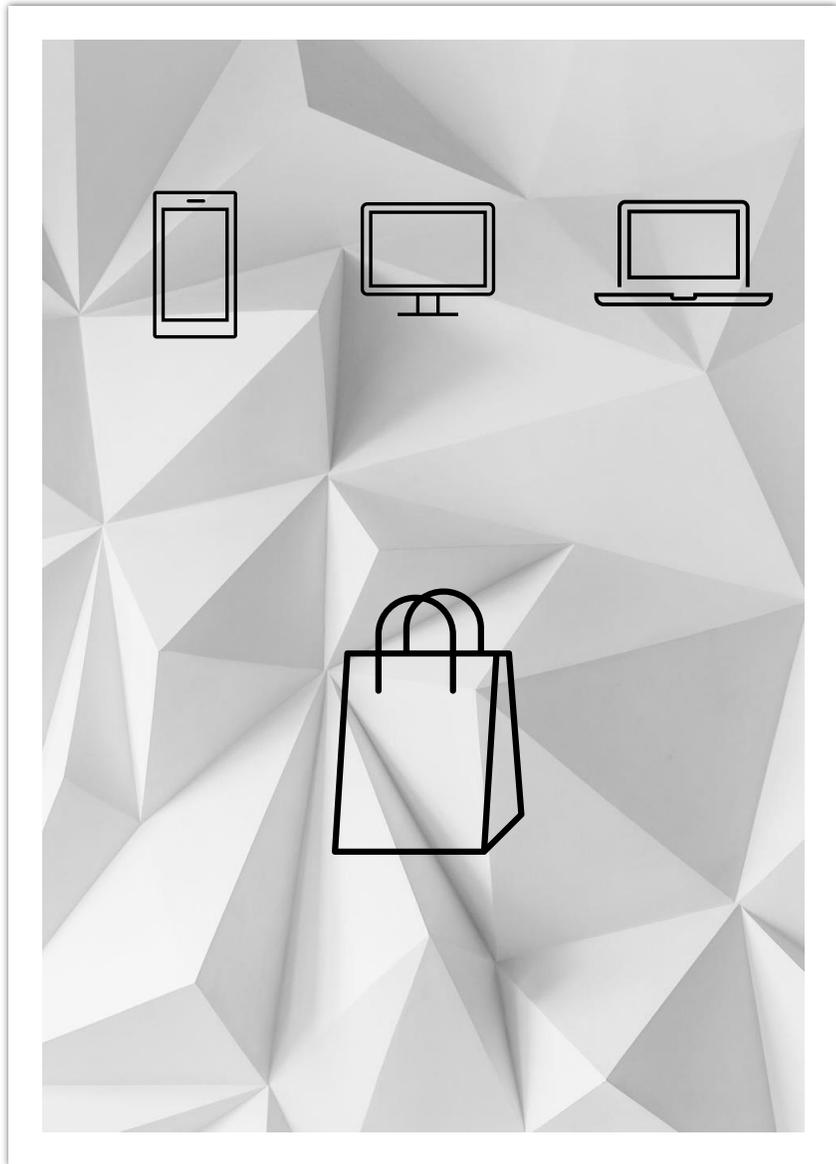




# MEDIA, MARKETING, AND MORE

How Social Technology is Changing the  
Face of Small Business

Lily Reynolds

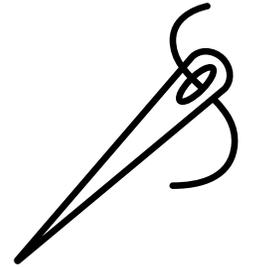
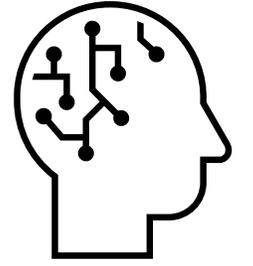


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- Motivation for Work
- Summary of Work
- Approach Used
- Results Obtained
- Conclusions and Significance

# MOTIVATION

- Intertwined development of technology and fashion
- Scope of marketing technology
  - Social outreach
  - Operating methods
- Shift in versatility of small retail
  - Effects span entirety of supply chain
- Impact analysis
  - Social media and marketing impact
  - Changes in operation





# SUMMARY

- “The purpose of this study was to analyze the impact that social media and marketing technology has had on small businesses, and how it has changed the way in which these retailers operate.”
- Impact
  - Multiple perspectives
  - Long and short term
- Necessary changes drive creativity and competition
- Operations
  - Significance
- Scope
  - Business size influence

# APPROACH

- Snowball sampling method
  - Utilized one subject, gained recommendations
- Interviews
  - Different areas of business
    - Small buying office
    - Small business branding coordinator
    - Small business owner
  - Research Questions
    - Predetermined, refer to focuses

# QUESTIONS

-What platforms do you currently employ? What is your favorite, or the one that you have made the most progress with? Why?

-What processes have been made easier with the advent of these technologies? Specifically regarding the current buying environment, have marketing or media technologies made buying/selling more possible than if they did not exist?

-What are your major struggles with marketing and media technologies?

-Has media made it more difficult to compete with bigger brands who may have greater access to these technologies, or leveled the playing field in terms of customer outreach?

-In a very entertainment-driven society, do you feel that media technology in particular is just adding more noise, or have you found a way to directly reach out to your target market?

# RESULTS

- Processes made easier
  - Customer outreach
- Processes made more difficult
  - Difficult application
  - Capital expenditure
- Change in competitive abilities
  - Useful tool for small business enhancement
    - Strategy necessary
- Effect on the overall advertising environment
  - Crowded, necessary distinct integration

"We're not just sort of reaching out to a global audience and hoping the right people notice[...]we're able to reach out to a captive audience that has said they're interested in hearing more about what we have to say."

-Subject 3

"People want to stay and shop local. And whether that's your Macy's or your local Stephenson's, I feel like they're choosing the specialty stores to go to first."

-Subject 1

"I think that some people can be frozen by how much data and information is out there [...] but I don't think that it's a blanket across the board. I'm so impressed with the different ways that [the retailers] have worked to keep their customer engaged."

-Subject 2



# CONCLUSIONS

- Influence
  - Technology
  - Fashion
- Consistent learning
- Future
  - Embracing adaptability

“There is nothing permanent except change.”

-Heraclitus

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