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**Answer 1:**

Growing your organization or business with the help of social media requires informed strategic thinking and time. The more informed and strategic the approach, the less time it should take to get traction in the online social universe. The quest to increase Friends, Likes, Followers, and Connections, to build a community, is one leg of a 4-legged stool. The second leg is page interaction with those friends. The third leg is the viral sharing of your messages and the fourth is conversion – your social media followers doing business with you. These desired results are far more likely to happen if you adhere to a few sociological principles.

People are on Social Media mostly for 4 reasons – the **4 E’s** of social media engagement: **E**go, **E**ntertainment, **E**ducation and **E**nrichment. Companies have to feed those needs and desires or they will be ignored in this space. When interacting with Likes (Friends), Connections, Followers, Circles, Fans, etc. you’re really networking with them online and you need to bring something to the table or you’ll be thought of as just another self-promoter or corporate advertiser. So what are you willing to give your potential brand advocates that they will appreciate and want to share with their friends? Contests and giveaways work well for consumer and retail businesses.

Social media is really about online networking more than anything else. The same principles apply as when meeting people face to face. You need to share ideas, develop relationships and nurture friendships. The best B2C (business-to-consumer) brands on Facebook interact with consumers in a way that feels one-on-one to them. Coke, Starbucks, Oreo, Red bull, Converse, Skittles and PlayStation are among the most Liked brands on Facebook. Check out their pages and see for yourself how well they engage consumers.

When dealing with B2B (business-to-business) social media, LinkedIn is a great forum to share ideas, best practices and connect with like-minded business people. Twitter is a world of real time discussions in countless categories. It’s a wellspring of ideas and fresh information. It’s also an amazing search engine for online conversations surrounding narrow and broad topics alike. Facebook is a great connector of people to share one-on-one or group dialog. Its potential reach is enormous!

Additionally, Google+, YouTube, Foursquare, Stumble Upon, Digg, Reddit, biznik, blogs… there are so many platforms today. They all keep us linked and grow our networks, leading ultimately to profitable relationships so long as we devote time and stick with the **4 As & Ps** of social media; You need to be:

**A**ctive; **P**articipate.

**A**ttractive; **P**osition value.

**A**lert; **P**ay attention.

**A**ccessible; **P**ermit dialog.

Be social when attempting to grow your businesses using social media. Your friends and followers are just like you and me. Remember those **4 Es**. We all have **E**gos and love to be recognized. Everyone enjoys **E**ntertainment. Our inquisitive minds seek **E**ducation. For ourselves and our families we want **E**nrichment.

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Answer 2:

The information effect and the incredible magnitude of information being conveyed through reviews, Facebook posts, tweets and so on, it begs the question: what can we do with all of it? Ludwig and de Ruyter (2016) use speech act theory to propose that the linguistic elements of the information being conveyed provide important insights, because they highlight the strength and conviction, quality and credibility of a message. All of these linguistic elements help inform readers about the overall message and thus are likely to drive the message’s impact.

As the ease of sharing information has increased, the ability to connect with people and learn their opinions, as well as broadcast one’s own personal news or opinions, also has exploded. We propose the Wheel of Social Media Engagement in this article as a foundation on which research efforts can expand. Understanding how to engage effectively with consumers is important for managers, but it also is critical for those consumers.

While creating a social media marketing campaign we can do this by gathering information which we required while the campaign we can gather audiences required ideas so that we can entertain them, we can capture more target market, we can set our goals as S-M-A-R-T goals so that we can achieve our campaign strategy and can capture more customers.

**Answer 3:**

A powerful evolutionary force throughout human history has been the need to connect with others. The connected effect is the ability of consumers to connect with and receive information from others. This force drives communities and civilizations. In the twenty-first century, with the age of technology, humans have become steadily less physically connected; instead of shopping at the local market, for example, consumers have moved to online shopping and home delivery. Instead of working in an office, employees increasingly telecommute.

We can envision filters being available to be applied to social network posts to categorize their types (e.g. informational, health, entertainment) for different target groups (e.g. close friends, as is done on Facebook). Currently, multiple platforms (e.g. Facebook, LinkedIn) provide distinct services for different purposes. As these networks expand and grow, their goal will be to encourage users to visit their platform exclusively. One way this may be done is by creating appropriate sorting of purposes for viewing posts.

Social media networks became a dominant force of just about every aspect of a person’s communication strategy. Businesses are remaining competitive by reaching their customers through social media networking. With effective management practices and low cost social media marketing, businesses are able to use inexpensive ways to extend their visibility online. The intense growth of social media has also assisted businesses in tapping into previously unknown markets.

