



Semester : VII

Subject : MIS

Academic Year: 2024-2025

## Social Computing in Business: Marketing

- Social computing often called social networking or social media.

- Social marketing is an application of social media.

Business Benefits of social marketing:

- ① Consistence audience growth
- ② Higher search engine ranking
- ③ More authentic engagement & traffice
- ④ Customer loyaty & retention.

Marketing can be defined as the process of building profitable customer relationships by creating value for customers & capturing values in return.

There are many marketing campaign,

① define your target audience.

② develop your message (i.e how you will

Solve their problem.

③ decide on how you will delivers your message (e.g email, Web advertising, Social n/w)

④ follow up.

Social computing is useful for two marketing process

① Advertising & ② Market research.



## Marketing Benefits of Social media

- ① Promote the name of your brand & business.
- ② Tell customers about your goods & services.
- ③ Find out what customers think of your business.
- ④ Attract new customers.
- ⑤ ~~Build~~ Build stronger relationship with existing customers.
- ⑥ Social media can reach millions of people all around the world.
- ⑦ Many forms of social media. (e.g. facebook, Twitter, Instagram)
- ⑧ Many forms of social media are free for business & paid options are usually low cost.
- ⑨ Communicate on personal basis.
- ⑩ Can quickly distribute information to many people.
- ⑪ You don't need high level skill.

## Risk of using Social media:

- ① Wastage of time & money for ~~no~~ little or no tangible return.
- ② The rapid spread of the wrong kind of information about your business.