**Final term paper**

**Submitted to: Sir Adil Adnan.**

**Submitted by: Laiba Maqbool.**

**Mba (1.5).**

**Id: 14132.**

**Question no: 1**

Discuss the 4es of social media marketing? Make a critical discussion over the elements of social media marketing that work best for each of the 4es?

**Answer.**

The 4Es of social media marketing are following.

1. **Excite the customers:** exciting the customers in social media advertising is very essential for the businesses because if the customers are not seeing any particular excitement towards a product they won’t show any interest in that.so to achieve that the marketers have to create excitement among the customers. The excitement can be generated through various methods and providing relevant offers to them is one the many. Providing relevant offers to customers’ means that the marketers offer them with personalized offers that the customers can relate to on a very personal level. The personal level offers can be hard to offer because gaining knowledge about each targeted customer can be a tough task for marketers but to achieve that level of excitement among the customers the marketers have to achieve personal information about customers to offer them relevant deals and offers. This task can be done through the help of customers’ relationship management which try to keep up with the information of the targeted customers. Also this can be achieved through many loyalty programs in which many customers participate and through this a lot of information can be obtained about them.in short to excite customers is to cause strong feelings of enthusiasm and eagerness in customers so that they are more interested in going again towards the products.
2. **Educate the customer:** educating the customers about a company’s product is one of the crucial parts of marketing and advertising through social media marketing require the marketers designing the social media campaigns that the customers are well educated about the product. Educating the customers about a product means that the customers are told the value related to a product or the values or attributes that are associated with a product. The social marketers advertising a product through social media need to make sure that they are providing the customers an ample amount of information about their products. The marketers need to provide information to the customers about the values, attributes and the benefits associated with a particular product. Educating the customers about a product is very essential because the targeted customers are very less likely to buy a product when they are not properly educated about a product. The social media marketing needs to be properly designed to make sure that the customers are very well educated about the benefits and value proposition related to a product to attract their potential customers. Educating the customers are marketing efforts to have a clear call to action, and whether it's reminding customers or teaching them something new, which translates into value for the customer (higher perceived value towards firm).
3. **Experience the product or service:** getting the potential customers to experience a particular product or service is very essential in social media marketing. The customers lean towards a product according to the amount of relativity and many a times the relativity is associated with experiencing the product or service itself. Giving the customers experience of a product or service means that getting them to feel that they are experiencing that product or service in real life.so it is crucial for the social media marketing that they provide information about a product or service enough that the customer feel that they can experience that in real life sitting at their home. Mostly it is about how the product work, where the product can be bought and how can it be used. The amount of information provided by the websites and social media marketers determines the amount of interest they can develop in the customers about a particular product or service. If the relevant information about the working of a product etc. is not provided properly the potential customer might lose interest in that product. The marketers who provide information about their products or services on the websites about how to use that product and where it can be obtained etc. attract more and more potential customers towards the product or service. The customers when get a feeling of experiencing the product through the information provided by the marketer, this becomes a short trial for them that they can actually experience the product or service before buying it and it can attract many customers on many various level and in large amounts.
4. **Engage the customer:** engaging the customers with the company’s products and services through social media is an essential component of social media marketing. The engagement of customers is done through motivating customers to engage in the company’s products or services using the tools of social media. Positively engaged customers with the products or services of a company through the tools of social media can ensure loyalty and commitment towards the brand. The 3Es that is exciting, educating and giving experience actually set a platform for the engagement of customers. If the 3es are performed properly, the brand can make sure that there are better chances of customer’s engagement. Engaging the customers is very crucial for the brand because the more engaged the customers will be, there are more chances of the loyalty and commitment of the customers. Positively engaged customers are most likely the more loyal and committed towards the brand. However sometimes there is negative engagement which can seriously damage the image and equity of a brand. The positively engaged customer’s on the other hand are most likely to male more purchases and over the time become loyal to the brand which is very crucial for the profitability of the brand. Engaging customers on a positive level through social media tools is very important for the brand.

