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The Importance of Social Media When Developing a Business

Zalika Scott

Media Arts Thesis Paper

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The Importance of Social Media When Developing a Business

Abstract

Social media is an important component when it comes to starting a business. It is essential because it provides new businesses with multiple cost effective ways to grow their brand without neglecting other aspects of usual company marketing such as SEO tactics, website development, and advertising through traditional channels. Social media platforms provides exposure for new businesses that don't have access to a great deal of revenue. Presence on social media platforms allows brands to deliver valuable information to their potential customers. They will be able to reach potential clients easily, and also grow relationships with existing customers. Social media has been proven to be an incredibly effective promotional medium, it is also a channel for connecting with others and updating your status for the world. Success is measured on social media through different engagement metrics such as likes, shares, comments, and retweets. You can also measure your brand's success by analyzing the impressions and reach the post has. Engagement with your content is important because it lets you know who is interested in your brand. While having a social media presence is important for businesses, there can also be some disadvantages as well. You can run the risk of over exposing your brand and receiving negative feedback from customers. Competitors are also easily able to copy your marketing strategy since your social media handle will be public. Then there is the possibility of having your brand account hacked by cyber scammers. Although there are some disadvantages to having a social media presence, it is still way more important to be sure the brand is available on social media platforms for potential clients to learn more about.

The Importance of Social Media When Developing A Business

Introduction

Social media is defined as a social networking service that allows creating and sharing of information, videos, and pictures online. It has been around for a relatively short time. Examples of social media include: Instagram, Facebook, Tumblr, Twitter, Business Websites, Youtube, Tiktok and other video and image sharing platforms like Reddit. However, its reach has ballooned tremendously in recent years. Although it is easy to dismiss social media as insignificant, this has not been the case. Social media has been proven to be an incredibly effective promotional medium. It is also important to note that it is not intended to replace email, phone calls, and other forms of communication. Social media is meant to complement those forms of communication. It is a channel for connecting with others and updating your status for the world.

Social media accounts are commonly used for personal updates and business communications. When used effectively, these accounts generate billions of dollars worth of advertising revenue and has help small businesses thrive. It is also a powerful marketing tool for businesses of all sizes. It should be used extensively, especially in the early stages of business development (Abbas et al., 2019). Small companies can use it to gain followers, increase brand awareness and even build relationships with new potential clients. Larger companies can use social media for marketing their brand and generating leads for their sales process. However, there are some issues that businesses must be aware of when developing a social media strategy as will be discussed later on in this paper.

Social media has enabled fast-moving companies to receive immediate feedback, but they must be careful not to bite off more than they can chew. Companies must develop a social media plan and ensure that it is executed appropriately. They should also use their existing resources to save on costs and focus on their business's most critical social media channels. Social media is still relatively new, which means that many things are yet to be discovered about it (Agarwal, 2020). Businesses will continue to use it extensively to promote themselves, so in the end, its effectiveness will boil down to how well companies will use it for promotional purposes.

Additionally, social media should be used carefully. Small businesses can find themselves in a bit of trouble if they do not pay enough attention to their social media accounts. If they fail to post regular updates and stay consistent, they will eventually lose some of their followers and potential customers. When this is the case, there are several things that businesses need to perform in order to rectify the situation. First, companies need to remember how important social media has become. When a company fails to use it as a marketing tool, it will not just offend its customers but also hurt the business's bottom line (Ahmad et al., 2018). Secondly, companies should definitely utilize social media as a way to effectively communicate with their potential customers for an opportunity to gain feedback from their potential clientele. Companies should also make sure that they use social media in appropriate contexts for their business.

Over the past few years, using social media has turned into a critical component within the development of brands and businesses. With the help of its marketing platforms, businesses have a way to develop brand recognition and grow their clientele base exponentially. This is especially true for companies that have yet to establish any brand recognition or traction. With the help of social media marketing platforms, a company can instantly build a young, vibrant and

energetic brand presence. Businesses can share their content on social media marketing platforms to create a buzz around their company, products, and services (Ali Qalati et al., 2020). Many business owners are unaware of the power of social media marketing platforms and their benefits for small businesses. Social media marketing has helped many companies grow exponentially in just a short period of time.

Social media marketing platforms are potent tools that entrepreneurs must use to build an army of loyal followers who are very active on the internet by maintaining active communication. With the help of these platforms, entrepreneurs can communicate with these followers instantly through instant messaging and other features available on these platforms. Additionally, small businesses can use these platforms to extend their reach and create awareness about their business. Social media has allowed startups to gain exposure and grow faster (Ancillai et al., 2019). They can get in touch with potential investors and even connect with buyers more easily. Social media has also helped many small businesses generate more profits in a shorter time frame.

