**How and why social media is used to promote business and services**

There are millions of users using social media every day and not utilizing this number is a waste. Today Many companies are taking advantage of these number over a whole variety of methods.

Using as many social media's as possible is one way as not everyone uses a specific social media. There are many types of social media including:

-Facebook: This is a website where once you have signed up you can add friends and like other pages. For companies making a page would be ideal along with a personal account which can control the page. Once a page is created you can upload pictures and images. You can update your status/post any piece of information. You can also share and like other people content which will appear on your page.

-Twitter: twitter is where once an account created, you can follow other people. For businesses the account can be created under the name of the business. Once this is done you can “tweet” this is linked to the blue bird logo as birds make a tweeting sound. Twitter is different as you have a 140-character limit, what this means is that your tweets will be short. This is great as it can stop you from tweeting a boring long speech. With this limit more people will likely read it as it will be shorter and more engaging.

-YouTube: YouTube is dominantly a video site. This website allows users to upload videos. Once a business account is created all you have to do is upload the video you wish. These videos can then be shared among other social media’s that you own and will increase the view count. You can have people subscribe, this means they wish to view more of your content.

-Instagram: Instagram is a social media that’s created for people to share images. This allows users to follow each other to view their content. This is great to show off new products as professionally made photographs can be shared and many people who are interested or like your content can “heart” your photo and this image is shared among their own followers. This also has a new feature enabling you to upload a picture but only for 24 hours. What this in effect allows you to do is have promotional offers available for 24 hours to reward your current followers.

-Snapchat: snapchat is like the feature on Instagram where photos are uploaded for 24 hours but that’s it. They also have a filter feature where they have special filters that can be applied to your face. Snapchat for a business can be great to show off product earlier on or just show some behind the scenes. As images are only up for 24 hours it’s not very useful to promote products.

**Why social media is used instead of other forms of advertising and promotion of businesses and products?**

Social media is being used instead for many reasons listed below:

* Social media is free to access and to use. All that is required is registration and the creation of your page. Most social media sites allow you to customize your page which is a great feature to make it more user friendly and to attract more people to visit it again.
* Social media also have their own ads that can be placed over many social media’s every website has their own way of showing these adverts. The great thing about these adverts is that some utilize SEO (search engine optimisation), this enables the user to view ads that are specified for that users and is derived from their search history, this allows companies to show their adverts to people who may potentially be interested. This means that people who have recently been searching for a certain product which you may offer can then see your advert and is a potential customer. This targets the correct target audience very effectively.
* Newspapers are no longer a major media outlet. It is so bad that some newspaper companies give away their newspapers for free so that people will have a look at it as no one will buy them. This wasn’t always the case but as technology has progressed less and less people look at newspapers as a source of media.
* Billboards have substantially increased but not as many people pay attention to them, or see them in the first place. An example is the tube or bus; they have many ads placed but as of smart phones people don’t as much attention to them as they do to smart phones. Other bigger billboards are seen but as many people drive they won’t pay attention as they concentrate on the road and isn’t seen by as many people compared to the number of people using social media every day.
* Going to smart phones; this is where the majority of people access their social media’s as it’s light, portable and convenient.
* Another form of advertising is the radio. Now everyone may have a radio in their cars but statistically there aren’t as many cars as there are people. Also many people tend to zone out when averts are placed in the radios. There is an insignificant number of people who own a radio but paying for ads to be played isn’t worth the number of people who use social media every day.