
Social Networks - the Most Powerful Sources of Expanding the Business

In the era of globalization, one of the most powerful sources of expanding the business is the internet. As internet is the source where any individual can express themselves freely on social networking sites such as YouTube, Facebook, Instagram, without any restricted boundaries. Nowadays social media could be considered as a new media of word of a mouth. This is because, people are more tending to activate through internet for the news and attractive products in the market instead of using any newspaper or other form of technology. Moreover these digital platforms play a very significant role in influencing consumer preference and attitude. Content creators on digital platforms such as YouTube are becoming aspirational figures that have strong influence in the minds of the consumers.

From the past 5 years, makeup is becoming trending and booming the beauty industry by showing the various high quality varieties of beauty products which can change the look of an individual, especially in the developed areas where people used to follow the latest trends and love to do makeup on their basics. As YouTube is the site where people are very much engaged in using it for their business because they actually feel the value of it because it has a unique platform from which every single person can see the latest updates of anything from the entire world. It is basically a video sharing site where different people who had the makeup business upload their videos and share with the entire world, which lead to the source of promotions and also helps in increasing the revenue of the company by providing the paid tutorials on the YouTube. As YouTube is the only way on which people trust and get aware of all the latest trends. Every day, users search for answers to their questions and problems. This presents a great opportunity to build authority for your business, and reach your target audience by offering expertise in the form of short videos with advice and tips.

Furthermore, from the last 10 years YouTube has gained around millions of positive reviews on their websites which clearly indicates that most of the population is active on the YouTube and that's the main reason for the expansion of small entrepreneurs in YouTube industry become successful in very short span of time. As now there are lots of YouTube content creators from the field of beauty segment. Basically these creators are known as the makeup bloggers because they are the person who make public aware about the current trends of makeup and its products which are recently launched in the market. The result indicates that the dimensions of Source Credibility Model in most extent had significantly influenced purchase intention through the videos that was presented by the beauty vloggers on YouTube. Moreover some of the YouTube blogger sell their product from the technique of advertisement. For instance, last year

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one of my childhood friend upload a makeup tutorial on their YouTube channel, after uploading the video she got around 10,00,000 views on it within 5 days. In that blog she posted the information about the product which result in the high demand for that product and the followers start contacting reaching her to buy the product which clearly indicates that YouTube is a powerful source for becoming a small entrepreneur in a very short period of time and the blogger also get motivated towards her field of tutorials and gained apposite image in the eyes of public which help her to increase revenues in the future

In order to understand the attributes of successful expansion of makeup business through YouTube is the Maybelline Company. It is the company which provides their customers a makeup product. By looking at the brand Maybelline it is a top-selling cosmetic company across the globe and the leader on the Nielsen "Top 10s" Health and Beauty list with more than \$86 million in sales at the end of January 2016. Maybelline's communication strategy includes the use of social influencers to promote trends and products in the social space by the use of advertorials on YouTube. In 2008, it is found by the marketer of YouTube that 87 percent of the products tutorials which are shown on the social media sites are increasing significantly with the acts of blogger and online videos of it.

The hype of social media gives strong platform to the makeup tutorials on YouTube. As the makeup bloggers motivate the customers by their videos in such way to express them and influence people to wear what they are viewing. Sometimes most of the cosmetics companies opened a joint venture application with the makeup blogger who are famous in the beauty segment to use them as to promote the company products on the YouTube channel. This phenomenon will result in the increase of brand awareness and perceived quality, which highly influences purchase intention by the target market. As a response of the promotion done by these beauty vloggers, the viewers of their YouTube channel would either purchase or not purchase the promoted product.

The approach why people are more engaged in the YouTube tutorials, because by watching the tutorials audience get a clear understanding of the product and they also got to know the knowledge about how to use the product and what steps should do first while using the products, that's why the industry od beauty becoming more popular as the public getting what they want from the blogger – the ease of beauty concept. Therefore tutorials create a strong image of the product which creates the awareness in the era of market and people learn the particular trait to use the product. Moreover audience gets a pleasant viewing experience. And on the other side, social media helps in brand marketing of a product to promote it. This contributes to academic and practical sector in exploring the impact of digital platforms towards consumer preference and attitude.

On the other side, undoubtedly in recent times expanding small business in the field of fashion

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bloggers is also creating the huge demand in the era of fashion industry. As social media is one of the marketable option for the fashion bloggers to put the strong effect of fashion in the eyes of people. A good fashion blogger also adds value and expertise because he or she discovers, evaluates, compares and introduces products to a wide audience. And the blogger also helps to explain how the products can be used to achieve a particular look. If we talk about the financial status the main factor which contribute to become a blogger who earns a lot of money then the blogger much first advertisement his/her name in the market and aware the public about the blogging channel which will definitely help to increase in the volume of money. As some of the application on the social media like Instagram, Facebook leads as the backbone title for the bloggers. Because most of the bloggers start they career from these sites. As fashion is driven by trends within and without the fashion industry, fashion blogs and other "new media" outside the control of traditional establishment represent a disruptive innovation to the social dynamics of mass media and fashion consumption in modern consumer society.

The term "More Followers More Money" clearly illustrates that in the world of blogs person can only earn income if they had the hype of followers and had a huge demand in the market. For instance – In 2014, Pakistan Muslim boy engaged in the blogs for the boys department he started his career in 2009 and he drastically increased his followers from 10 thousands to 10 million users on YouTube and Instagram. He became famous in very short span of time. This highlights that anyone who has the desire to do it can earn money. The other reason why society warmth of them because they provide their customer a better stage to look on the current fashion styles, celebrity fashion choices and street fashion styles which make them feel that they are much aware with the trending lifestyle.

Furthermore, fashion blogs serve a unique source of advertisement which helps the designers and wholesalers of clothing industry. Moreover various brands company a point the fashion bloggers to promote their brand. As it will increased in the sale of that particular brand for which the fashion blogger works. Nowadays entrepreneur- fashion bloggers start utilizing the digital technology which provide their followers more attractive blogs and help to do business in faster and smarter way. Fashion industry is considered one of the profit making and publicly visible form of digital culture production

The landscape has changed, but there are still countless blogs that serve as a platform for people to voice their ideas, thoughts, and feelings. Whether your passion is business, personal finance, cooking, politics, photography, or marketing, blogging gives you the opportunity to connect and network with likeminded individuals who share the same passions. The blogosphere has evolved, and now people blog for many different reasons. There are even distinctions among types of blogs – business, lifestyle, fashion, food, and entertainment blogs, among others.

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