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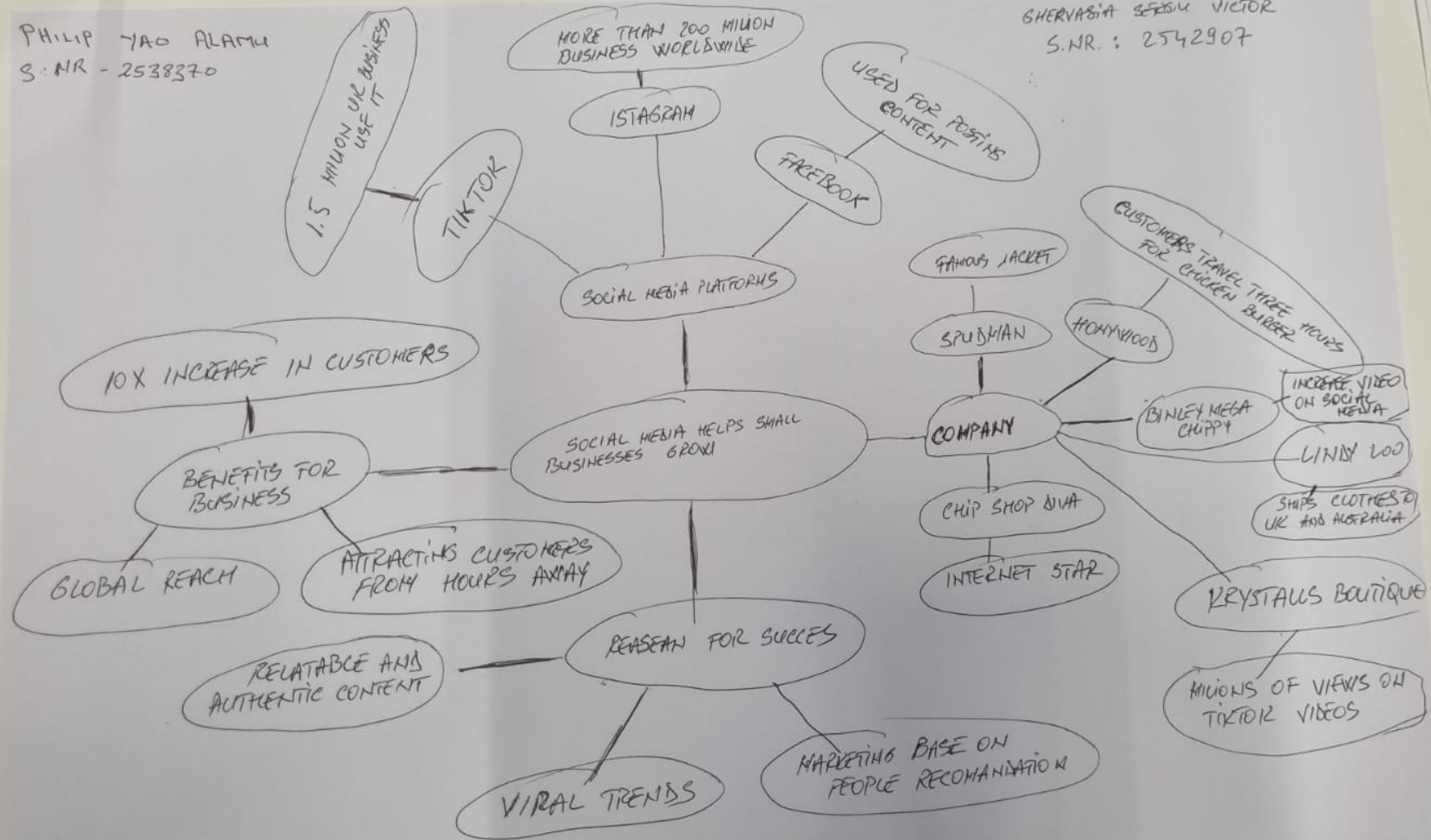


Image source: Elliott Deady/BBC
Chloe Huggins and Ross Bliss's business in December.

Partners Chloe Huggins and Ross Bliss, who started their children's pamper business in December.

The business has racked up views in under a year, 1

Together, they travel a surrounding areas in but have had inquiries from States and the Bahamas.

"The response on Instagram changed our business. Chloe, while showing

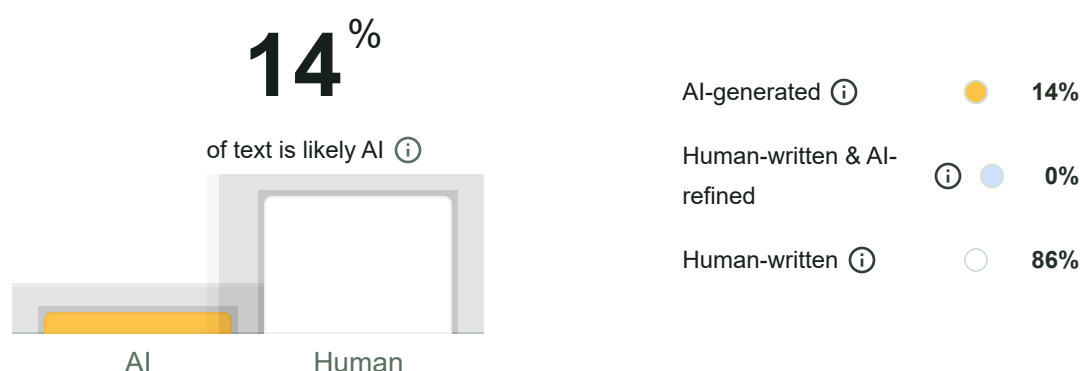
The couple say they be a weekend since youngsters part

