

## Module 6 – Growing The Social Media Business

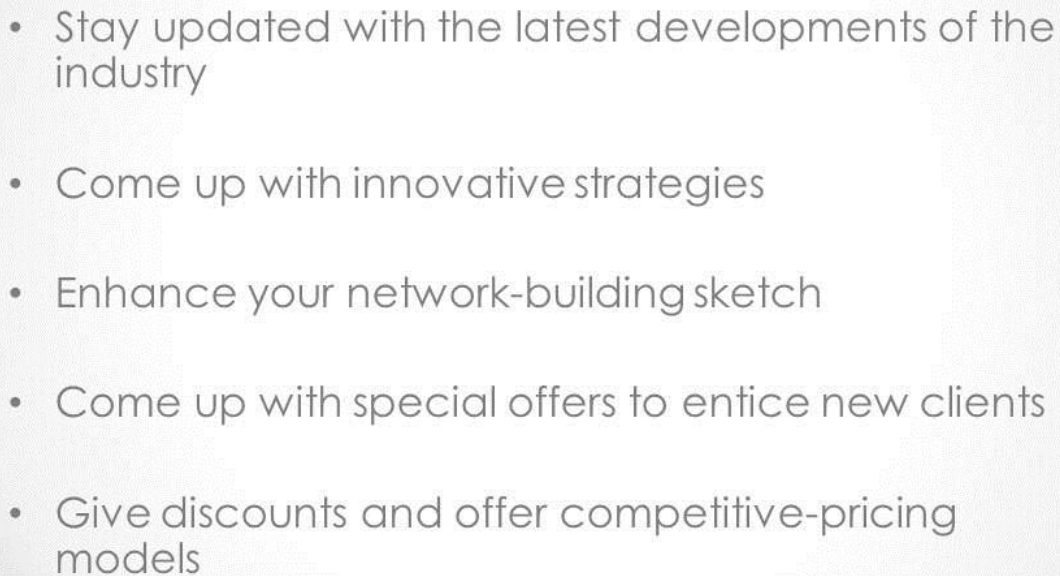
- Constantly search for new clients
- Maintain the existing clients and ensure their satisfied with your service
- Ask for new references
- Ensure that your turn around time is minimal
- Get ready to invest on increasing manpower. More people appointed will increase your overall efficiency and increase your output

After things fall into place, you need to focus on growing the social media business. **With vast amount of individuals visiting social networking websites, the social media has not only transformed into a platform for communication, but also become a place where huge markets are thriving.** Many sites such as Facebook, Twitter and LinkedIn have advertisements of products which range from the mighty to the minute brands which coexist and compete. It is important to understand that most of these websites have an inexhaustible space for both buyers and marketers. There are multiple modes of advertising a service or a product which can be analyzed by any expert who understands the dynamics of the markets existing over the Internet. All these requirements call for an impending need to hire a manager who has expertise in targeting the most appropriate audience viable to market a product or a service.

When it comes to growing your social media business, make sure you follow these simple tips:

1. Constantly search for new clients.
2. Maintain the existing clients and ensure their satisfied with your service.
3. Ask for new references.
4. Ensure that your turn around time is minimal.

5. Get ready to invest on increasing manpower. More people appointed will increase your overall efficiency and increase your output.

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  - Come up with innovative strategies
  - Enhance your network-building sketch
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In this way, you will surely expand and grow your business. If you are new to this line, it is very important to be patient until you see the real rewards. **You will have to work hard during the initial phase, but once things have settled, you will be able to sit back and relax. This is a relatively new career option; hence it is the right time to jump into the shoes of the social media manager before it is too late.** The future is greener for this career NOW, when it still lies at its infancy stage.

Most companies looking out for social media managers are either offline companies or big firms which have hired or identified teams religiously managing the social media interface of the firm. For most of the big firms, this is a new market to be identified. Therefore most of the senior executives hire teams or individuals who are experts at dealing with the markets containing the most diverse clientele. For all companies, it is important to identify an expert who has not only the knowledge of the internet, but also an idea about the complexities of users who could be the prospective clients for the services and the products for the firm.

A social media manager's primary and most crucial task is to identify these markets of individuals who could be the future customers of the products. This formulates the first phase of identifying and setting up the social media interface of the firm. There are many organizations which run their business in this space, and the business involves not only selling consumer durables but also services which could not be conceived earlier to be shared online. There are companies such as CapGemini which has also identified these markets and hired a team to handle the nuances of the social networking websites and also in maintaining a social interface.

Considering all these factors, the social media business is a thriving business which is here to stay for a very long time to come. This has not only created a pathway for a new way of marketing the products, but also given a new understanding of products to the customers. Through an online method, the managers can answer live queries raised by the customers, which builds the reputation of the brand. Making the services more accessible always works for the betterment of both the customer and the firm which sells their products. Apart from an understanding of the services, it is also essential to have an in depth knowledge of the values, mission, vision and processes based on which the company operates.

Apart from the social implications and marketing expertise which are to be considered by the firm and the expert, it is also essential to understand the economic implications which might affect the company and the social media manager. Different phases of the process require different level of skills and expertise. So, get ready to pave way for a bright career in this line. **If you are planning a career in this line, look no further as this is the right moment to grab this opportunity! A bright future awaits you if you make the right choice!**