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## HOW AN SME CAN USE SOCIAL MEDIA AS PART OF ITS RELATIONSHIP MARKETING STRATEGY



GRIN Verlag. Paperback. Condition: New. 28 pages. Dimensions: 8.3in. x 5.8in. x 0.2in. Project Report from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, University of Cambridge, language: English, abstract: Social Media Platform has become so ubiquitous in todays society that it is not surprising that its adoption as a critical Relationship Marketing Strategy has immensely contributed to the bottom line of early adopters of this phenome non, particularly in the...

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