The Importance of Social Media When Developing A Business

Social media marketing platforms are a cost-effective way to build your business online without neglecting other aspects of company marketing such as SEO tactics, website development, and advertising through traditional channels in print or broadcasting on TV/radio stations and magazines. With the rise in overall usage of social media platforms, there has been an uptick in their usage among business professionals (Bilgin, 2018). As these companies have become more prominent, they have also taken up most of the market share for advertising dollars

which is why so many businesses are moving their marketing towards targeting these niche audiences on social media sites.

Social media can significantly influence the development of a business as a whole. One of the main reasons social media has become so popular is that its marketing features are straightforward and instant. With a reasonable space on one of these social media platforms and a decent knowledge of how they work, you can quickly start making sales or branding yourself as a company with excellent quality products or services (Crammond et al., 2018). Social media marketing techniques can create awareness about your business, build a reputation for quality products, make your brand known, cultivate loyalty among customers and increase sales for your product or service.

Firms today are using social media to find their target audience. The key is finding people who want what you have but haven't seen it yet. These people are crucial in developing your business because they provide free marketing and word-of-mouth advertising if you're lucky enough to find them (de Zubielqui et al., 2018). Firms like “Grammarly” and Uber are using social media application to run advertisements to a targeted group of potential clients. Remember, social media is about making a connection and gaining trust. When someone connects with you via any of your social media platforms, it can go a long way in developing your business.

Other examples of companies that have used social media to find their target audience include Starbucks and McDonald's. Starbucks was using social media to find its target audience by creating buzz about its products and collecting feedback from consumers before they launched their coffees and teas (Gavino et al., 2019). McDonald's did a great job of using social

media to find its target audience by using direct messages to customers and sending them free coupons because they wanted their customers to have a great experience when they ate at their restaurant. The free coupons were posted on their social media sites and website. In addition to making sure this information reached as many people as possible, these sites also showcased other services offered by the company, therefore increasing sales.

Developing social media branding for your business can be tricky at times, but when used correctly, it can serve as a great tool for promoting products or services. Social media platforms allows brands to deliver valuable information to their potential customers. As they continue to post relevant information and links to other sites where people can get more information about what is being sold, they will recognize the companies' name and associate it with quality products or services they need (Djafarova & Trofimenko, 2019). This is where trust begins to form between the brand and the consumer, eventually leading them down the buying cycle.

As always, it's never a bad idea to start small. Don't throw everything you've got into social media right off the bat. It is advisable to start small to have time to build and develop your social media platforms before you begin to throw money at them. It's also crucial for you and your staff to learn what makes social media work (Drummond et al., 2018). Brands should be comfortable with social media and how the different platforms operate while using this knowledge to leverage maximum exposure with their products or services.

When using social media to develop a business, it is essential to have the right mindset. Companies are not set up to be the same around the world. Having the right attitude ensures that you make the right decisions to make your business grow (Dwivedi et al., 2021). To have the right vision for social media marketing, it is highly important to have a clear vision of what you

want to create. Your image needs to be specific and detailed for your social media platforms to develop correctly.

Social media affects the development of a business in many different ways. These effects can be positive or negative, depending on the owner's perspective. The best way to protect your business is to strategically use social media (Elghannam et al., 2019). Companies should focus on building a great website, developing great content, and paying attention to marketing tools to help you make your brand. Social media marketing is as essential as any other marketing strategy that your business should be implementing to reach its maximum potential.

One way in which social media is essential when developing a business is through the ability to reach specific audiences on the social media platform that is being utilized. There are many different ways to use the tools provided on these platforms to reach larger audiences and target smaller ones (Garcia-Morales et al., 2019). They include using the analytics built into each venue, expanding your reach to other platforms through links and membership, and using social media for advertising purposes.

Expanding Your Reach to Other Platforms Through Links and Membership

Businesses must take advantage of all of the available tools provided to them across the different social media platforms. In addition to using the social media platform that you have chosen to build your brand, you may also have access to other platforms that could help you expand your reach even further (Gavino et al., 2019). Just like Jay Baer said, "Social media enables large corporations to behave like tiny businesses again" (Gavino et al., 2019). This can be done by using links, developing apps, and becoming a member of these other platforms to use them for promoting your business.

Social media marketing is not limited to the social media platform where you have your account. You may also want to consider cross-linking your various accounts on different social media sites and joining groups or contributing content on other websites directly related to what you do, such as blogs, to increase brand awareness across all platforms (Hasan et al.,2021). Also, you will be able to use these other sites to increase brand awareness using social media marketing.

