

BusinessPlus+ Newsletter

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Business Essential Briefs: Social Media and Business



The use of social media to positively promote a business has exploded in recent years. Although it is still shunned by some businesses for a variety of reasons. If that is the case, then perhaps it would be useful for business operators to be better informed on the possibilities that can really make a difference to a business.

A recent story about a small Australian manufacturing/retail business, that was on the brink of failure due to the lockdowns that had accompanied the pandemic, provides some useful insights. They embraced social media (driven by a next generation young family member in the business) to promote the business and product sales in a very effective manner. The result was this generated incredible brand/business awareness. This created a huge spike in demand for their products nationally and internationally, at unprecedented levels, with sustained permanent positive impacts for the business and their franchisees.

If you are interested in understanding more about social media in the article “Social Media Marketing Guide 2023”, prepared by Business NZ, please access the link [HERE](#).

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