**The elements of social media that work best for each of the 4es.**

**Elements that work for exciting the customers:** To obtain accurate insights, firms use online analytic tools like Google analytics

* Location-based software applications also work best to offer the customers when they are in the process of making a purchase decision
* Social networks like Facebook, Instagram etc. can also work for increasing the excitement of customers.

**Elements that work best for educating the customers:**

The elements that work best for educating the customers can be the blogs and blogging tools etc. for example word press and twitter, google+, YouTube and hub spot marketing software etc.

* **Blogs:**all of us know the effectivity of a blog. Long form writing is the traditional “go to” for educating your audience. Knowledge is gained through reading since our earliest of years, and blogging is the next step in text-based learning. This is also one of the earliest forms of internet-based communication and still holds strong now.
* **Podcasts:**Also known as audio blogs, podcasts are once again very popular. Nowadays, you can easily create your own digital radio show and relay your message. Whether it is yourself or a hired narrator doing the talking, you can educate your audience in a wide variety of subjects. Podcasters also have the ability to make notes so listeners have access to relevant links and information.
* **Live Video:**With the rise of platforms such as Snapchat, Periscope, and Facebook Live, we are given the opportunity to address the world’s masses instantly. With live video we can make seminars, presentations, and product unveilings as well as covering live events. We have seen many businesses already beginning to incorporate live video into their social media strategy and it has a lot of potential.
* **Quick Videos-:**If you have found a home on Instagram or other platforms that allow for short videos, you can utilize third-party apps such as Ripl to add information accompanied with fun animations. These are popular on Facebook and Twitter as well and can catch your audience’s attention quickly.

**Elements that work best for experiencing the product or service:**

The elements that work best for experiencing the product or service can be YouTube, blogs and retailers websites.

* **YouTube**: video marketing can help customers vicariously experience products before buying them in full, and the Internet allows for trial runs of software.
* **Tech channels on YouTube:** Tech channels on YouTube: The diffusion of tech channels with the products themselves has expanded to feature a lot of new channels / media options.
* **Blogs :**"unboxing videos" inform customers = more informed customers, allowing for less buyer's remorse.

**Elements that work best for engaging the customers:**

The elements that work best for engaging the customers are:

* **blogging and microblogging etc.**
* **Increase presence on social media:** You have to increase your presence on the social media websites (Facebook, Twitter, Instagram, Google +, Tumblr) by building outstanding content, quality customer service and attention grabbing visuals. Once you build highly efficient social channels, you will be successful.Along with gaining loyal brand promoters, you will start capturing leads and an increased number of visitors will sign up as valuable customers.

**Question no: 2**

Discuss the information effect as one of the important drivers of social media engagement. How would you do this while designing a social media marketing campaign?

**Answer.**

Firms and brands work very hard to achieve a larger level of positively engaged customers and for this the social media provides a platform and many opportunities to engage the customers on many levels with the brand and gain the loyalty of the customers as a result of positive engagement.

**The information effect:** engaging the customers on a larger level is crucial to the brands and for this one of most important step is to provide information to people on the social media that might be the targeted audience.in order to turn the wheel of social media engagement the first step is to provide information. The marketers and firms try hard to provide relevant information on social media to those who can relate with that information which serves as the key for engaging the customers. If the marketers can provide relevant information to the people in social media they can actually gain position engagement of the customers.t6he engagement of the customers determines the future loyalty and commitment of the customers with the brand and to get this going the marketers have to provide relevant information to other members of social media. The marketers have to see that the information is very relevant contextually because they never know who is at the other end and who is receiving the information. If the information is received by wrong receivers it can negatively affect the equity of the brand. Either the information is funny, cute, or instructive, it does make an effect on the social media members. So the marketers have to take in consideration that the information is received by the audience who can positively relate to it in order to engage with the brands products or services. The information is spread through:

* Videos
* Pictures
* Internet forums
* Microblogging
* Social bookmarking
* Podcasts
* Weblogs
* Social blogs
* Internet forums and many other tools of social media.