Advertising

Social media platforms offer businesses the opportunity to promote their products or services through advertisements. This can be done in many different ways. You can post general advertisements and targeted ones relevant to your products or services (Hollebeek, 2019). You can also use these platforms for advertising on other public forums such as Facebook and Twitter, which should draw the general public's attention to your business and the types of services you provide.

With social media marketing, a business can reach a massive audience for such a small cost. According to Bonnie Sainsbury, "Social media will assist you establish consumer loyalty to the point that they would freely and for free tell others about you" (Li et al., 2021). However, it is essential to understand that it takes time for social media marketing to develop both in your business and for you as an individual. A company must see results to trust the social media platform they are using, and the time required for this to reach its maximum potential can vary from business to business (Iankova et al., 2019). Companies need to conduct enough research to

ensure that they are getting the most out of their social media marketing strategy. If appropriately used, social media can work as an effective tool for reaching a larger audience.

Businesses utilize social media in marketing campaigns to gain access and exposure to potential buyers. These marketing campaigns have been working very well for a long time now, thanks to social media usage. Businesses are finding that many potential buyers have started following their social media accounts to become more familiar with what they offer and what their business does (Li et al., 2021). This brings about increased exposure online for companies that may not have as much notoriety but still offer products or services that buyers are looking for.

A company such as Coca-Cola has a large social media following that is impressive. They use social media to promote their products by engaging with their followers on different platforms. They have to keep up with the pace and usage of social media to remain relevant in the industry and attract new customers to their business (Moghavvemi et al., 2019). If they do not stay active in this area, they may lose some of the customers that initially came to them through this channel.

Additionally, businesses can quickly promote their brands and website on social media platforms. This is done by advertising on other related platforms or simply by posting content related to their website that may draw the attention of buyers to it. With social media, businesses get a lot of free exposure, which increases their chances of obtaining new customers. Companies that use social media marketing tactics can view the potential consumers and how they may respond to their business (Molle, 2021). This is why many companies are using social media marketing as a part of their overall marketing strategies.

When companies are able to utilize social media in such a way, a business can gain competitive advantages over its competitors. This is especially true when it comes to gaining more exposure for the products and services. Customers can find out about your business even if you are located out of their neighborhoods and can visit your website while they browse other websites. The often use of social media platforms can also mean that businesses can quickly establish themselves among potential buyers (Montag et al., 2019). They can follow the company that they are interested in to stay updated on their products and services.

Social media is an overall pivotal marketing tool that can help you build your business and increase profits. However, companies should not just focus on posting content; they must also take time to listen to what their customers and followers are saying. This can be done by scheduling posts around peak hours of social media use, monitoring comments, engaging customers in positive discussions, and responding quickly when a problem arises that requires a public answer (Muninger et al., 2019). By taking this approach to social media marketing, your business will learn more about its customers, which will lead to more sales and profits in the long term.

Building Relationships with Consumers

Another way social media is essential when developing a business is that it can help clients and potential customers build a relationship through their comment boards. This can benefit businesses in many ways, such as getting to know what their clientele likes, wants and dislikes, which is essential to developing the type of products they may want to sell in the future (Naeem, 2021). For example, if a business sells fashion products or accessories, then discovering

how its customers feel about particular items and brands can develop new products that will be better suited for them.

In addition, social media platforms like Reddit can allow businesses to reach a broader range of customers, especially when it comes to specific demographics. You can build a relationship with particular markets through people who may not usually be interested in what you have to offer but who are interested in your business or industry. Just like Crowther, Don said, "People want to conduct business with you because you assist them in obtaining their objectives. They don't conduct business with you to assist you in obtaining your goals" (Abbas et al., 2019). For example, if there is a niche market that would like to know more about road bikes online, they will be able to use Reddit's communities and its subreddits and related websites to get access. When using a social media platform like Reddit, a business can gain exposure and increase its overall reach causing the public and potential customers to know more about the brand.

Starbucks, one of the most well-known companies globally, has taken advantage of social media by using it to advertise its products and services. They also use their Facebook, Twitter, and Instagram pages to promote new products or get their customers to share the post through social media marketing. Starbucks pays very close attention to what its customers are saying on these sites since they know how important it is to be able to get feedback from potential buyers. They are also making sure that they are staying ahead of the game when it comes to new technologies so that consumers can interact and engage with them in new ways.

