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

Social media is a platform used by “over 5.85 billion people around the world” (Dixon, 2022), it is used for many reasons such as interacting and socialising with people, sharing images, videos and doing research. The most used social media is Facebook, it is used by “2,910 million people” (Dixon, 2022). Technology has become a part of our everyday life; social media platform has grown hugely and is still growing every day. Another main reason social media is huge because people use it for browsing, branding and advertising for their businesses, this is known as marketing. “The action or business of promoting and selling products or services, including market research and advertising.” (Forsey, 2022). The main idea is to get people’s attention and attracting them in the products or service. This starts of through market research, this means gathering information about your target customers this will make it easier to know the customer’s needs and what they prefer. Another one is analysis and understanding the audience you want to target; this means gathering information for the business needs and looking at changes for the business. A business should always research and understand the needs for the audience they want to target, the demographics they might need are age, gender, education, location, income and household. This will make it easier because knowing your customer needs mean they will more likely come to you and buy from your service or business, and this will give a good insight and reputation which will then benefit the business in many ways, like help the business become bigger and more successful.

Social media can be useful in many ways however they are some risks and disadvantages. Social media may have usernames, passwords and could be secure, however there are so many hackers who can easily hack computers and accounts. This is a big issue it can lead to financial loss, personal information lost and fake accounts. This is a big disadvantage because business accounts could be hacked and mislead people for example fraud, fake information and bad reputation. Also, another point is that social media could have a negative impact on anyone, it could lead to anxiety, loneliness, depression, self-harm, suicidal thoughts and potentially suicide. This is because seeing other people posting “perfect” and “nice” pictures and videos of their life for example, being rich, looking nice and having things you may not be able to get. This could make people feel bad about themselves because they may have a different lifestyle than them like living in different country, houses, money and family. This mostly affects teenagers; it disrupts their learning and their future because they are more likely to copy people on social media and get “influenced” by them. “Influencers posted unrelated pictures self-promoting themselves with the hashtags related to the disaster that happened in California where the wildfires were raging, destroying homes and killed 84 people.” (Dazed, 2020). Influencers took this devasting issue as an advantage because they thought they could get more views and money by using hashtags and writing about their thoughts while promoting. This was disrespectful to many people as lots lost their houses and family. Influencers should have showed sympathy without promoting because it shows that they did not actually have sympathy it was for “money” and “views.”

Social media can also be the cause of depression this is a huge issue because social media is used on phones, laptops and tablets. This reduces face to face interactions; this is a problem because it makes people lazier and causes social anxiety outside as they are used to talking over technology and socials.

On the other hand, there are lots of advantages of social media like connecting with people for education purpose and business, for example homework, essay and research. This really helps and gives lots of different ideas, you can get advice and feedbacks from your work, this is a positive impact because it can bring lots of people together and grow your business. Social media can also be a way of expressing yourself, blogs, advertising and brand. For example, “glosser began as a fashion blog and branched into cosmetics in 2014, where it finally took hold of certain demographic. This stronghold over fashion- savvy social media users, particularly only on Instagram, become a strength in the brand's promotion” (Modder, 2022). This is a positive impact because as the brand grew, they added new products like face mists and moisturizes. The fans kept buying and kept posting their experiences and reviews with the product to encourage more people to use and buy. Social media could help bring more confidence and you could make a huge impact by raising awareness for problems happening in the world today. “In the summer of 2015, we successfully launched a twelve-month branding campaign for a regional hospital.” (Key Media Solutions, 2016). The main idea is to promote the services the hospital provided. This was a success as over 2,934 people shared it. Another good reason is it’s a quicker and easier way to communicate. This is a huge advantage for schools, universities and work. It saves lots of money because you can interact through email, instead of sending letters. Businesses and services could interact through socials, this would make it easier and more comfortable for the customers and business because it saves time from going out to the post office.

Social media advantage in promoting businesses is that social media has a wide range of influencers with a high number of followers who watch them day to day. People use social as “time pass” and to overcome their boredom, others such as social media marketers use it for work reasons such as promoting, advertising and communication with their audience for a product or service. This means this is befitting businesses by buying products for them either because their favourite influencers have either given really good reviews or has recommended the product to the audience’s. The benefit of influencers is that their audiences will copy them and think of them as role models even though they don’t know what’s really happening behind the screen for example using fitters and not showing the real product affects before and after. Influencers know that the fans will believe them, even though they ask them if the product they won’t share the honest review. The influencer’s will be trusted blindly as the audience look up at them. The manufacture has told the influencers to showcase, behind business for these manufactures. Many times, these influencers lie to their audiences for more views and only for promotion and to get paid by businesses.

In conclusion, social media is a good way to advertise and promote a business, this is because technology is part of our daily life and so more likely a lot of people will view it. Social media is for sharing pictures and videos therefore if people do see it, they can share it with other people for example family, friends and someone that’s interested in the product or service. A great example for this is an Airbnb, “Airbnb content attracts fans with their visually compelling posts. On Instagram, they post user generated photos from its hosts and guests.” The content embraces their new campaign of “Don’t just go there, Live there.”

(Chittenden, 2019). This really brings lots of people together, Airbnb doesn't just show the inside, it shows the outside where people from different cultures are connecting with each other. This makes it more family friendly and enjoyable. The main point that stands out is that the pictures come from both guests and host, this is because a host will just want to attract customers with the pictures however with the guests pictures it makes it stand out more and makes it more believable. With the guest pictures it will make people more comfortable and assuring as they could be “catfished.” “A first-time Airbnb user believed he’d be getting personal service from the owner of the London fat, but she was actually a managing company using a fake photo.” This is a big disadvantage because it’s a waste of money and customers won’t have that trust with real advertisements, this could lead to loosing sales and businesses could go down. “Each post receives high engagement, between 3,000 and 14,000 Instagram likes.” (Chittenden, 2019). This indicates that the Airbnb is a true advertisement, and the customers are satisfied and happy and that they would recommend people to this place, this gives a good insight of the business or service. Social media can be the best way to advertise but it includes some risks to take like hackers and sharing false information because people are going to follow and get influenced by businesses therefore when advertising we must look at the people on social media including kids and teens. However, it is the quickest and easiest way to get more peoples views with “over 5.85 billion” (Dixon, 2023) on social media. More views mean more people are most likely to buy from your service and business.

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