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Per dictionary.com social media is defined as “websites and other means of communication that are used by large groups of people to share information and to develop social and professional contacts”. More and more of our lives are spent online on social media platforms like Facebook, Snapchat, and Instagram and that means it is necessary for companies to create marketing campaigns that focus on creating brand awareness and consumer engagement online. That is exactly what social media marketing is, it is creating marketing content for a specific social media platform that is aligned with its target consumer. While that may sound relatively simple it can be complex considering each social media platform has its own unique requirements. For example, a campaign designed for Twitter would not work or Facebook or Instagram and vice versa. Each platform requires unique marketing content to be created to be effective unlike traditional media where one television commercial would work for just about every station and so forth with print ads. Another way new marketing differs from traditional marketing is interactivity with the consumer. A television commercial says, “hey check out this product!” and that’s that. There is no feedback from the consumer available to the company but with social media marketing you can get almost instant feedback. Polls can be built right in, so the marketer knows from gathered data almost instantly how effective the campaign is and can make changes on the fly in response to feedback. More data and consumer target information can be gathered from a single Instagram story ad with a poll built in than could be gathered from an entire print ad campaign of the past. This type of interaction benefits not only the company but also the consumer. Companies often use online influencers in online ad campaigns and this can open up people to products they would have otherwise never heard of and acts as a type of interactive review, so you can see the product in action. This helps people find new and better products suited for their life and helps them make informed decisions on what they want to spend their hard-earned money on.

I use social media to interact with other that have similar interests in many ways. I use my Instagram and YouTube posts to promote a comfortable and luxurious lifestyle despite being chronically ill. This image has earned me over 10,000 followers and multiple sponsorship offers. I am working towards making my online presence a full-time career.

REF:

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