Michael Rust

Social Media Assignment IV

Suttman, D. (2011, August 25). Social marketing starts with listening. Forbes, Retrieved from http://www.forbes.com/sites/gyro/2011/08/25/social-marketing-starts-with-listening/

 It is incredibly apparent in the world today that social media is a trend that will solidify itself and continue to evolve. Businesses and corporations have found themselves using social media more and more as a means to communicate and reach its clientele. An important point to notice in the social media craze though is a company’s attention to detail and what they are actually trying to say.

 The article by Forbes suggests that companies are not listening closely enough to the wants and needs of consumers. Those who engage in social media generally follow several different interests. It is important for companies engaging in social media use to look to these different interests as a means to more effectively communicate to them. Listening has been one step that many have forgotten when using social media. Different businesses have been guilty of this constant bombardment of their own information; while this is important and useful, it can actually be a problem that will result in the loss of a customer. Businesses must realize that social media is a conversation. There is give and take between the two sides which may not seem important to corporate giants but this could definitely affect them negatively.

 From a consumer standpoint, there is nothing more annoying than receiving too many blurbs, tweets, or posts from a business. At first, it may seem alright. You are an interested party looking to know more about a company’s products and services but before long it just becomes information overload. If the company took a step back and listened to themselves, they would realize the give and take needed in conquering social media.