The Impact of Social Media on Business Success and Growth by Brandefined

Committed to building and supporting small businesses, Brandefined provides quality advertising and branding services to clients. By working together with clients, Brandefined teaches small businesses how to successfully advertise across a variety of media, including [social media](http://en.wikipedia.org/wiki/Social_media).

Social media use within the realm of business has been rapidly growing over the past several years. It provides businesses with the ability to rapidly connect to new and current customers while spreading information and knowledge about the business much farther than previously possible. By using social media, businesses have a hugely increased opportunity to catch the attention of customers. There are several tactics that businesses can use to create and build brand recognition while also reaching out to new customers.

The word-of-mouth capability that social media provide is also hugely impactful for businesses. Through these social sites, businesses are able to connect with customers around the world though casual interaction. Potential customers can watch YouTube clips showcasing a business’s new product or brand, or they can “like” a page of Facebook allowing their friends to also discover the business. Further, this increased ability to connect allows for businesses to communicate with customers, whether it’s to rapidly address an unsatisfied commenter or thank a loyal customer for their support. To make one’s business social media experience successful, it is important to maintain communication with customers and regularly engage in conversations on events that are relevant to the target audience.

Even though social media are highly beneficial to businesses, it is important to remain present and be available to connect with customers wherever they are and whenever they want. It is also suggested to regularly analyze and use social data to improve on any areas that may be lacking or negatively impacting one’s business.