Big Data
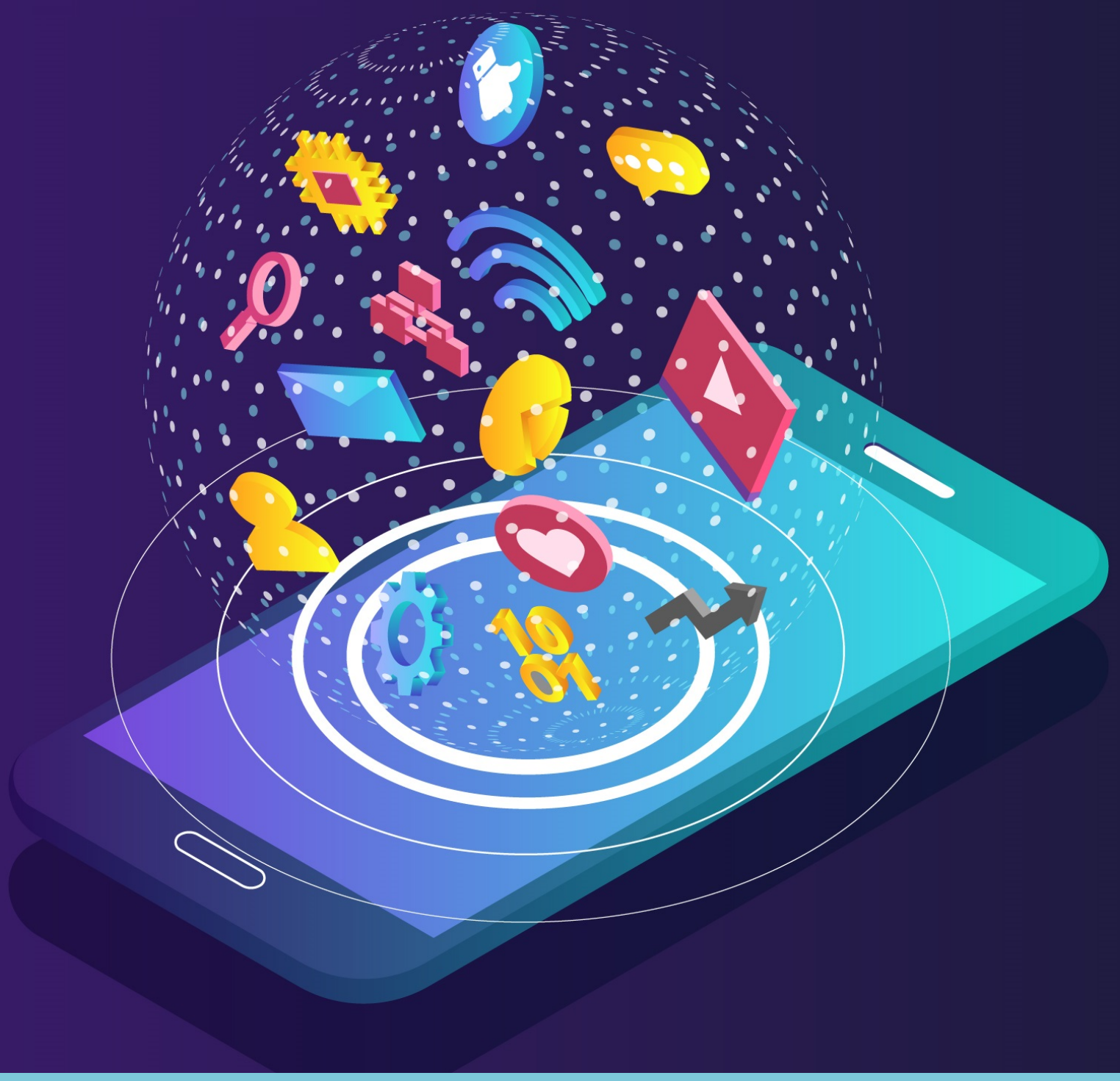## And
It's Influence On
Social Media Marketing

Big data is the term used to define large sets of raw data that can be analyzed to reveal patterns & trends. Below are ways in which big data influences social media marketing.

Big data allows brands to have a holistic understanding of consumers. This way they customize their advertizements and products to match consumer interests.
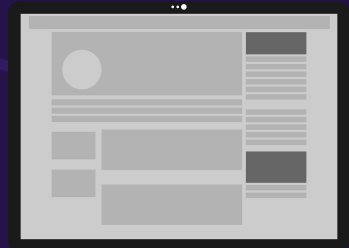
Big data gives an in-depth insight of social media trends to marketers which helps them recognize the target customers for emails marketing, etc.

Big data in social media helps in determining the right channel for advertizement campaigns
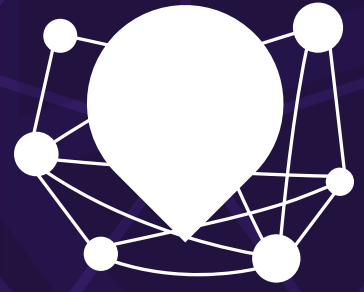
Big data helps in analyzing choices & complaints of customers to make required changes in current products.

It predicts future buying trends by reporting what customers want & when they want it. This help businesses to make decisions about new products.