

# SOCIAL MARKETING FOR SMALL BUSINESSES



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# SOCIAL MARKETING FOR SMALL BUSINESSES

## Abstract for trade information services

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The publication explaining how social media are profoundly transforming marketing practices and why this matters for Small and medium-sized enterprises (SMEs) in developing countries - provides background information on the origins of social media; reviews main tools and methods such as blogging, social networks including Facebook, LinkedIn, Twitter and Google+, and content sharing methods; discusses importance and benefits of using social media by exporting SMEs; suggests that strategies need to be developed to take advantage of social media in the export-marketing context and describes how to design such strategies; discusses how to measure the impact that investment in social media has on the business, offers a set of indicators and targets, and the ways to measure performance; includes examples from various social media platforms and case studies from selected developing countries.

**Descriptors: Internet, Marketing, SMEs, Competitiveness, Information Networks, Information and Communication Technologies.**

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English

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