

management
placement
consistent
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TECHNOLOGY
PRODUCT
EFFECTIVE
MANAGEMENT
LINKS
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FACEBOOK
corporate
ENTREPRENEUR
optimization
directory
INSTAGRAM
social media
STRATEGY

Surely Corporate Management Is More Than Social Media, But Not Really

The importance of social media is increasingly rising. The Google offices have a social media team of 15 people. "What? 15 people doing the simple act of posting on Facebook, Twitter and LinkedIn?" Oh young business owner (little grasshopper). Social Media is so much more than that. It is a misunderstood field. People scoff and say "Social media? Surely the corporate team is more important! Surely the accountants matter more!" Social media provides a business with one of the best tools and resource to help your company get started. Even construction companies and electronics manufacturers use social media, it is not just reserved for fashion and food.

As an entrepreneur with a business in the growth and/or almost established phase, social media can be a great tool to raise awareness of your company. It is far more than just posting links with captions or every day tweets about your day-to-day work as a business. But before you get posting. Educate yourself about the correct methods of using social media. Understand the writing style that some platforms need and check out your competitors pages and feeds. After getting a grasp on social media and understanding how each platform works, you must then move on to the next step: choosing which platform to use for your business.

We are thriving in a world more connected than ever. As mentioned, its not just a social media thing, its to the very important of **ing** with your customers and not just one of the social media. You have to see the difference between a book page as a business and your growth in social media. You generally like a brand. You manage your "likers" like Lancôme requires "likers" with their creams or makeup. At the beginning it is a lot of work and be patient. Maintain your brand on these topics. This is a good thing to come in. You will have a funny controversy that you can share and even **they** can share. "they" I mean your friends respect your brand.

A typical entrepreneur business will go through the steps to partake in social media. Its a very real

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A typical excuse that a small business will give for not wanting to partake in social media is actually a very real one, but should

Social media is like this area of marketing that is less of a formula and more of an art. It is difficult to have a set of rules for it because each company has a different style and different products and services. You have to just maintain it and keep improving it. Share funny articles if you're still a relaxed and fun start up, or more serious business advice



Asset Managers, You're doing it wrong!

*Social media has everything to do with opinions, voices, and sharing.
It's a realm built around online communities, for the purpose of influence and guidance.
For topics like asset management, social media can influence greatly investment decisions.
The social media platforms that our generation engages in are buzzing hubs of opportunities
and decision-making information streams for asset managers and ultimately; their clients' money.*

I'm pretty sure Design has already established the following understanding, but let me reiterate this anyways:

There are, in the business world, two sides.

There are the investors, and there are entrepreneurs.

Investors are the guys who have the money to give to entrepreneurs, who are the guys with the ideas that need money. Operations a business and being able to generate profits requires collaboration between these two sides to happen.

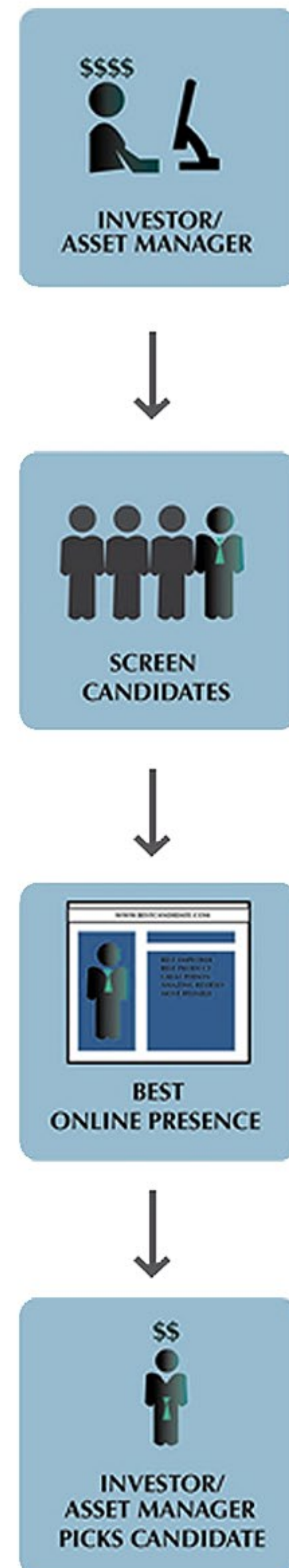
It is important to also note that investors don't always come in the form of an individual owning and investing that money directly to entrepreneurs. Oftentimes asset management firms operate as the front-line decision makers for investor's fund allocation. Making these decisions requires finding a suitable candidate amidst a sea of opportunities. Now if you put two and two together, you probably already have a hunch of where this is going- social media has potential to be game-changing for the way asset management works. Instead of the asset managers having only one place to perform due diligence, they now have platforms where they are met halfway with options and information already available for them to sift

