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Social media: The Novel Fusion Factor of the Promotion Mix in Today's Marketing


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ABSTRACT:

The surfacing of Internet based social media has made it achievable for one individual to communicate with countless other populace about products or services and the innovative businesses are found to than offer them to their need accordingly. Thus, the impact of consumer-to consumer interactions has been greatly magnified in the market. This article argues that social media is an amalgam facet of the promotion mix as in a conventional sense it facilitates companies to converse to their customers, while in a nontraditional intellect it enables customers to talk directly to one another with the help of technology.

The content, timing, and rate of recurrence of the social media-based conversations occurring between consumers are outside manager's direct control being technology driven. This stands in contrast to the traditional integrated marketing communications paradigm where by a high degree of control is present. Therefore, managers must learn to shape consumer discussions in a manner that is consistent with the organization's mission and performance goals. Methods by which this can be accomplished are delineated herein. They include providing consumers with networking platforms and using blogs as well as social media tools and promotional tools to engage customers.

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