

# Opportunities of Social media

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Social media is given paramount importance in our society, and some of the opinion that it enhances the quality of our life. In this report, It is crucial to examine and explore the pros of social media.

## Business

To begin with, in business, the nature of social media makes companies more directly target customers with marketing campaigns. Specifically, the social media can be a cheap and effective method to start a marketing campaign, with a profitable impact possible from minimal investment. The social media strategy should contain an intelligent mix of engaging content and a friendly and responsive 'persona' that can grow a focused community interested in companies' products, service, and brand that can recommend their business to others. As an example of this, Khan state that "from a marketing point of view, SNSs and social media offer a number of advantages regarding usage, access and cost. They are easily accessed by an ever-growing number of people through different platforms on a 24/7 basis and are demanding less financial resources providing magnified results through their viral nature. Along with the interactive communication they offer, it makes SNSs one of the richest mediums available for marketers". As a result, it can be a helpful, an effective and efficient way to enhance the quality of marketing system on enterprise.

## Individuals

Moreover, with the importance of SNSs for young users is becoming increasingly common, the usage of social media has a crucial influence on job opportunity such as a content creator. To be precise, the creators are blossoming who are working on Youtube, Instagram and Facebook, since they have more opportunities to earn more on social media. Compare to the present, there was not the blue ocean to get a job, because computers or social media were not widely known. However, it can be seen anywhere nowadays, then it became to be a blue ocean.

Furthermore,

#### Reference List

Khan, R.H. (2013), "*Marketing education online: a case study of New Zealand higher education institutions*", *Procedia – Social and Behavioral Sciences*, 13th International Educational Technology Conference Vol. 103, pp. 637-646, doi: 10.1016/j.sbspro.2013.10.382.