The big apple Times Customer Insight Group released a study on “The Psychology of Sharing,” which provided information on what drives people to share their information online. The aim was also to grasp factors associated with how valuable the sharing of content online is to online marketing for businesses. Creating a private connection between business customers has allowed them to retain first time customers.

**Sharing of knowledge**

Although the sharing of data are some things that has been happening for quite a while, technology has provided the simplest way for people and businesses to share quickly, to more people with more detailed information than ever before. There are different reasons people share online consistent with the study, which include the concept of providing valuable and entertaining content to their networking community. The concept behind sharing is in order that businesses can connect and grow relationships and possibly bringing more visibility to their brand.

**Viral Marketing**

The viral marketing can even increase the network effect a business has on their market in respect to developing a much bigger customer base. Viral marketing tends to happen when a product or service has experienced a rise in popularity thanks to word of mouth and sharing of data online between people. Thanks to the network effect of communicative technological advances with the utilization of social media networks like Facebook, Twitter and LinkedIn it increases the potential effectiveness or negative impact which will happen thanks to of viral marketing.

An effective thanks to create content which will quite likely be shared online is by keeping it simple, having a way of humor and creating some sense of urgency. Picture quotes and questions are other ways to make interaction and garner feedback on social networks. Customers want to feel as if they're connected to businesses without the unnecessary spam. These are effective tools to streamline customer interaction while building lasting online business relationships. The most purpose to recollect is that social media networking isn't effective if it's lacking interaction. Therefore, evaluate different techniques to get what works for your business.

The network effect business model can also include instances when an organization can increase their income by raising advertising. Businesses are able to raise their rates because of the quantity of holiday makers that view their website or social media profiles. Social networking sites have given businesses other ways to speak together with your audience. Blogging is another effective method due to the flexibility to share articles about the business, products, services or industry news.

**Social Media Negative Impact**

One negative effect of social media networking is that the time commitment and its ability to guide to a web addiction. It easy to induce wedged with responding, answering questions and posting; thereby, losing time that would be spent elsewhere. Another negative is that the over-sharing of knowledge that would produce reverse effects and threaten the validity of a business.

While designing social marketing campaign I’ll keep in mind that although the networking effect has provided a quick way to garner fans, followers and connections, it is not easily sustainable. The fallout can happen just as quickly as the growth spurt. Regular online research is needed to stay current with trends and catch any negative social media data that about your business.

Take the time to understand the trends that drive public opinion. Because trends change rapidly, you should develop effective marketing strategies that aid businesses, in staying current with trends. Time management and scheduling are essential to streamlining a business and creating a viable social media presence.

**Answer 4**:

What Is Social Network sites?

Basically Social networking is the use of Internet-based social media sites to stay connected with friends, family, colleagues, customers, or clients. Social networking can have a social purpose, a business purpose, or both, through sites such as Facebook, Twitter, LinkedIn, and Instagram, among others. Social networking has become a significant base for marketers seeking to engage customers.

EXAMPLES

Despite some stiff competition, Facebook remains the largest and most popular social network, with over two billion people using the platform. It was followed, in order of popularity, by Instagram, Facebook Messenger, Twitter, and Pinterest

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Media sharing site

A website that enables users to store and share their multimedia files (photos, videos, music) with others. Such sites are often freemium based, providing a modest amount of free storage and paid subscriptions for greater storage.

**VIDEO**: One of the most popular forms of media sharing sites are video sites, the most popular of which is YouTube.com. YouTube allows members to upload videos for free that can then be viewed by anyone on YouTube.com. YouTube has such a massive audience that people have actually become world wide stars after having videos posted there.

**PHOTOS**: Photo sharing sites allow you to upload your images in high quality, where they can be viewed by other people. Many of these sites also allow you to license out your photos under certain common usage licenses – this means you can let other people use your images, for example in their website, so long as they attribute it back to you and abide by certain content restrictions. Other sites allow you to get prints made at really competitive prices.

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(3) THOGHT SHARING SITES

THOUGHT-SHARING SITES is a blog-style sites, ranging from corporate, professional, personal, and micro (Twitter). Blogs are really good at EDUCATING and ENGAGING users, in addition to allowing users to vicariously EXPERIENCE products - good to combine with social networking sites for all 4E's.

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(4) HOW TO DO SOCIAL MEDIA MARKETING CAMPAIGNS?

Definition: A social media campaign is a coordinated marketing effort to reinforce or assist with a business goal using one or more social media platforms. Campaigns differ from everyday social media efforts because of their increased focus, targeting and measurability. Followings are the points of how to do a marketing campaign via social media:

•Choose social media marketing goals that align to business objectives.

1. Learn everything you can about your audience.
2. Know your competition.
3. Do a social media audit.
4. Set up accounts and improve profiles.
5. Find inspiration.
6. Create a social media content calendar
7. Evaluate and adjust your strategy.