

Factors influencing SMEs adoption of social media marketing

Abstract

Social media marketing usage and adoption as a new communication tools by organization and SMEs is increasingly globally and offers unique opportunities for small and medium enterprises and marketing researchers to undertake research that will have an impact. The purpose of the paper is to review the academic literature on factors that drive social media marketing adoption in SMEs and organization. The topic enable others to establish a balanced picture of the current state of global social media marketing adoption research. It also offers a useful means to analyze the kinds of research that needs to be pursued to make additional research progress in the related area of social media marketing