Many digital marketing businesses are using the internet to promote their services. They create websites or use social media platforms to get their content and advertises in front of their

customers. However, if these businesses aim to get the most out of the digital marketing industry, they should start to put more focus on apps as well. The reason for this is that many consumers continuously download apps on their smartphones and tablets as well as bookmark websites for future use on these devices. Businesses must adapt by producing mobile-friendly websites and apps if they are aiming to reach a larger audience.

These apps are also an excellent way for businesses to target clients more directly. By sending push notifications to their customers and followers, they can deliver content without interrupting them and keep them updated on new products that they may be interested in. This also allows business owners and marketers to have a more direct relationship with their customers since they can monitor their behavior and provide support in real-time if needed.

Many companies have developed apps to grow and increase their profits over the years. Companies like Nike, Microsoft, and Disney have used apps for quite some time now to reach potential customers on mobile devices. By using apps for marketing purposes, many companies have increased their sales and awareness of their businesses. They can get their goods or services directly into the hands of potential buyers by choosing an app that can provide them with information about a product or service.

It is essential for digital marketers and businesses alike to use social media platforms like Twitter for peer-to-peer interactions. By posting about their businesses, they can communicate with others in the industry and get ideas on what works and what doesn't in terms of business strategy. Companies can better understand how different sectors are producing their marketing strategies to follow the trend and apply it to their own business.

Another critical aspect of a social media platform like Reddit is that it provides businesses with the opportunity to get better ideas on how to appeal to a broader range of customers. This is done through its user-generated content, which they can browse at will, which means they will be able to view posts and comments from people who have other interests or areas of expertise that complement their own. Different topics and subreddits are available on Reddit that talk about various subjects.

Identifying New Selling Opportunities

Another way in which social media is essential when developing a business is that it can help companies to be able to identify new selling opportunities which can provide them with revenue. For example, if a particular product needs to be advertised, the business can determine what sites and platforms it should use to get the message out there (Abbas et al., 2019). This can be done by searching for relevant keywords and looking at the top posts and conversations to see what is happening in the industry.

Businesses can use social media sites like Reddit to find their market niche. This will entail them looking at communities and subreddits closely related to their business and industry to see what topics are being covered by people in that group. After doing this, the business owner can then engage in discussions and conversations by giving their opinion or information on the topic (Agarwal, 2020). This way, business owners can get their name out and connect with potential customers through relevant forums and subject matter experts, which will help them understand what works and what doesn't within their market niche.

Businesses will also be able to see what kind of programs and advertisements are being used or could be used by others who they are competing with. With Reddit users being able to

submit their content and opinions on the site it provides easy insight into what a brand's competitors may be doing within the marketplace. This will assist in finding out what users are touting and how it is being promoted by observing the comments, posts and upvotes for similar positions and other users (Ahmad et al., 2018). This is especially beneficial if you are competing in the same space, so you are given the opportunity to see what strategies work best for others rather than wasting time trying to figure it out on your own. In addition to social media, Reddit is also a great platform that businesses can use to stay updated with information regarding emerging trends and industry news.

In addition, social media platforms like Reddit can allow businesses to reach a broader range of customers, especially when it comes to specific demographics. People are becoming more interested in targeting niche markets and particular demographics as a greater variety of products appeals to multiple customers (Ali Qalati et al., 2020). As a result of this, businesses will be able to sell products and services directly to these customers through their blogs, websites and other social media platforms.

Providing a Broader Range of Products

Another way social media is essential when developing a business is by providing firms with a broader range of products or services that they can offer to consumers. This can happen when different companies and brands related to the same industry share their ideas, products and services through social media. There will be a broader range of products for people to pick from, which will result in increased sales and revenue for all involved (Ancillai et al., 2019). In addition, when businesses share their ideas on social media platforms like Reddit, Facebook,

Instagram and Twitter, people from other industries can also see these posts, which can inspire them when creating their products.

Examples of companies that have benefited from social media in providing the company with a broader range of products and services include Netflix and Instagram which have been able to identify which of their previously existing products or services can be used in different industries. For example, Netflix has been able to make use of its streaming capabilities to stream a wide range of content, not just films, and TV shows (de Zubielqui et al., 2018). In addition, Instagram has been able to use its photo-sharing capabilities to also offer video-sharing features as well. By doing this they are able to promote their business while at the same time providing their customers with a range of different products and services.

Collaboration With Other Companies

Additionally, businesses can use social media to find other business owners or companies with similar interests and goals so that they can be able to collaborate and work together. By doing this, businesses will be able to share their ideas, products and services and create a new marketing group or company (Bilgin, 2018). This can be beneficial because companies and businesses will be able to reach larger groups of consumers and make more sales than they would receive if they were to do it alone.