Social connections are driven by the information being shared. Relevant information thus is the key to turning the wheel, but relevance is highly context dependent. Drivers of relevance might include humor, cuteness, monetary savings, interesting offers, information about places to travel, news items, gossip about family and friends or brand communications. Relevance is determined by the consumer, in the context in which it is considered. Marketers thus work hard to provide information that is contextually relevant in some way. A humorous advertisement generally is more effective when interjected into posts by a group of friends who like to joke around together or share funny pictures or videos. This information effect highlights the need for marketers to participate actively in conversations, as opposed to enforcing on them. Marketers need to learn the art of ssmoothly joining an interaction.

**Engaging customers in designing a social media marketing campaign:**

While designing a social media marketing campaign we have to go through several steps in order to achieve a successful campaign. Engaging the customers is very crucial for running a successful social media campaign.

**For example:** I am trying to run a social media campaign for an organization that helps poor children under the age of 10-15 and provide education and work opportunities for them.

The steps that might be involved in running a successful campaign might be.

**Goals:** First I have to identify my strategy goals.my goals should be specific, measurable, time bound, relevant and attainable.

For social media engagement I have to engage customers and this will be my **social media goal.**

**Target audience:** Secondly I have to identify my target audience that who are the people that should receive the information.

**Experiment and engage:** Thirdly I have to find ways in social media through which the audience can experiment and engage.

**Budget:** Also I have to set a budget for my campaign.

**Monitor** also have to monitor the campaign regularly and change if I have to make any changes.

**Engaging people through information effect in the campaign:**

Most importantly it is crucial for this campaign to engage the people and to engage the people through social media the information effect is needed for a successful marketing campaign. If I can achieve that engagement level of people through social media can have a successful campaign and gather as many help and people to participate in this cause. This engagement can be done through providing information about my campaign through social media that can be done through many ways that are:

* **Posting on social media:** can engage by information on social media by posting about my campaigns on a variety of platforms. I can also use specific hashtags and provide followers with incentives for sharing my content and tagging friends.
* **Social media networks** have to use the social media platforms like Facebook, twitter, blogs etc. on which I am moist active to provide information about my campaign so the people get more awareness about it.
* **Internet forums:** Ican also use social internet forums that discuss helping poor children in need and provide information about my campaign there so that many people around the globe would get to know about my campaign and they may participate in that campaign or volunteer.
* **Providing information to people:** I can connect with people on many social media platforms by providing information about my campaign. The amount of information would determine how many and what kind of people are interested in the campaign.
* **Making content:** can also make content on daily basis and provide it on social media networks so that people can see it and engage with my campaign on many different levels and they can also motivate other to take part in that campaign.
* **Engage on a regular basis:** Also I can engage with on a regular basis on social media and provide them with relevant information about my campaign so they might take interest in that.
* **Unique message:** In my campaign I can promote a single and unique message through social media and spread it among the relevant people on many social websites and blogs etc.
* **Providing inspiration** can provide the relevant people with inspiration and ask them to volunteer in my campaign and give them inspirational pieces of information and content so they might take part in that campaign.
* **Create unique and compelling visual content.** Whether it’s a video on Facebook or an edited picture on Instagram, make sure your visual content is compelling and entertaining. Give your audience something they haven’t seen before.
* **Providing relevant information:** I have to be informative and provide them with relevant information that is unique in order for them to take part in my campaign.
* **Multiple platforms:** I should promote one message on multiple different platforms using content that fits the chosen platform. By consistently sharing the same message across your campaign, your followers will hear the same information over and over again, which will allow them to retain your message.

Also one should set aside a bit of time to answer questions, “like” comments, and respond to feedback. By taking the time to engage with your followers, you will give them a personal experience that they won’t forget.

Through the information effect can positively engage people through social media if done properly and this can vastly benefit my campaign on many levels and I can run a successful campaign.

**Question no3:**

Discuss the connected effect and the network effect? How can these both be effectively achieved?

**Answer.**

**The connected effect:**

The human nature is to crave for connecting with other people. The connected effect is the ability of consumers to connect with and receive information from others. This force drives communities and civilizations. Nowadays with technology, humans have become 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.

