

A Review of the Social Media Marketing Tools for Micro and Small Enterprises

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Abstract—Marketing through Social Media has gained significant momentum over the last few years. It is considered as the most effective and Cost saving way to reach out to customers and also to continuously fine tune the Marketing campaign during the Sales Process.

As Businesses create new social media campaign, aimed towards Marketing, it is important to understand the various related aspects and gather appropriate Analytics data to measure the performance. There are a number of Business Analytics tools in the Market domain with varying features and capabilities. However, the Micro and Small Business Enterprises do not have the overall understanding and wherewithal to utilise the opportunities .

In order for them to understand the various aspects, in this paper we present the important aspects of Social media Marketing, the top few Analytics tools and their capabilities. Considering the financial affordability of the Micro and Small enterprises in investing in higher order tools, we have selected those which are basic in nature and are affordable virtually free or with lowest cost. Once they grow in business, they could upgrade the same tool with more capabilities on a payment basis.

We have also implemented these tools for five Micro/Small businesses and present in this paper a review of the various data that led to successful marketing of their products .