It can also be beneficial because companies and business owners would be able to share ideas and strategies on how best to sell their products or services. In addition, they can do this with the assurance that they will be able to make more sales and increase their profits (Crammond et al., 2018). As a result, businesses should have no problem finding a successful marketing plan on social media like Reddit, Facebook, Instagram and Twitter because they will

have other experienced people and enterprises in the industry who are willing to help them succeed.

Companies that work together, such as BMW & Louis Vuitton, were able to gain a lot of traction from the Internet. BMW & Louis Vuitton have been working together for a while, and their partnership has been very beneficial for them. Certain social media platforms have influenced BMW & Louis Vuitton's collaboration (de Zubielqui et al., 2018). The partnership has increased the image of both companies because they have worked together, which has been beneficial for them both. Their collaboration also helped them increase their sales figures and their company's profits annually.

Having a presence across social media platforms, is essential for connecting with other business owners and providing more information about your business. According to Pierre Omidyar, "Finally, we have technology that permits individuals to sustain deep ties with far bigger groups of people for the first time in human history" (de Zubielqui et al., 2018). Businesses and digital marketers should look at their competitors on these platforms and look over past posts, comments, upvotes and other material that users have posted to determine what works for them specifically (Djafarova & Trofimenko, 2019). This goes hand in hand with the previous point because businesses can find out what social media tactics work for their competitors to generate more sales.

Social media platforms unique approach of having users submit content is also a great reason why businesses need to use these platforms. Not only will people be able to post and upload content, but they are also free to respond and comment on each other's posts which create a dynamic link between the business owner who made the content as well as all of their fans,

followers etc. (Drummond et al., 2018). This connection will help people feel more of a personal relationship with a business and therefore increase the chance of products being purchased. In addition, people will also be able to see what other users are discussing on social media and what common interests they have, which will help them figure out how to best sell their products or services.

Improvement of Quality

Another way social media platforms can help develop any business is by making businesses and business owners improve the quality of the products they produce or sell. This can happen in various ways, such as when people leave comments on different posts or when they submit their content on Reddit, Facebook, Instagram and Twitter. In addition, social media can help businesses because it allows them to see what users are saying about their products and services, enabling them to know the main issues surrounding their product or service (Dwivedi et al., 2021). Afterwards, business owners can use this information to improve their product or service so that they can increase the number of sales from users and also improve in areas in which their clients are complaining about specific problems within the product or service.

Companies that have improved the quality of their products due to social media platforms like have seen considerable improvements in the number of sales their products get. For example, Apple has improved the quality of their iPhones due to the comments and suggestions from users on different social media platforms (Elghannam et al., 2019). The quality of their products has increased dramatically, which results in better reviews from their customers and eventually more sales.

Additionally, social media can also help businesses provide brand new marketing strategies to help any business owner succeed. People will be able to see the company's logos, brand identity and other information on social media, making many consumers more likely to buy products and services from them as they will become familiar with the brand. When people leave reviews on Yelp, Reddit, Facebook, Instagram and Twitter, they are also providing businesses with a way of knowing if they are happy with their overall experience or not (Garcia-Morales et al., 2019). When this happens, it can help businesses either improve their product or service or make changes based on user feedback to improve their standing on social media.

Also, having an active social media account can help improve the quality of goods produced and sold by businesses by giving them a platform for researching the quality of their product or service and how it compares to other products in other industries (Gavino et al., 2019). People will be able to leave comments on social media that they feel are good or bad about a given product or service, which will allow businesses to see what issues people are having with their product and fix them before it begins to affect their sales.

Increasing the Number of Followers

Social media platforms can also help develop and grow any business by providing businesses with the opportunity to gain a more significant number of followers and consumers to reach through social media. When companies can come up with creative advertisements marketing strategies, or any other idea on social media, they can gain a following which will eventually grow over time (Hasan et al., 2021). In addition, having a large audience will also allow businesses to make more sales since users will be more familiar with the brand as they have been constantly viewing their content, eventually pushing them to make a purchase.

One thing that should be mentioned is that social media platforms such as Reddit can do an even better job at helping business owners if they become involved in the Reddit community. If a business owner becomes more active and engaged with other members, they will be able to understand better what Reddit is all about. Felicia Lin said, "Your vibe attracts your tribe when it comes to social media" (Hasan et al.,2021). This will allow them to understand the values of Reddit and learn what Redditors look for on the platform, which can help them market their product or service or even improve it based on user feedback (Hollebeek, 2019). In addition, businesses that become involved in the Reddit community will have a better chance of succeeding because they will be able to make the most sales possible by connecting with other users who are interested in a similar field.