Because of these changes, social media has empowered humans to connect in manyways. Some connections may involve existing friends and colleagues, but they also occur with people who might not have connected in an offline world as easily as they do online. Similarly, consumers may connect more easily with firms, brands or news outlets that they would not have been aware of outside of the world of social media.

Social media has allowed users to both join and form vast numbers of such networks. Each different social network just keeps growing, often without actively seeking others. More people take part in it as shown by many Facebook or LinkedIn requests sent. motivations might include promotions and incentives, timely information and product information.

The connection allows the consumers to receive and express social approval of what others have posted. For example, consumers click to express their liking of various posts ranging from descriptions of events important in their lives, to jokes, to pictures. This increased connection holds the risk of becoming hazard for consumers, many of whom have a habit of looking at their smartphones as soon they ding, causing them to lose focus on activities in the physical world.

We know the filters 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.

**The network effect:**

The network effect is when an information is given on social media by a person, it conveyed to a vast number of people. This forms a network of information and thus is called the network effect. Consumers provide that information on the internet that they want others to know. This has a great effect.so the network effect does not only spreads information from one person to the other but also it multiplies the number of influence of people according to the number of people knowing the information.

 Through the network effect, people can have more influence in a less visible manner. Because it is not very prominent but still directed to the connected network, this large influence can be more appealing for getting other members of the network to consider the expressed opinion or idea.

By this we can see that the joint effects of the multiple networks that people join (e.g. Facebook, LinkedIn, and Twitter). People express their views about a brand and their consumption of product.A basic expectation is that people who discuss a product are more likely to buy it. the influence of being part of a social network increases when the user connects using a smartphone and more people are conncted through it which forms even a larger network effect.

**Achieving them effectively:** the network effect and the connected effect have a big influence on the success of the brand.to achieve these effects successfully, brands have to make some strategies.

* **Relevant information by brands:** Many people spend a lot of time on social media. Companies have to make sure that they provide relevant awareness and information about their brand because the connected effect and the network effect both have great influence on the businesses. If they provide a slightly less reliable or fake information about a product that may ruin the whole image of a brand.

Social media supports various formats, hence the brands should post images, videos, podcasts, etcto draw in more audience. Social media is a great medium where the posts can be easily shared thereby allowing your brand to reach to multiple users, in different locations across different time zones.

Social media offers many opportunities for brands to come out with their creativity in crafting social media campaigns and promotions. Itsa platform for most of the brands to engage their audience and to capture their attention in an effort to improve brand awareness.

* **Brand awareness:** Building brand awareness requires dedicated efforts over a long period of time where you need to constantly prove to your customers that they can lay their trust on your brand.
* **Being visible on many social media platforms:** Itwill help you to connect with more social media audience and offer you the initial foothold. Content that you produce can create the image of an expert. Make sure to enrich your articles with educational content, creative infographics, informative charts and impressive pictures. Educational content helps to position your brand as an authority.

All marketers agree that their most ideal customer is one who is a loyal customer since we all know that keeping customers is more cost-effective and efficient than finding new ones. Share the experiences of customers on social media which helps to gain trust from social media audience.

The connected effect and the network effect can be effectively achieved through providing the customers with relevant and true information about the products or services of a brand so that the information which spread through the social media creates a positive image for the brand.

**Examples:**

* We can take the example of apple. Apple released iPhone in 2007 and the app store. Most of the advertising for apple takes place through the social networks which helps the software to become so popular that apple doesn’t even have to do marketing to promote their software.
* Another example could be online selling websites like eBay etc. Many online sellers are coming to these websites due to the network effect because now they know through social media that majority of people prefer online shopping.
* Another example could be google. Google has also attempted to create a network effect in its advertising business with its Google AdSense service. [GoogleAdSense](https://en.wikipedia.org/wiki/Google_AdSense) places ads on many small sites, such as [blogs](https://en.wikipedia.org/wiki/Blog), using Google technology to determine which ads are relevant to which blogs. Thus, the service appears to aim to serve as an exchange (or ad network) for matching many advertisers with many small sites (such as blogs). In general, the more blogs Google AdSense can reach, the more advertisers it will attract, making it the most attractive option for more blogs, and so on, making the network more valuable for all participants.
* Other examples could be of online gamers who benefit from participation of other online gamers.

