

4-2 Short Paper Influence of Technology on Corporate Communications

Southern New Hampshire University

Byron Fields

5/3/2014

Businesses have adapted more ways to connect with consumers due to the use of technology. Reaching people has become more convenient and rapid with the use of mediums of communication such as social media, e-mail, digital software such as Adobe Photoshop, and online video sharing sites such as YouTube. Due to the new innovations of technology, 62% of people have found that by using e-mail, they could effectively spread a message to their clientele (Proquest, 2008). Consumers feel more connected with businesses that aren't afraid of making their presence known online. Not only that but it benefits the business itself by having ways of communicating at little to no cost to them anymore with marketing opportunities. However, it is because of technology and its ease of use that consumers have higher expectations of companies. Social Media sites such as Facebook, Twitter, Google+, Instagram, and etc. have all been beneficial in a number of ways for businesses. Social media allows various businesses from major to small start ups to use innovative marketing tools offered on their sites. Although this process may seem simple, it can be a complex task to achieve for previous generations that didn't grow up on computer generated technology. Therefore, businesses are in constant search for more convenient ways of narrowing the generational gap to give their consumers the benefit of reaching people at a more rapid pace. News companies use technology to deliver stories quickly to ensure that the nation is up to speed with the happenings of the world. Not only that but entrepreneurs can benefit from businesses that presents them the opportunities to be creative and be as innovative as the business itself. It is imperative that companies continue to push forward using technology in order to sustain success in the future. Lastly, by evaluating how businesses can use technology to advance themselves, we will also explore how they elicit responses from their customers. In PR marketing, it is important to learn the demand of the

clientele and assess their needs so businesses perfect their customer service offering them products or services that they can use.

Let's start with the ease of access of social media that businesses have taken advantage of. Fortune companies such as Apple, Inc. have found it beneficial to create an official Facebook page to reach their consumers online. Creating a profile on Facebook allows users to research the company history, review current products and services, and stay up to date about the latest trends that the company is developing. It is becoming more common for users of social media to access and 'Like' their profile page before reviewing the company website. When doing advertising on external websites, businesses don't take advantage of the popular drive of business that Facebook possesses (Qwaya, 2014). For example, Apple, Inc. specifically uses social media to entice their consumers when they are about to announce a new Apple device or operating system in the latter part of the year. Apple, Inc. ensures that they retain their customers by discontinuing order products or older software updates after releasing their latest version. Not only that but fans and users of Apple, Inc products are allowed to post on the official Facebook page about their opinions of the Apple products. This is how new potential customers can review what others are saying without having to visit the Apple store itself.

This is also similar to that of online only distribution companies such as Amazon. Amazon products allow users to write in-depth reviews on products and the delivery time. Reviewers have the opportunity to post videos directly on the website and give it a 1-5 star rating which affects Amazon's overall score of the advertised product. Businesses such as Amazon and even Barnes and Noble could benefit themselves by offering their products for special discounts by purchasing them online. Doing this helps people who aren't frequent users of computer

related technology become more intrigued by the advantages that could have if they learned how it works.

News stations and television stations use digital communication to gather news stories, spread content and involve their audience. For example, journalists are responsible for delivering content on hard news stories before their competitors to be the leading station in reporting news first and fast. CNN, The Huffington Post, and The New York Times are all leading news companies that have a strong presence online. All of the companies have a Twitter account along with the reporters that work for them. Businesses need to have a way of accessing their consumers on the go and vice versa. Twitter aids in the process of spreading news information because in only 140 characters or less, users of Twitter can reach the world in just a few seconds. Televisions networks feature popular TV shows such as *Saturday Night Live* on NBC that uses Twitter to connect with their audience during each episode. Social media is so powerful to companies that it can influence the careers of even the biggest named celebrities. For example, on one particular season of *SNL*, Facebook received so many requests to have actress Betty White host SNL that they actually allowed her to host the season (Carroll, 2010).

YouTube is another site successful businesses take advantage of in their efforts of connecting consumers together in the online stratosphere. YouTube is a website dedicated to businesses that would like to post videos based on various content ranging from “how to videos” “un-boxing” “company overviews” and etc. This is yet another way customers can create reviews on their experience with a product or service. There is also no true way of evaluating how consumers will respond to a product or service(s) without having them test it out first. This is how the creators of the product could assess changes that they may have to make based on customer dissatisfaction ease of use.

More companies are adapting technology to promote their brands. Companies ranging from news networks, television programs, computer companies, and etc. are reaping the benefits from spreading content online for free. Companies can also reach more users of social media meaning they can gain more clientele. These social networking opportunities can also hurt a business if they aren't involved in the process of how people communicate using computer related technology. It is almost imperative that these new traditions flourish among business leaders to have long sustainability.

References

- 1.) ProQuest. 2008. *New Trends on How We Communicate*.
<http://search.proquest.com.ezproxy.snhu.edu/docview/448550632?accountid=3783>
- 2.) O'Carroll, Eoin. 2010. *Thanks to Grassroots Facebook Campaign, Actress Betty White to Host Saturday Night Live*. <http://www.csmonitor.com/From-the-news-wires/2010/0507/Thanks-to-grassroots-Facebook-campaign-actress-Betty-White-to-host-Saturday-Night-Live>
- 3.) Qwaya. 2014. *Facebook For Business*. <http://www.qwaya.com/facebook-for-business>