

Application of Social Media Marketing in a Small and Medium Size Businesses

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Abstract

Social media plays a vital role in marketing and creating relationships with customers. With limited barrier to entry, small and medium size businesses are beginning to use social media as a means of marketing. Unfortunately, many small and medium size businesses struggle to use social media and have no strategy going into it. As a result, without a basic understanding of the advantages of social media and how to use it to engage customers, countless opportunities are missed. This study aims to acquire an initial understanding of how a small business recognized for using social media to grow the business, uses social media to engage customers. The objective of this study was to identify the application of strategies that aid a small and medium size businesses' use of social media to interact with consumers. The research will answer the question of how a small and medium size business recognized for using social media to grow the business, uses social media to engage customers. This study used a qualitative approach and adopted the case study methodology. An interview and unobtrusive methods were used to collect the study's data from the Eastern part of Sri Lanka. The selected small and medium size business organizations were selected as a sample. Findings show that the social media have real applications in the small medium size business in such areas as offering (a) a marketing platform to the region, (b) open an avenue and network forum for customer based sales, (c) adoption of innovation in consumption. All these windows help to increase an awareness and inquiries, enhanced relationships with customers, an increase in the number of new customers, enhanced ability to reach customers on Island wide, and it helps as a promotional tool for businesses that enhance the image of small businesses in this region. Further, the study findings will provide a set of techniques that the small and medium size business can use for their social media strategy, and further analysis of this study, and lessons from the study may benefit others in future.

Keywords: Social media, Small and medium size businesses, Strategies, Customers