M4D1: Communication Technologies

In today technological world, organizations mode of communications have changed. There is now extensive use of technologies by organizations to communicate internally and externally. The Internet influences the communication strategies of organizations. No organization can now survive without its presence at social media. It is not only a source of communication with the external stakeholders but it also delivers other purposes.

Social media is everywhere expanding greatly. It is a cheap source of marketing for the company. It allows to develop a close association with the customers and help in marketing, establishing company brand worth in addition to increasing the sales (Schivinski & Dabrowski, 2016). Thus, it is an opportunity for the company to tell about the company efforts and engage with supporters to get positive results.

Organizations can now use it to gain a competitive advantage. I would also recommend my organization to use this strategy not only to gain business advantages such as the increase in sales but also to strengthen the relationships with clients (Felix, Rauschnabel, & Hinsch, 2017). This can be an important source of having quick feedback regarding products and other processes.

 Today our organization is facing severe competition in the industry and need to have a strong brand worth to compete for a long time. This is an important platform to communicate every new strategy such as an increase in the product line to the customers instantly and get their feedback.

Moreover, the company can also improve its R & D by gathering date from different social media platforms. This data can further be used for modifying strategies as required. Our organization can also overcome the issue of increased turnover by extending recruitment to different social media platforms (Felix et al., 2017). In this way, it will be able to select the right candidate for the right job. This will help in reducing the turnover in the organization.

References

Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of strategic social media marketing: A holistic framework. *Journal of Business Research*, *70*, 118–126.

Schivinski, B., & Dabrowski, D. (2016). The effect of social media communication on consumer perceptions of brands. *Journal of Marketing Communications*, *22*(2), 189–214.