



The Upside of Social Media

by Rohan Jain, Grade 8

Have you ever heard that Emirates Airlines is top-notch in luxury or that Starbucks makes the best lattes? These businesses may represent the pinnacle of popularity in their fields but that popularity owes a substantial debt to social media. Social media is critical to business success because it permits targeted marketing, global publicity, and an effective workforce.

Consider that thriving companies require a large marketing budget. Social media analytics allow companies to focus their advertising, thereby increasing their effectiveness. Targeted marketing allows social media sites to determine which people respond to their advertisements and send ads to that demographic. For instance, computer programs scan previous search engine inquiries and then send promotions to people looking at competitors in their market. Therefore, if one were searching for a vacation to Hawaii, an ad for a cheap flight to Honolulu may pop-up on their Facebook feed a few hours later. Targeted advertising puts a business where it belongs, in the hands of people interested in their product. It is a financially effective use of an advertising budget. Social media has changed the effectiveness of advertising for companies and allowed them to make the most of their budget.

Social media also allows companies to market their products globally. Consider that over one billion people use Instagram weekly, almost one-seventh of the world's population. When a business uses social media platforms such as Instagram, they build followers across the globe in exponential numbers, and they can reach these followers regularly and instantly. This means they can let customers know about their latest deal or promotion with the click of a button. In addition, industries can use social media to poll followers about their products or services and inquire about their customers' wants. In this way, they can change their products to satisfy a greater number of customers. Social media has revolutionized mass marketing because companies get to know and reach their customers for better publicity.

Furthermore, social media has allowed businesses to hire people most suited for their company. First, companies can scan potential employee's social media accounts to ensure the person they are hiring is the right fit for their company. Second, social media platforms like LinkedIn, where people post online resumes, allow companies to be proactive and offer jobs to people who may not even apply to their company or work for their competitor. In this way, companies are hiring workers who are the best fit for their company, and a better workforce means better work.

After considering these important points, it is clear that social media is vital for any business as it allows companies to capitalize on all the components that contribute to success, marketing, publicity, and employees. It seems that for companies to stay competitive and thrive in today's market, social media is crucial.