Explain how businesses use social media for their promotion.

Social media is vast instrument that makes serious business much closer to common people.

We observe massive corporations speak to people in their language, simple. That increases the number of possible consumers. Social media accounts that both organized and shares good quality content can be very effective. In result the company has a successfully built community. This is not an advertising anymore, it's a popular page that people follow. The content is an entertainment and important information about the product that people spread in no-time.

Advertising in social media can be also effective if the company chooses the right strategy. Target audience must be chosen correctly. The content must be both interesting and useful. Most people pay attention to advertising that is beautiful, funny, clever and provides something desirable.

Connection to people can also be achieved by conversation. Social media must be social. Companies should post content that is common with people's interests, problems, emotions. Sometimes it must be something very personal. Asking questions, making comments on posts of different users and monitoring responses. Feedback can be both positive and negative. The reaction must be very quick and careful.

One more issue is oversharing. Better quality than quantity. The company should not offense anybody with your post. It is better to avoid politics and religion.

One of the most popular social media is Instagram. It's perfect for brands of clothes. People love to see a beautiful picture or a video. It looks like a regular user's post but prettier and shows the product. Perfect combination.

There is a lot of different sites that can provide a promotion for business. The company should choose the one that fits better and work with it. The number of platforms is growing and there are more possibilities for business.