



Find solutions for your homework

Search

[home](#) / [study](#) / [business](#) / [business statistics](#) / [business statistics solutions manuals](#) / [marketing channels](#) / [8th edition](#) / [chapter 3](#) / [problem 5cid](#)

## Marketing Channels | (8th Edition)

[See this solution in the app](#)

Chapter 3, Problem 5CID

1 Bookmark

Show all steps: ON

### Problem

By 2009, social media services, such as Facebook and Twitter, had become a popular marketing tool for small businesses. In fact, almost 25 percent of firms with fewer than 100 employees were using social media for marketing purposes. This was more than double the percentage of the prior year. Many of these firms cite the ease of use and low cost of these social media as the main reason for using them for reaching out to and communicating with potential and existing customers.

How can the ability to communicate with customers via social media enhance channel management? Discuss.

### Step-by-step solution

#### Step 1 of 1

Social media today has enhanced its reach and today more and more subscribers are getting involved and are interacting with each other through facebook, twitter, LinkedIn, etc. They are very happy to share the experiences of their product, its usage, their likings, disliking and how they think about the product as well as their preferences towards the particular product or brand. This surge in the interest of customers have emboldened the small manufacturers as well as producers to opt for a social media presence where they also have their own page and provide information about their product and also converse with the public in forums by sharing their experiences, giving them more information about the product, availability. They also come up with various promotions as well as also give information about new launches of their product, its development, availability as well as information about different channels. These forums help these companies to have a clear knowledge about the likings and disliking of their products, promotions as well as their advertisements, its effect. Their consumers in the forum also give them frank opinions based on their likings and disliking as well as suggestions. This helps the company in fine tuning their strategies and modulates their communication process by giving information economically. All these approaches are done swiftly and economically. This is the reason why smaller companies have started adopting it and involves it in their campaigns to enhance their success factor as it gives them a better analysis of their consumers as well as market segments and also gives them the chance to fine tune their strategies for better market acceptance.

[Comment](#)

Was this solution helpful?

0

0

### Post a question

Answers from our experts for your tough homework questions

Enter question

Continue to post

18 questions remaining



**Snap a photo from your phone to post a question**  
We'll send you a one-time download link

888-888-8888

Text me

By providing your phone number, you agree to receive a one-time automated text message with a link to the app. Standard messaging rates may apply.

### My Textbook Solutions



Marketing Channels  
8th Edition



Engineering Mechanics  
14th Edition



Fundamentals of...  
4th Edition

[View all solutions](#)

### Recommended solutions for you in Chapter 3

the practice of dual distribution, price discrimination, and vertical...

[See solution](#)

7. Article 7 (a), (4); Directive 7 (a), (4); Federal Trade Commission Act; (4)...

[See solution](#)

[See more problems in subjects you study](#)

---

COMPANY 

---

LEGAL & POLICIES 


---

CHEGG PRODUCTS AND SERVICES 

---

CHEGG NETWORK 

---

CUSTOMER SERVICE 

---



© 2003-2021 Chegg Inc. All rights reserved.