

Editorial Note on Social Media Presence for Business

Xiaoyue Ma*

School of Journalism and New Media, Xi'an Jiaotong University, P.R China

Editorial

Having a social media presence entails more than just a content-rich profile. It entails developing content that is targeted to your target audience's interests and demands. As a result, you'll gain trust, and you'll be one step closer to winning your audience's business. You can better understand your audience if you have a strong social media presence. "While there are a slew of growth 'hacks' for boosting a brand's social presence, I believe the most important factor knows your audience," said Ariel Boswell, a HubSpot social media expert. "A recipe for success is the ability to know your audience so well that you grasp what captivates their attention and couple that with information that delivers value in that time."

Social networking does not terrify today's small company owner. What evidence do we have? 93 percent of small business owners use Facebook, 79 percent use Twitter, and 71 percent use LinkedIn, according to the 2015 Social Media Marketing Industry Report. However, being present and accounted for isn't the same as having a social media following. It may appear simple on the surface. Just give a few details about the company and go about your business. However, successful social media growth needs time and effort, as well as constant execution, monitoring, and strategic change. That is why so many companies, big and small, are turning to automation. Platforms like Facebook, Instagram, and Twitter are obvious places to contact new and highly targeted potential clients, with over half of the world's population using social media. Do you believe that on social media, individuals only interact with brands they are familiar with? Consider this: 83 percent of Instagram users think the platform helps them discover new products. Stillhouse Spirits had a 17-point improvement in ad recall after running a Facebook campaign to raise brand recognition among outdoor enthusiasts.

For businesses of all sizes, social media marketing is a great method to reach out to prospects and consumers. People use social media to discover, learn about, follow, and shop from brands, so if you're not on Facebook, Instagram, or LinkedIn, you're missing out! Great social media marketing may help your company achieve extraordinary success by cultivating loyal brand advocates and even driving leads and sales. Because customers utilise social media on a regular basis and are exposed to businesses, it has enormous potential for businesses. However, because it is an ever-changing space that is extremely noisy and congested, it poses significant issues for businesses. Because it's difficult to keep up with changing social media trends, B2B reviews and ratings firm Clutch teamed up with marketing agency Smart Insights to survey 344 social media marketers from around the world to determine the value of social media, the most engaging content to share, common challenges, and what social media resources businesses are investing in [1-5].

*Address for Correspondence: Xiaoyue Ma, School of Journalism and New Media, Xi'an Jiaotong University, P.R China, E-mail: xyma_mail@112.com

Copyright: © 2022 Ma X. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

Received: 04 April, 2022, Manuscript No. bej-22- 60778; **Editor Assigned:** 06 April, 2022, PreQC No. P-60778; **Reviewed:** 15 April, 2022, QC No. Q-60778; **Revised:** 20 April, 2022, Manuscript No. R-60778; **Published:** 25 April, 2022, DOI: 10.37421/2151-6219.2022.13.375

On a regular basis, social media is likely the closest touch you have with customers. You can assess your audience's reaction within a few hours of publishing and learn something new with each piece. Create opportunities for your followers to connect with your brand on a deeper level by taking it a step further. Invite them to join in debates in the comment area, take entertaining "This or That" quizzes create polls, answer Q&As, and perform live videos, among other things. Through these activities, you can learn a lot about your audience's likes, dislikes, issues, and worries. This will enable you to design conversion-focused campaigns. Having a social media account without community management is akin to driving a car that is always running out of gas (a.k.a my car in college). You're not going to get very far. The importance of community management in the development of your social media presence cannot be overstated. In fact, Wu claims that it's critical to a company's growth, image, and social success. "Being proactive and reaching out to other brands, fans, consumers, and followers in related industries helps establish that community around your brand," Wu added. "People begin to remember the brand's identity, the types of conversations it has, and its level of expertise in that particular industry."

Conflict of Interest

The author shows no conflict of interest towards the manuscript.

Acknowledgement

None.

References

1. Harwood, Stephen and Sally Eaves. "Conceptualising technology, its development and future: The six genres of technology." *Technol Forecast Soc Change* 160 (2020):120174.
2. Hausberg, Piet J. "Research streams on digital transformation from a holistic business perspective: A systematic literature review and citation network analysis." *J Bus Econ* 89 (2019):931-963.
3. Hazee, Simon. "Why customers and peer service providers do not participate in collaborative consumption." *J Serv Manag* (2020).
4. He, Qile, Maureen Meadows, Duncan Angwin, Emanuel Gomes and John Child. "Strategic alliance research in the era of digital transformation: Perspectives on future research." *British J Manag* 31 (2020):589-617.
5. Hughes, Tim and Mario Vafeas. "Marketing agency/client service-for-service provision in an age of digital transformation." *J B to B Marketing* 26 (2019):265-280.

How to cite this article: Ma, Xiaoyue. "Editorial Note on Social Media Presence for Business." *Bus Econ J* 13 (2022): 375.