

Marketing II

Social Media & Promotion

Over the last decade the role of social media for marketing and promotion and increased dramatically. Twitter hashtags and information as to what is trending on Twitter is often shown on television as a status symbol for what is important to the general public. Which makes sense due to the fact that social media is easily accessible for the general public and available on their smart phones that are usually within an arm's reach of a person at all times.

Marketers feel social media is important just like the general public does. Michael Stelzer's research found that 92% of businesses believe social media is important to their business. Businesses can use a variety of social media to try and get information across to consumers, but the most common social media platforms are Facebook, Twitter, LinkedIn, YouTube, Google+, Pinterest, and Instagram. Of these platforms, Facebook is the most popular, and Twitter is second most common, as they are the only two social media platforms with over 80% common use by business.

The difficulty and struggle with social media and promotion is measuring the return on investment and determining the true influence of social media. Although the general thought from the business perspective is that 92% believe it's important, when looking at the most popular platform of Facebook, only 34% of marketers believed their Facebook use was effective according the Michael Stelzer.

The future of social media in business is based around determining how to best use social media to get a return on their investment and be able to clearly identify how consumers are influenced.

Sources:

<http://www.socialmediaexaminer.com/SocialMediaMarketingIndustryReport2014.pdf>