Showing Numbers

Numbers in social media are significant to any business. The amount of followers, reviews, comments, and likes can be handy to a company on social media. These numbers will help a business to understand the general reaction of their chosen social media platform (Iankova et al., 2019). A small number of followers can mean that people are not yet familiar with the brand, and thus, they have not been able to find out what they are doing as a business. However, many likes and comments can show how well other users think about the company's products and services.

The number of reviews is also significant for businesses because it will allow them to see if there are any issues in their product or service that needs to be addressed. A high amount of reviews can either indicate one of two things. Either a problem in the product or service which needs to be fixed for better sales or a multitude of great reviews left by customers who had a

great experience. A small amount of reviews can suggest that users are happy with the product or that the company does not have much exposure as yet. When looking at numbers on social media accounts, the amount of followers on these platforms is the most critical number for a business (Li et al., 2021). It shows how many people have found an interest in what the company does or sells and might make them consider buying from them.

The number of followers is also essential to a company because it will allow them to see the general reaction of their chosen social media platforms. For example, if people do not follow a company on Twitter, it may be hard for their customers to keep up with the companies' updates. However, if there are many followers, then that user may be interested in a product or service, and thus the business can expand by trying to reach these users (Moghavvemi et al., 2019). In addition, if there are many followers, then a company can create an account specifically for social media marketing which will increase its ability to market products and services around its channel of choice, such as Reddit.

One of the companies that have increased the number of its consumers through its social media platforms is Virgin. Virgin has been able to do this because they have focused on marketing themselves and created a unique brand identity that can be seen throughout their social media platforms. This brand image has been very positive, and it has allowed them to grow their followers through targeted advertisements and organic growth (Molle, 2021). If a company wants to be successful in social media, it should aim to create a unique image that can be seen throughout its social media platforms. This will cause the brand to gain more followers and engagements giving themselves more potential customers.

Because it lowers the cost of marketing, social media can also aid in the development and growth of a company. Although there may be a fee for posting a promoted or sponsored post on social media sites, everyone is given the ability to create a profile on any social media network of their choice. Social media networks such as Reddit, Facebook, Instagram, and Twitter, unlike traditional kinds of marketing, are completely free (Montag et al., 2019). This means that businesses don't have to worry about spending money to advertise things on these social media platforms because everything is free and people will see the products through them. The only cost a firm will incur is the time spent producing advertisements and ideas, which may be covered by an intern or volunteer within the organization.

Humanizing the Brand

Social media aides in humanizing a brand because it helps develop a personality for the brand. This shows the public what the business is all about, which will get them addicted to seeing what they are doing, and getting more familiar with their content. Social media also helps a company develop loyalty and customer satisfaction (Muninger et al.,2019). It makes people feel involved with a particular company and allows them to share their ideas on social media, whether that be about how satisfied or unsatisfied they are with the products and services of the company.

Social media helps humanize a brand by introducing the people behind the making and operation of the business. It shows potential customers that there are honest people behind the company which gives them an opportunity to feel connected to the brand. As mentioned before, social

helps a business by allowing them to develop a more humanized brand due to being able to connect with other members in their chosen social media platforms. This is very important because it will allow businesses to interact with their target market in a way that they cannot do in other forms of marketing, such as newspapers or television (Naeem, 2021). Additionally, the humanizing of a brand will also help to retain customers because they will feel more connected to the business and feel more loyalty to it.

Some companies that have done an excellent job humanizing their brands include Nike and Adobe. They have used their social media platforms to promote the brand's personality, which has increased their popularity and their business. Nike has done a great job in humanizing its brand. They encourage their humanized brand through Twitter by interacting with their followers and making them feel like they are welcomed in the Twitter community. In addition, the Nike Twitter page is very active, and engaging which is a great way to humanize a brand because it will enable people to see what the latest updates from the brand and a close eye via the social media platform (Nunan et al., 2018).

Establishing Brands as Thought Leaders

Businesses can establish their brands as thought leaders and trendsetters on their chosen social media platforms through social media. Businesses and brands can be the source of information for their field of specialty on these platforms, which will give them a competitive advantage over other businesses. They will be able to attract people to their brand and products/services, which will make them more competitive in the industry (Olanrewaju et al., 2020). Through this method, businesses and brands can increase the value of their products and services in the market.

Additionally, being a thought leader, a business can positively influence culture by spreading messages to the public on their social media account. These messages will be passed on to others, increasing the number of people who have heard about them (Scolere et al., 2020). As a result, these businesses or brands can become synonymous with being an expert and authorities on this topic. As a result, they will be able to increase the value of their products in the market.

