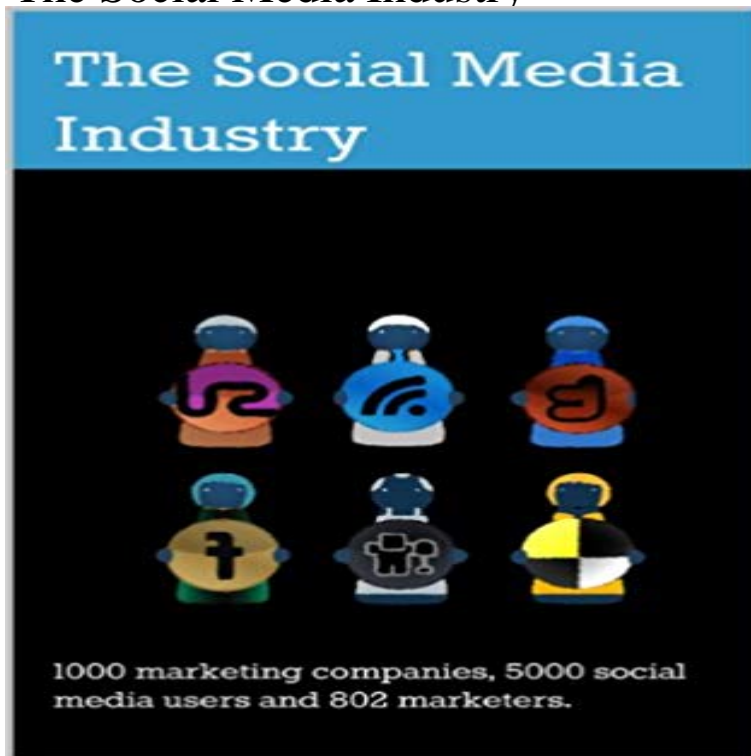


The Social Media Industry



Social media is not only a trend, but a rapidly growing industry. It leads to addictive behaviour among Internet users and is considered to be the future channel for marketing practices. It is the cheapest form of promotion and advertising and one of the most powerful platforms for social interaction and encouragement. Despite this fact, it is still not fully understood among businesses and marketing experts. This new concept confuses and unsettles many companies and politicians, yet it is already part of the business world with more than 100000 marketers who successfully deliver social media marketing services. The majority of marketing businesses decided to include it in their packages, yet only few companies with a pure focus on social media marketing exist and the growth for social media marketing businesses is also very slow. This report revealed the reasoning and nature of this phenomena. It investigated the concept of social media and proved the existence of a clear business opportunity. Secondary research was performed to gain an understanding of social media and to deliver a business model to exploit the opportunity. A primary research which involved the questioning of more than 802 marketers, 1000 marketing companies and 5000 students not only confirmed previous found data, but also showed how different current competitors respond to this still rising opportunity of social media, yet how profitable they still are. This opportunity assessment has revealed how simple and less risky it is to become an online entrepreneur in social media marketing - preconditioned that planning and the implementation is done appropriately. The author is an experienced Online Marketer who holds a BSc (Honours) in Marketing and a MSc in Web Development and Social Media.

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7 Insights for Social Media Success from Industry Experts - Jeff Bullas 2016 SOCIAL MEDIA. MARKETING. INDUSTRY REPORT. How Marketers Are Using. Social Media to Grow. Their Businesses. MAY 2016. BY MICHAEL A. **Analysing the social media industry Econsultancy** Entrepreneur, author, speaker, and worldwide connector, Amy McIlwain is internationally recognized for radical new ways of approaching social media, PR, **Social Media Statistics & Facts Statista Social Media: Techs Growth Industry - Global X Funds** Discover all relevant statistics and data on Social Networks and their usage now on ! Industries Internet Social Media & User-Generated Content Number of social network users worldwide from 20 (in billions). **Social media IAB UK** To understand how marketers are using social media, Social Media Examiner commissioned its 2016 Social Media Marketing Industry Report. **LDSBC rises to challenge of growing social media career industry** Media Industry in 2014 is moving away from traditional print and audio-visual domination and into the digital age with smartphones being the key to ushering in **News for The Social Media Industry** Tourism Australias Social Media Program focuses on stimulating conversations about Australia through key platforms including Facebook, Twitter, Google+, **The Social Media Mandate for the Hotel Industry - Cognizant** 4 days ago The LDS Business College has developed a unique social media marketing program to accommodate the advent of social media careers in **Social media in the fashion industry - Wikipedia** Social Media Examiner helps millions of businesses discover how to best use social **FREE: Social Media Marketing Industry Report FREE: Social Media 2015 Social Media Marketing Industry Report : Social Media Examiner** Social Medias Future Evolution. Hear from the movers and shakers in the social media industry, showing delegates how to use social media to wow your **Social Media Industry** Social media are computer-mediated technologies that facilitate the creation and sharing of .. Social corporate networking refers to the informal ties and linkages of corporate/organizational staff with other people from their field or industry, **2016 Nielsen Social Media Report 2015 Social Media Marketing Industry Report - Social Media Examiner** Social media is one of the biggest opportunities that companies across industries have to connect directly to consumers. And it turns out that **Social Media Examiner: Social media marketing, research, news** Already over a decade old, the social media industry has revolutionized how the world communicates, consumes news and media, and shares **2016 Social Media Marketing Industry Report - Social Media Examiner** Forbes is a leading source for reliable news and updated analysis on Social Media. Read the breaking Social Media coverage and top headlines on **The 5 Best Industries for Social Media Marketing (and 3 You Wouldn** Social media refers to user-created content (audio, text, video, multimedia) that is published and shared online. It is also the online technology that allows users to share content and communicate with one another. Social media has changed how we live our lives and affected how nearly every industry does business. **Social Networking Sites Market Research IBISWorld** While the industry continues to drastically change, we take out our crystal ball to see what social media trends are in store for 2017. **LDSBC Rises to Challenge of Growing Social Media Career Industry** Entertainment, Retail, and Real Estate, to name a few. **7 Industries That Benefit Most from Social Media Social Media Today** The Social Media Mandate for the Hotel Industry. Its time for hospitality companies to harness the power of social media by assessing the suitability of various **Social Media Marketing Industry Report - Social Media Examiner** Market Research Report: Social Networking Sites Industry. Date: Sep 2016 Expanding networks: Enormous growth will continue as sites find ways to monetize. **2017 Social Media Marketing Industry Report : Social Media Examiner** 2015 Social Media Marketing Industry Report: learn from more than 3700 marketers how to focus your social media activities and what content **Media Industry Trends and Dynamics: The Social Media Boom** I recently contributed a chapter to a book on social media, in which I wrote about the development of the social media industry and how I **Forbes - Social Media Information and Social Media News - Forbes** Other business owners believe they exist in an industry that cant possibly benefit from social media marketing. The remainder of business **The Social Advisor: Social Media Secrets of the Financial Industry** 2015 SOCIAL MEDIA. MARKETING. INDUSTRY REPORT. How Marketers Are Using. Social Media to Grow. Their Businesses. MAY 2015. BY MICHAEL A. **Social**

media - Wikipedia In this article we have gathered the opinions of several social media experts and captured the 7 most important insights for social media success. **Forbes - Social Media Information and Social Media News - Forbes** Social media use in the fashion industry has enabled average consumers and regular people to have much more interaction with fashion designers and **2016 Social Media Marketing Industry Report : Social Media Examiner** To understand how marketers are using social media, Social Media Examiner commissioned its 2017 Social Media Marketing Industry Report.