

Twitter: The New Marketing Communication Tools

Authors : Mansur Ahmed Kazaure

Abstract : The emergence of internet-based social media has made it possible for one person to communication with hundreds or even thousands of people about a company goods and services and the companies that provides them. Thus, the impact of customer-to-customer communications has been significantly magnified in the marketplace. Therefore, the essence of this paper is to critically evaluate the literature of social media and their implication for practice, but the author pay attention on twitter as a new marketing communication tools. The author found out that, despite the implication of using social media especially twitter by the companies as part of their marketing communication tool, but still it can enhance the opportunity for the companies to develop and maintain long-term customer relationship. The paper concludes that, using twitter as a marketing communication tool is a market trend and it is the best way for marketers to add value to their customer, however with the Twitter marketers can get a feedback about the performance of their product and its brand in the marketplace. The paper is purely a conceptual discourse based on secondary data.

Keywords : social media, marketing communication, marketing communication tools, Twitter, Facebook

Conference Title : ICIM 2015 : International Conference on Innovation and Marketing

Conference Location : Venice, Italy

Conference Dates : April 13-14, 2015