Some companies that have established themselves as thought leaders and trendsetters on social media are Apple and Virgin. They have marketed themselves as innovators in their chosen field. Because of this, they have gained a following on social media that allows them to influence society and the culture around them (Sivarajah et al., 2020). They also promote ideas that will help them develop other products/services that can further benefit society.

Many consumers go to Apple when they want to have access to information concerning mobile phones and electronic products because of all the information shared on the Apple support forums, blogs and Twitter accounts. Virgin is known for its eco transportation which is why many consumers have chosen them to be the source of information for this topic (Tajvidi & Karami, 2021). These companies are getting recognition as an expert in their chosen field, which causes the brand to increase the value of their products/services in the market.

Working with online influencers

Social media helps a business grow and develop by working with online influencers. Online influencers have a high social media following which can range from hundreds to thousands of followers. These influencers can help different companies and brands on their social media pages by sharing messages and advertisements to increase sales for their products

and services (Tanwar & Kumar, 2019). The outcome of these paid sponsored posts and branded content will eventually cause the followers of these influencers to keep up with what their favorite influencers are doing. With influencers leaving reviews on products for certain brands, it will cause conversation about a product or service which will result in assisting the brand with their exposure.

Working with influencers is a great opportunity for a brand because it allows the business to reach a new market and increase the number of interested people in their products and services. This can also create a great deal of loyalty because if people follow them on social media, they will also want to follow any company they are working with. In addition, this can help generate more traffic to the website of the business as well (Yahia et al., 2018). Additionally, as a result of working with influencers, the business will get taken more seriously, generating more trust from the public, especially if the messages that are being promoted by the influencer are positive, such as an advertisement for a new product or service.

Some companies that have worked with influencers include Nike and Sony. They have found that social media influencers are effective in growing the popularity of their brand. Nike has utilized the help of online influencers such as Michael Jordan to create a more personal relationship with their customers (Abbas et al., 2019). Sony has hired people who have a significant social media following to help them share information and promote their products. This is great because it enables them to reach a much wider audience and gain more trust from the public.

Being an influencer on social media also helps businesses discover new customers, which is great because it is a way of getting in touch with them without spending a lot of money advertising their services. This saturation marketing can help discover new customers they may not have been able to reach on other forms of marketing such as television or print advertisements (Agarwal, 2020). The business can be less reliant on other forms of marketing and free themselves up for other areas, which will increase their profitability.

The same case can be said concerning Sony and Google+. Sony has worked with online influencers to promote their mobile phones, such as their Xperia series. As a result of working with online influencers, Sony has become more mainstream, and people are now aware of them. This has helped increase the number of people who have heard about the name Sony, which has led to a rise in sales. Google has also worked with online influencers to develop their Google+ social media platform (Ahmad et al., 2018). They were able to make alliances with several online influencers. These alliances have allowed them to promote their Google+ product and increase it by having the influencers advertise it on their social media accounts.

Being Aware of Industry News

Another way social media is essential in the growth and development of a business is that it can help the company be aware of the industry news. It allows them to check out the information related to their industry posted on these social media websites. This news will enable the business to know what might be coming in the future of their industry and what they need to start doing to prepare for these changes (Ali Qalati et al., 2020). This can help them plan and be creative to keep their business profitable.

Additionally, staying up-to-date on what is happening around the industry should prepare them for any changes that might occur in their industry, such as a new competitor entering or a new technology becoming publicly available. The companies will have more time and resources left over, which can be used to grow other areas of their business even further (Ancillai et al., 2019). This will allow them to expand their business in different sizes and be prepared for the future.

Because the business can find out information to help them with their growth, they can use that information to inform the public on what they might be able to look forward to in their industry. Also, they will be able to understand how they can adjust their marketing strategy to meet these future changes (Bilgin, 2018). This would make sure that they are ready for any changes required of them in the future, thus leading to a more stable business for their company.

Some companies that have utilized social media to be aware of the industry news include Hewlett-Packard, which has used sites like Twitter, and YouTube. They have taken advantage of the fact that these social media sites target people interested in technology. By staying in touch with these technologies, they can also keep in touch with what is going on in technology (Crammond et al., 2018). This has allowed them to understand better how their industry is changing and how they can be a part of it and take advantage of it.

Another impressive example would be Southwest Airlines which has also utilized social media to be aware of the industry news. They have done this because they have wanted to get a better understanding of what was happening in the Airline industry so that they could be a part of it and take advantage of it. They have done this by utilizing Facebook, Twitter, and YouTube (de Zubielqui et al., 2018). By staying in touch with their industry, they can also keep in touch with

what would affect their business and how they can keep their customers pleased. This also allows them to prepare for any changing developments in the Airline industry.

