

A STUDY ON IMPACT OF SOCIAL MEDIA USING IN SMALL BUSINESS FOR CUSTOMER TAKEOVER AND RETENTION OF CUSTOMER

R. Shanmugam¹ & J. Manoj Chlarence²

¹*Professor & Head of the Department, Department of Management Studies, Bharat Institute of Engineering and Technology, Hyderabad, Telangana, India*

²*Assistant Professor, Bharat Institute of Engineering and Technology, Department of Management Studies, Hyderabad, Telangana, India*

ABSTRACT

The speedy adoption of social media is growing nowadays more noticeable day by day and changing the ways of doing business. Social media is a broad term used to describe all the different online technology tools that enable people to communicate easily via the Internet through sharing information and resources. Methods used include posts on blogs or forums, sharing of photos, audio clips, videos and links, creating profiles on social networking sites, and posting status updates—usually with a feedback mechanism. Although social media started out as a medium for friends and family to share information, smart marketers quickly caught on to how they could leverage it. So social media plays a vital role in small business marketing strategy for takeover customer and retention of the customer.

KEYWORDS: *Social Media, Strategies, Customer Retention, Customer Acquisition, Content*

Article History

Received: 19 Mar 2018 | Revised: 31 Mar 2018 | Accepted: 03 Apr 2018
