

SPACE EDUCATION AND OUTREACH SYMPOSIUM (E1)
Space Network: Social Media and Digital Resources (9)

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UTILIZATION OF SOCIAL MEDIA FOR DEVELOPING MARKET POTENTIAL FOR
COMMERCIAL SPACE OPERATIONS

Abstract

Experiencing the space is a common man's dream, but the market which will be ready to travel in space is very very less i.e. market for space tourism is Niche Market. But we can expand the niche market with the help of means of social media, for example this we can compare with air travel in 1920's market for air travel is niche, but by making the people aware about the air travel and communicating its advantages, over a period of time common man's dream of air travel has come true. Similarly, there is hope of expanding niche market of space travel by communicating about the advancements taking place in the area of space tourism, advantages etc, there will be a change in the mindset of people. For achieving this social media plays a very important role. This particular paper discusses about the various sources of social media through which we can expand the market potential for space tourism and at the same time this particular paper discusses what are the most efficient, beneficial and cost efficient modes of social media, what type of communication is to be done and how to be done, besides discussing the efficient social media marketing techniques, will also address the which is the most cost efficient and more public approachable.