



## **SOCIAL MEDIA MANAGEMENT AND SOCIAL MEDIA ADVERTISING**

- Companies which take care of social media management as other marketing activations with a strategic perspective get support from software and applications and they try to manage the existence of the brand in social media by share the information with agencies. Brands which are at the closest point of contact with the customers get strategic decisions. Digital agencies provide correct positioning to the institutional asset on this new platform with 360 degree comprehensive services, subject specific software and applications.



- The wind of social media which brings individuals under the influence in the recent years is a priority for brands and in the agenda of many companies now. According to the Senior Advisor of Forrester Research Şenol Ünen, social media gives customers a great power than ever. Customers are able to give feedbacks about products, services and brands on social media. “The only way to handle with this emerging world for companies to give authorization to their employees.” he said and underscores the importance of providing active support from employees to their companies’ strategies.





- The increase of importance of social media leads the companies to find solutions on this regard. IT companies are also aware of this need and they offer companies renewed social media monitoring, control and integration services to the companies. The needs on this field won't be slow down.
- The realization of the companies to the power of the social media lead IT companies to offer comprehensive solutions in this field and support companies on an asset in social media, measurement and checking of this asset.

- The companies interest of being in social media increased and they start to get support from social media agencies. These agencies can put these brands on social media by using different techniques, practices and methods and they check all the steps.
- The necessity of an expert in social media management is as important as being in social media. Because it is not just about having a Facebook account and looking at the group page and being happy anymore. The share of the social media in advertising market approaches to the conventional media and the importance of social media and its efficiency is much higher than the traditional media tools.



- Brands of all sizes take place on social media platforms with all their power to communicate with customers, obtain certain comments about products and services and develop the brand value continuously and they taking important budgets for these purposes.
- Today, every company in every industry built social media departments or get help from social media agencies. Because, there is no other effective advertising medium that companies can communicate with customers and get feedbacks such as social media.



- Introduce yourself or your company to increase the social networks and social environment no more effective today. Although both private and public areas, a heavy presence on the Google Plus, in terms of presentation for you, trying to reach a wide audience because, with features that will satisfy you. On the other hand, since it is a mini-blog is not an environment show freely shares from Twitter. But Twitter and become a leader of opinion by creating a common topic in order to share ideas can also be a very effective way.
- Facebook.com, both in terms of the user to leave behind the other two networks as well as videos, photos and captions to share at this time due recognition to the masses, or to provide access to certain segments of the social network is considered to be the most efficient. Whatever it is, social networks continue to facilitate our lives.

