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A New Marketing Paradigm-Social Media or Web 2.0: An Empirical Analysis to Study the Awareness, Key Deliverables, Engagement and Usage of Social Media by Small and Medium Enterprises

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Abstract

The new wave of social media marketing mainly done through social media tools like Blogs, Social Networks, Forums/Communities is no longer limited to hold in Small and Medium Enterprises in India. Capturing the voice of customer is important as he has more power than ever. Consumers tweet, blog, search to dissect every detail of what brands claim and promise in market and demand for better customer service. The key deliverables that social media promises to SMEs are brand awareness, generation of sales, engaging customers in interactive decision in a major way. This paper attempts to study the awareness and usage of social media tools in present times among small and medium enterprises. The key deliverables of social media to SMEs and the various activities they engage in using various social media tools like Blogs, Social Networks like Facebook

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Keywords

Social Media, Web 2.0, Small and Medium Enterprises (SMEs), Social Media Networks, Engagement.

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