Essay ideas

Planning

Titles

Benefits of social media marketing

Issues with social media marketing

Is social media a good way to start business

**Is social media a good way to advertise and promote business?**

Social media marketing

Beginning

* What is social media?
* What is marketing?
* Social media has grown hugely over the years
* Technology has become a part of our everyday life

Middle

* Problems with social media
* Risks
* Disadvantages
* Advantages
* Advertising
* promoting

End

* Summarise
* Conclusion

Social media

* Interactions with people
* Blogs
* Technology
* Socialising
* Messages
* Sharing images and pictures
* Used by Over 4.26 billion people
* Communicating
* Browsing

Marketing

* Production
* Promoting
* Selling
* Marketing
* Societal
* Advertising
* Sales
* Attracting customers

Disadvantage of social media

* Cyber bullying
* Negative experiences
* Defame others
* Gossip, rumours
* Attention, fake

Advantage of social media

* Advertising yourself or brand