**Why it is important for businesses to engage in social media marketing.**

Facebook and other social media tools allow direct access to customers. They also allow customers direct access to you! This personalized approach to marketing and customer service can serve to build trust almost immediately when handled in a professional manner. While there are definitely “best fit” applications for your business, all social media outlets provide great advantages over the outdated media like print, TV and radio. We live in a world where people want what they want right now. Social media is the key to marketing, sales, service and analytics at that pace.

The world changes quickly and, at least for now, your customers are fully engaged in social media. They don’t even turn on the TV for their news! They get everything they need online, for better or worse. Social media allows a company of any size to meet and understand its customers on a personal level and make adjustments to the marketing strategy as necessary. This also allows for a cohesive message between platforms and at a very low cost, relative to the older media outlets. Social media allows a business to meet customer needs more quickly and effectively than ever before.

Commerce is approaching what is called “one piece flow” in the manufacturing world. Anyone can order anything and expect it to be there the next day. Products uniquely tailored for each person. The instant solving of problems along with fast and efficient delivery of the solution. At this pace, who knows what we will see in the future. It is undeniable that businesses who are not capitalizing on the social media marketing trend will be left behind their competition.