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In the last few years, there has been a big buzz about Social Networking. Social Networks such as Facebook and Twitter have become part of our lives. The organizations are now looking for ways to take advantage of the situation and they are increasing their efforts to be present in the social networks. Social media marketing is now integrated in many companies' communication plans and has become already one of the main principles of the marketing of the 21th Century.

The idea behind this principle is to combine elements of the marketing mix like advertising, personal selling, public relations, publicity, direct marketing, and sales promotions to be able to create focused messages and connect to target markets. When the target market has been reached, the process of advertising and communication will begin its process.