Reporting And Analytics

Another way that social media can assist with the growth and overall development of a business is through reporting and analytics. Reporting refers to analyzing what is happening in the company daily. This can be done by reviewing the data accumulated from their data collection. Analytics analyzes this data to see what trends are occurring in their company and why they are occurring (Djafarova & Trofimenko, 2019). These analytics allow them to better understand how they can run their business more efficiently and help them understand how they can adapt to things that might negatively affect their business in the future.

Companies get the opportunity to learn which sites and tactics are working for the brand and which are not through reviewing reporting and analytics. This can help them make the right decision regarding what they should be improving on with their marketing strategies. If they see a particular place on a social media website that people are going to, they can better assess whether or not it would be profitable for them to use this same place in their marketing strategy (Drummond et al., 2018). This data can also help them to know which businesses they can put their money into and how they can put it there to gain the most from it.

Some companies that have used reporting and analytics to improve the growth of their business include Google, which has been able to monitor their social media platforms by using Google Analytics and Facebook, which has been able to track the information on their website through the use of Facebook Insights. This allows them to better understand what actions are occurring on these sites. For example, Google got a better understanding of what keywords were

being used by their users to find their websites. They can now use this knowledge to advertise the keywords that are most useful for them on their website and get more traffic for their website (Dwivedi et al., 2021). On the other hand, Facebook was able to show how far along people were in using its service. They could also use this data to make adjustments on specific issues if users had reported them.

Showing Authenticity

Another way the development of businesses benefits from social media is by showing the authenticity of the company. This makes the business seem more trustworthy to the public. It also encourages their consumers to purchase from them because they know more about the business (Elghannam et al., 2019). Showing authenticity can also encourage other people to use social media to get more information about the company so that they can join their forums and help participate in discussions on important issues.

Google is a well-known company for using social media to show the authenticity of their company. They have done this by utilizing YouTube and Google+. They began by “creating a YouTube channel that allowed them to sell products directly through YouTube itself with the help of advertisements that would be shown on these videos” (Garcia-Morales et al., 2019). This was a way to provide their customers with better customer service and be more approachable to the public. This was because their videos were being played for them by millions of people worldwide.

Additionally, Google has utilized Google+ to prove authenticity as well. This was done by having a community of people that could connect on this website. This allowed them to control who they wanted to interact with and what they wanted to interact with. They could make

sure that their users were satisfied with their products before they ever bought anything from them. This was done by interacting with their customers and knowing exactly how they liked their products (Gavino et al., 2019). This was then directly reflected by the rating that each customer would give the business to show how excellent customer service they provided.

Another company that has utilized social media to increase its authenticity is Apple which has developed many different social media platforms. These include iMessage, FaceTime, iTunes, Blogs, YouTube and iTunes Radio. They have used these in their marketing strategies as well. The authenticity of Apple can be seen through the fact that they use these social media websites to show the public their vision of technology and how they are trying to revolutionize how people can interact with technology. For example, Apple uses iMessage to send information through messages from one device to another (Hasan et al.,2021). This is a simple way in which they have been able to show their customers how easy it is for them to send information from one device to another without having to even go into the phone settings on each device.

Conclusively, social media has been an excellent tool for the growth and development of companies. It has allowed them to understand better what is happening in their business and how they can improve upon it. Social media has become more than just an outlet for people to get in touch with friends and family; it has become a way in which companies can educate themselves about the world around them and make sure that they are continuing to run the business in a way that is profitable for them. It allows them to understand what consumers want from their products and services while also internalizing what they have learned from social media networks into their business processes.

Additionally, social media has become a way for companies to improve upon the authenticity of their business. It allows them to reach out to their customers and get feedback from them, but it also allows them to reach out to everyone else who is not a consumer of the products or services they offer. This will enable them to let people know what they are doing with their business and why. It also allows people to know how much they appreciate the people who have helped make their businesses the success that they are today. This makes consumers trust the company even more because they feel valued by it and that their feedback truly matters.

Social media has affected the overall look of businesses and how they are viewed by their customers. Businesses are no longer just companies. They are now considered as brands, and much more than that, they are viewed as corporations responsible for their customers.

Consumers have become more aware that nowadays, businesses try to advertise themselves in everything they do, including social media websites such as Facebook and Twitter. This makes them feel like companies should be more trustworthy because now companies cannot hide anything from them and can no longer act in a way that will not be exposed to the public in some way or form.

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