'People buy

Faye Martin, a says social media for traders to

"The way the last few years heart of it."

Results



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It is evident that social media is an effective way for small businesses to grow and get visibility, acquire new customers and boost their sales. According to the article, companies can use these platforms (TikTok, Instagram, and Facebook) to communicate with people outside their community. There are numerous examples of brands (small businesses) going viral online via videos and/or user-generated video content, which helped give them a significant boost in success. The authors also emphasize that it is possible for small businesses, particularly those in a family business, to be successful on social media with creative and authentic content as well. Rather than counting on conventional advertising, businesses can create trust and brand awareness by means of interactive movies and client communication. In conclusion, this article demonstrates that social media has revolutionized the marketing of a business, giving entrepreneurs a host of opportunities to build a customer base, boost revenue, and even redefine business models by means of constant online presence and viral reach.

A primary advantage to using viral social media content is that it can drive a lot of traffic and sales towards your business. Two instances come to mind, one for Honywood Sandwich Shop, which saw customers travel several hours just to sample the well-known chicken burger; and another for Diademia, a three-year-old cocktail bar that, bad mucho thanks to TikTok restaurant videos and their popularity, is featuring its signature cocktails. This is a great example how user generated content can affect a purchase and generate local / national interest in the business.

The other major element is that customers appreciate genuine, sincere promotion, over conventional promotion. The author of the article, a marketing expert, asserts that ads can become apparent and come across as less authentic, while content created directly by consumers can appeal to them. Entrepreneurs that post fun, familiar or behind-the-scenes footage tend to develop trust and draw in customers to their brands. These two points are just examples of some of the things that make for effective business marketing in today's landscape: creative, authentic and customer engagement.

The most crucial is the catch for the marketing professional telling us that “people buy from people” and not from the regular ad and news article. I believe this is particularly interesting to keep in mind, since you'd see many of the businesses in the article get success due to creating authentic and engaging content as opposed to marketing campaigns that cost a ton. The concept indicates the evolution of consumer behavior in today's digital environment. Sharing on social media that the customers that really interact with a business are their genuine personalities, their stories and their experiences is more likely to inspire trust in the customers. Creating a meaningful connection with customers matters more than just promoting products and can be used in businesses of all scales. The relationship- and trust-building aspect of successful marketing is another of the messages that will stick with readers, making this among the most pervasive and serviceable messages from the article.

I was not certain on how businesses can keep thriving once the viral moment in social media is over. The piece lists numerous businesses that got famous on YouTube due to their viral videos but doesn't explain exactly how it works and how long they stay popular or fade away little by little over time. I also had some questions about how small businesses deal with the clamor once they start gaining traction online and have to deal with so many customers, inventory and staffing issues, as well as handling operations. The article is about the advantages of social media, and does not cover its potential dangers, which may include negative reviews, alteration of social media algorithms, or a need to constantly produce new content. Knowing about these difficulties would give a much more well-rounded picture of social media marketing and give a better understanding of what sort of steps and changes do companies have to take to maintain growth after going viral.

My group assisted me on doing this as they had discussed the numerous different examples mentioned in the article and shared their opinion about the reason why all these businesses are successful. In our conversation, we went over the experience of the sandwich shop, the clothing shops and the pamper bus, and I picked-up some common themes—creativity, consistency, authenticity, and customer interaction—when they succeeded. During the event, some group members also shared more insights on how customer generated content can sometimes be more effective than business created advertisements and this helped to create a better understanding of digital marketing. Hearing the viewpoints as they came across helped me to see the bigger picture of the article than reading the individual business stories. Being able to read and learn together also enabled us to achieve a better understanding of challenging areas, to bounce ideas off each other, and find more focus on the articles. This really helped to make the learning experience more meaningful and enjoyable.

The most difficult thing was discerning the theme of the article from the many business case studies given, as they had different experiences but they all addressed ideas of social media's importance in driving a business's growth. Another problem I had was summarising the article in such a way as to not focus too much on one example and leaving out the fact that every business had a different story to prove the benefits of using viral marketing. Topping that, another challenge was to convey the more general message of the article, not just what actually transpired in each individual case. After considering the text closely and consulting with others, however, I was able to relate the examples to the central idea and better understand how authentic engagement with social media impacts the success of this contemporary business.