core activities in marketing on the Internet. Strategically, establishing communities around products and services has been a well-known method of building brand loyalty, establishing exit barriers, and facilitating viral marketing through self-emergent customer testimonials. One of the key success factors of social software is involving its customers and determining their needs on a personal level through encouraging consumers to participate enthusiastically and listening to their

desires. In the end, the social network marketing is flourishing in the era of Web 2.0 end-user interaction. Therefore, it is advisable that business do not ignore the opportunities to jump in to spread out and her customer base.

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