TO: Proximity Social Media Teams
FROM:
DATE:           Feb. 9, 2015
SUBJECT:    Spring Focus Group Recommendations

Social Media is the most popular way of commutating around the world today, and has connected people like nothing we have seen before. Here we will discuss the methods to increase the use of social media for professional dealings. I suggest using our spring session to find out what are the problems that hinders the growth of business on social media.
**Social media and e-business growth**

E-business needs attention and precautions of social media to make the business safe. The issues related to the growth of e-businesses are countless. These issues cannot be eliminated for good but there are ways to cope up with them (McGregor, 1999).

**Use advertisement technique:**

The advertisement is the fastest way to make people believe about your product or service. It can also be used on social media through site option as well as personal links.

* Personal blog can help to increase the attention toward the e-business
* Give-away on big orders can assist the owners to deal with multiple orders.
* Announce sales/discounts on selected items
* Word of mouth
* Bonus on referral links (Pempek, Yermolayeva, & Calvert, 2009)

**Question asked in spring session (focus group)**

To explain that what the issues are related with the growth of e-business we will discuss the following questions in focus group:

* What are the reasons that confine the growth of e-businesses?
* Howe- businesses can foster their growth on social media?
* What are the ways to eliminate the level of risk? (McGregor, 1999)

Answer to these two basic questions will enable the focus group to advice client about their e-businesses.

**References:**

McGregor D. (1999) e business. The opportunities. (Accessed Fab 5th 2015) http://www.pdms.com/infocentre/articles/ebusiness.xml.

Pempek, T. A., Yermolayeva, Y. A., & Calvert, S. L. (2009). College students' social networking experiences on Facebook. *Journal of Applied Developmental Psychology*, *30*(3), 227-238.