through. Different things influence investment decisions, but ultimately it is the perspectives of these asset managers that decide where to allocate investment. **The stock market may be the place to find sales, but social media is now the setting to find information.**

Note: I understand asset management is much, much broader than just investors' asset management, but for the sake of relevance I will be sticking to this specific example.

Social media and online presence needs to be an integral part of the selection process.

If social media platforms are already utilized by organizations to achieve branding and customer loyalty, then they are already making the effort to be present online. Social media has become so crucial to business operations that social media strategies have been integrated as a key part of most marketing plans. Companies are already putting in the time and effort to be online and be present. With that said, the question that I find myself wondering is why asset managers are not utilizing these loaded platforms to their own advantage? There are handfuls, and handfuls, and truckloads of companies and their profiles present online. They market through social media. They interact through social media. They, in a sense, come alive through social media.



The stock market is like the first date, where you meet the potential. But let's say the date goes great on paper, great job, great looks (by this, I mean the potential company has good numbers)- the first thing you do when you get home is find them online and stalk their social media accounts. Why? Because you know that social media will give you bountiful access to information about their personal and daily life, and give you a chance to evaluate who they really are outside of that one first date. Based on your findings, you can then go on to decide if you really want to see them again or not. Asset managers need to pursue this step past the first date at the stock market in order to "find out more". **Social media is the most resourceful aid in decision-making.**

No longer does the selection process need to be manual and monotonous for asset managers. Social media doesn't have to be just for sharing, it can be for finding too. Investment decision-makers can use these platforms for information-gathering and screening. Social media is a platform where asset managers can perform the due diligence for their clients to ensure that, numbers aside, this investment is worthwhile.

Social media adds a human aspect to information-sharing and as a result affects information-seeking.

Now, information flows from one person to another thanks to the way social media works. You can't technically put out information without having some sort of identity or profile to post it from. Thus, now information online isn't merely just "posted", no- authors, commentators, and opinionated individuals are coming forward with something important to say,

for the world to hear. This leads to the next point, which is that a sense of trust and transparency can be developed through this simulation of human interaction.

"We're here, and we're watching, listening, and responding"

Being present on social media gives organizations a more personable tone. It allows them to enter the public pool and frolic around the posts relevant to their business. Transparency is a big deal for investors; they want to see how you interact and how much you give to the people. Being present online and active, is just like being attentive in a real-life conversation. It shows that an organization is paying attention to the buzz surrounding its operations. Potential investors need to be assured your company is awake, and constantly branding themselves in the right direction.

So, why is any of this important to an asset manager?

An asset manager is interested in one thing: allocating their client's assets to the right resource. So if this is a client who has money they wish to invest, the asset manager's objective is to find a suitable enterprise to allocate that funding. This requires doing the due diligence to make sure that an investment is worthwhile to make. Logging online onto a social media platform gives these asset management firms a sea of potentials to pursue. Why? Because successful businesses know that, right now, the place to be- is online.

As an elephant looking to quench his thirst, you're going to go directly to the nearest watering hole. Social media is a sea of opportunities for thirst-quenching returns on investment. These platforms are predominately free, easily accessible, and open to

everyone. Open to everyone means everyone will already be there. All the investing-end has to do is log on and search for the seeking-end and they will immediately have access to copious amounts of information served right to them on a silver platter.

To conclude this entire post: social media platforms are your mediator. Leverage them. Whether you are an organization seeking funding, or you're looking to invest. Gathering information is crucial for decision-making, and social media is the ground for posting updates and experiences. You want something? You will find it one way or another via social media accounts. So go on, get online! Get active! Get seeking!

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