Distinctive Characteristics of *People Centric Approach* The people centric approaches in social media have several distinctive properties that make them uniquely powerful. They are as follows:

1. "Social media" is a feature and they can be applied to almost any technology that could involve interactions among the people like the web or social sites. A component like a button to "like" or comment can be added to any interaction.

2. Social technologies enable social behaviors to take place online, and these social interactions are a powerful way of efficiently organizing knowledge and culture. People are able to use social technologies to connect across geographies and different time zones. This would enable communication and to multiply their influence beyond the numbers of people they could otherwise reach.

3. Social technologies provide the platforms for content creation, distribution, and consumption. They enable new forms of content creation, including transformation of personal and group communications into the actual content. For example, a blog posting can not only serve as a means to communicate immediate information or any messages, but it can also be accessed later as a piece of content. Any social technology user can create, distribute, comment on or add to content.

4. Social technologies enable unique insights, by allowing marketers and the companies owning the product to engage directly with their consumers and to monitor all the unfiltered conversations. This can generate more genuine and timely insights into consumer preferences and trends.

5. Usage of Social graphs can capture important information about which group members contribute the most and have the greatest influence on the products or brands.

Social technologies also increase transparency thereby exposing more information about the products and markets, and spreading information about organizations and the business.

Successful ecommerce businesses have shifted towards a customer-centric model

	Product Centric Model	Customer Centric Model
Approach.	Focus on product, then identify audience for product	Understanding customer needs, then define product specs
Values.	Exceptional product design	Memorable customer journey
Marketing Message.	Product features and descriptions "What is this?"	Experience & outcome. "This is why I need this now"
Delivery.	"Push" marketing messages	On-demand personalized messages