# Direct Marketing Grows Despite Social Media Boom According to Phoenix Premier Acquisitions

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There's no question that social media is a vast ever growing phenomenon, with news of a new life changing app or site being released almost every day it's most definitely a big money business. with Facebook recently buying rights to photo sharing app Instagram for one billion dollars it's hard to ignore how much of an impact social media is having on not just on general users, but big businesses too who want a piece of the online action.

After the social media revolution around 2009, many businesses started to realises that social media was a tool to be utilised. Phoenix Premier Acquisitions suggest as consumers get increasingly tired of the same old marketing campaigns businesses are throwing at them, social media appeared to be an exciting new avenue for marketing. As more and more businesses started to establish an online marketing presence, it was soon taken as gospel that if a big business wasn't on social media they were heading for the bottom. The rise of this form of marketing has been in part; due to the lack of effect traditional mass marketing techniques was having on the current generation of under 35s. It made sense to target this audience through a platform that they were already using regularly.

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Through twitter and Facebook accounts, brands have the opportunity to interact with their consumers from all over the world. With so much social interaction taking place online, being able to respond and ask personalised questions can be a vital tool in building relationships with consumers and marketing new products. However these exchanges can occasionally have a detrimental effect. Recently, a twitter exchange between a consumer and Greater Anglia Trains gained notoriety after the train service publicly accused the customer of not complying with their policy and threatened to block them after they simply complained about a replacement bus service. There have been many reported instances of either less than appropriate responses on social media from big brands or their messages or adverts causing complaints after being badly timed or misconstrued.

Some experts are under the impression that the appeal of social media as a marketing tool may soon fade, and that these practices may too go the way of mass marketing. With more and more adverts and posts clogging up users news feeds it may soon be the case that users choose to just ignore the content. When you dig deep to the root of the concept, some social media marketing campaigns are just like digital billboards, which as mass marketing has proven, is not the most effective form of marketing.

Despite the social media boom, Phoenix Premier Acquisitions, a Southampton based direct marketing firm has stated that direct marketing approaches have been in high demand. It seems consumers are still craving face to face marketing compared to other techniques. Compared to social media direct marketing provides consumers with a human face of a business, where nothing can be misunderstood thanks to one on one clear channels of communication. with so much of everyday life now taking place sat in front of a computer screen, it seems now more than ever that consumers are relishing in the chance to interact with real people and direct marketing is remaining strong thanks to this and seeing a steady influx of sales.

There's no doubt that social media is and will remain a valuable resource for businesses and Phoenix Premier Acquisitions believe direct marketing and social media marketing will be used in harmony. By cross-channel marketing techniques phoenix believe businesses will be in a far stronger position by focusing on using social media for branding whilst generating sales through a direct marketing approach.

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