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**SUBJECT: Integrated Marketing**

**CLASS: BBA (Hons)**

**SECTION: 8th Semester**

**SUBMITTED TO: Dr. Waseem Khan sir**

**Question #01**

**Answer: =**

**Communication Challenges :**

**\*** Following are the communication challenges that might occurs for the local business.

1. **Lack of Communication with VBP (Value Business Partners):**

In addition to phone calls, text messages, social networks, and internal meetings, an average person can receive as many as 120 emails every day. This communication overload often results in important information being lost, deleted, forgotten, or ignored. So for a local business it might be a big communication challenge as compare to international/national business. Employees can be easily frustrated by overload inboxes. Reading through bundle of emails on Monday must feel like a climb up to Mount Everest in December.

1. **Thinking That Everyone is an Excellent Communicator:**

For a local business, the notion that everyone can communicate effectively is, perhaps, most damaging. Some managers lack capability when it comes to communicating and are not able to help others to express themselves, especially in front of customers and facilitating their desired need is a skill not all leaders have so this might be a biggest communication challenge for local business.

These are some of the communication challenges that Salman’s store will have to face.

1. **Lack of Feedback:**

A lack of feedback can lead to demotivation and it might affect your business, whereas positive feedback can make work more fun and pushing the positive development. But no matter whether feedback is good or bad, it is a necessity. For management, it’s important to not only to receive feedback but to act on it. Acting on the feedback we might improve certain mistakes that might affect the business badly. So for a local business feedback might be a big challenge.

**Opportunities:**

1. **Easy Way to Handle Customers:**

As a edge of the local business, the visiting customer can be handled properly as per their approach and understanding.

1. **Success Stories:**

The great local example here in Peshawar is Chief Burger in his competition so many national and multinational came and hardly survive in the local brand competition they offer cheap price good food and best services.

**Question #02**

**Answer:=**

The emerging trend that Salman can use easily for marketing communication is social media. Social media is now a days one of the biggest emerging platform where you can promote your business and target your customers effectively and at a very low cost as compare to commercial advertising. Social media ,marketing is becoming more popular day by day. People today’s world spends most of their time on social media so it can be easy for a new business to promote themselves on different social media sites

There are some important steps that have to be followed by Salman for a successful social media marketing.

1. **Strategy:**

Before you dive right in and publish something on social media, let’s take a step back and look at the bigger picture. The first step is to think about your social media strategy. What are your goals? How can social media help you achieve your business goals? **Which social media platforms do you want to focus on? What will be the content about your company? What type of content you want to share on social media about your business?**

1. **Planning and Publishing:**

Social media marketing usually starts with having a consistent presence on social media. By being present on social media platforms, Salman can give his brand an opportunity to be discovered its future customers. Publishing to social media is as simple as sharing a block post, an image, or a video on a social media platform. It’s just like how you would share on your personal facebook profile.

1. **Listening and Engagement:**

As your business and social media following grow, conversations about your brand will also increase. People will comment on your social media posts, tag you in their social media posts, or message you directly. So you will want to monitor social media conversations about your brand. If it’s a positive comment, you get a chance to surprise and delight them. Otherwise, you can offer support and correct a situation before it gets worst.

**Question #03**

**Answer:**

I think Salman should emphasize more on value in his business because the eye catching point for the customer is quality because he give the assurance to customers for his investment in right product and no other element except value can strike the need of the customer. Because it makes a certain level of confidence in the mind of customer that no other element can strike better. The success of each business hide in quality. So I think Salman first priority should be providing value to his customers in order to get succeed as compare to it’s competitors.

**Question #04**

**Answer:=**

Social media now a days the most trending and viral platform for any business to market his business through different social profiles. Salman should follow some key principles for social media communications. They are given below

1. Social media is about conversations, community, connecting with the audience and building relationships. So Salman should try to connect with audience and build a strong relationship with them.
2. Authenticity, honesty and open dialogue are key.
3. Develop a following of people who matter to you and your business. Once you build a community of followers, feed that network with relevant content that stimulates meaningful conversation.\
4. Measuring the results of your social media outreach is the critical part of the process. Measuring success is not necessarily a simple task, but in order to manage your social media campaign.