



## **“Bottom Up “Buzz” – What You See is What You Get**

The information technology era has changed the way people communicate. Specifically, social media has become a phenomenon and one of the most popular and fashionable ways people communicate and buy products.

The development of Facebook, Twitter, and other social media websites allow people to access, connect and share information freely. In the business world, social media has a great influence on economic activities, shopping and communication. Thanks to social media, companies can advertise products, listen to customer feedback, and ask for product/service development ideas. As for the marketers, social media has created a new realm of marketing for today’s socially diverse and global generation.

Traditional marketing is now challenged by because consumers are more likely to buy or not buy products and services based on the way they are marketed and reviewed using social media. Therefore, social media has opened a huge opportunity for businesses to inexpensively create brand awareness among consumers.

Social media and marketing to today’s generation has seen four major transformations. First, there is a shift in trust comparing traditional advertising to word of mouth referrals and warnings among consumers. Secondly, the technological development has created the formation of ‘What You See is What You Get (WYSIWYG)’. This means that product and service information is very democratic. Users are not only content readers but they are also publishes. The audience can engage directly in broadcasting, generating conversations and content because of today’s viral culture.

Additionally, social media is important to connect information in a collaborative manner. And the last transformation revolves around the concept that journalists no longer have as much consumer influence power. In the past, people approached how they purchased or viewed services and products based on the information from networks like radio, television and newspaper. Marketing to today’s generation requires a move from traditional outreach to real-time multi-media interaction. Traditional marketing efforts now leave people to consume a passive message simple because they cannot participate in creating feedback or simply replying to live content. With social media, the consumers can participate in the real-time media and create content or share opinions. Through engagement and response, social reputations are crated, which is the result of collective action and the goal of today’s generation when it comes to “going viral.”

The value of a brand will expressed through a variety of mediums. A community which is established around a particular interest, cause, or casual connections is the central core of marketing to today’s generation. With traditional marketing, the



efforts are “push” and “tell” oriented. The marketer is the one who controls and dictates the message and the consumer can hardly participate. In contrast, with today’s social media marketing efforts, both, consumers and the marketer have an equal right in expressing and speaking their attitudes about products. Thus, social media platforms encourage the participation and engagement of customers and potential customers.

Social media marketing also is an opportunity to better understand consumer behavior. Print, radio and television advertising are no longer the most important channel of a marketing campaign. Today’s generation of marketing and consumers have to communicate using social media and blogs, where peer reviews and recommendations are influential. Consumers are more likely to look for blog reviews and Amazon ratings. And, often, they follow the Like and dislikes of their friends via Facebook, Myspace, Instagram etc. Thus, social media marketing is implemented based on the effect of social media reviews as a result of multi-media marketing.

Top-down messaging is losing its attraction, while bottom-up buzz is now a priority. Word of mouth referrals, generated in blog comments and customer reviews, endlessly collects and measures data and buyer trends. Today’s marketing is shaping the future. Consumers will no longer search for products or services; rather they will automatically seek consulting through social media.

Social networks sites provide marketers new kinds of professional marketing channels to advertise their products. Marketing is becoming more precise, personal and social. Multi-media social media platforms now utilize hyper-target campaigns by taking advantage of profile information and by engaging community members. Social media networks are able to provide a direct, customized message for each audience member based on his or her preferred social media likes or dislikes. The content a consumer sees is specific just for them, and therefore makes it more trust worthy and has a larger potential for ROI.

Banners and display advertising plays an essential role in social media, but it is somewhat different from the traditional banner approach of years past. Since companies can obtain purchase power and related data from social media demographics and psychographics, the ability to convert an ad to a sale is very likely with today’s generation.

In addition to ads and communities, social media marketers can take advantage of platform apps to further involve customers with their brands. It is necessary to communicate information throughout the whole organization when setting up any or all of these social media driven marketing tactics.



Marketing using social media will continue to advance as this generation, and generations to follow, utilize social media and apps advertising to make product and services choices and/or recommendations.