

Online marketing revolution: The role of social media

Websites and applications that enable users to create and share content or to participate in social networking are usually referred to as social media.

It consists of websites such as Facebook, Twitter, Instagram, Snapchat, YouTube, Skype, Pinterest among several others. In the past, these platforms were mainly used for social engagement but their commercial value has become so apparent that it has now become the marketer's most important tool.

Many online marketing companies are always looking for ways to catch the attention of existing as well as potential customers. These new technologies have been welcomed by many individuals to the extent that smartphones have given marketers the medium to constantly reach customers at any point in time.



Image via [123RF](#)

These days, although traditional offline marketing strategies are still widely used and are very much effective, the rise of social media platforms has increased the reach of messages, advertisements and promotions run by online companies.

Another major role that social media has played in the development of online marketing is the provision of constant, rapid and immediate engagement mediums. Whereas it takes a very long time to get feedback from customers and clients when offline marketing methods are used, the use of social media platforms make information exchange and feedback very easy. Sometimes customers reply with reviews or comments just seconds after they see a post. Social media also offers constant

communication as against a one off interaction when offline methods are used.

Marketers are often assigned to deal with customer enquiries, complaints and compliments to a brand on the different social networks. This gives the company an opportunity to gain an in depth and precise insight into the public's perception of the company's products and services allowing them to work on both the bad reviews as well as the good reviews. Real-time feedback gives brands the opportunity to address all issues immediately.

The revolution still continues. With new and improved social media platforms emerging by the day, there is absolutely no doubt that the impact of social media will be felt on online marketing for many more years to come.

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