**Question no 4.**

Write short notes on:

1. **Social network sites:** a social networking site is a social platform where people build social network or social relationships with other people who share similar interests, backgrounds or career interests etc. A social networking site is an online platform that allows users to create a public profile and interact with other users on the website. Social networking sites allow users to share ideas, digital photos and videos, posts, and to inform others about online or real-world activities and events with people in their network. While in-person social networking such as gathering in a village market to talk about events has existed since the earliest development of towns,the web enables people to connect with others who live in different locations, ranging from across a city to across the world. Depending on the [socialmedia](https://en.wikipedia.org/wiki/Social_media) platform, members may be able to contact any other member. In other cases, members can contact anyone they have a connection to, and subsequently anyone that contact has a connection. socializing social network services used primarily for socializing with existing friends (e.g., [Facebook](https://en.wikipedia.org/wiki/Facebook))

* online social networks are decentralized and distributed computer networks where users communicate with each other through internet services.
* networking social network services used primarily for non-social interpersonal communication (e.g., LinkedIn, a career and employment-oriented site)
* [social navigation](https://en.wikipedia.org/wiki/Social_navigation) social network services used primarily for helping users to find specific information or resources (e.g., [Goodreads](https://en.wikipedia.org/wiki/Goodreads) for books)

1. **Media sharing sites:**

Media sharing sites allow you to upload your photos, videos and audio to a website that can be accessed from anywhere in the world. You can then share that media with the world or just a select group of friends. Media sharing websites allow users to share different types of media, with the two main ones being image sharing and video hosting sites.

Most of these sites also offer social features, like the ability to create profiles and the option of commenting on the uploaded images or videos.These platforms mostly encourage user-generated content where anyone can create, curate, and share the creativity that speaks about them or spark conversations. The media is played/viewed from any Web browser and may be selectively available via password or to the general public. A media sharing site can also be used to back up files.

**Examples:** Pinterest, YouTube, Vimeo

**C. Thought sharing sites:**

The thought sharing sites contains different kind of blogs.

In thought sharing sites companies engage with the customers’ by providing product information, and providing a platform for two-way communication.

Blog is a web page that contains periodic posts; corporate blogs are a new form of marketing communications.

**Corporate blogs:**a website created by a company and often used to educate customers ( highest control, can control content posted on them)  
Corporate blogs illustrate the importance of engaging customers around the core brand tenets without being overly concerned with a hard sell.

**Professional blogs:** Websites written by a person who reviews and gives recommendations on products and services  
Blogs educate and engage users, and enhance their experience with products and services being discussed.

**Personal blogs:** website written by a person who receives no products or remunerations for his or her efforts. Consists of short sentences, short videos, or individual images. Twitter is an example of a micro blog.ontrol in marketplace).

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.

* 1. **How to do a social media marketing campaign.**

**Answer.**

There are several steps in doing a social media marketing campaign.

First step is to **identify strategy and set meaningful goals:**

First step in the social media marketing campaign is to set a strategy and set meaningful goals according to what you are trying to achieve. set realistic social media goals. Tackling smaller objectives that allow you to scale your social efforts in a way that’s both reasonable and affordable.

2nd step is:

**Research your target audience:**

Secondly you have to research for your target audience. The social media network provides a lot of information into people’s lives and interests and marketers can easily gain information about the target audience.

3rd step is:

**Campaign: experiment and engage:**

Third step is to engage your target audience. For a social media campaign to be effective, the marketer has to use the 4es of social media to achieve a successful campaign. The target audience can be given a real life experience of a product or service by giving them information about how to use it and where to buy it. Also it is very important to engage customers positively by encouraging them to engage with the products through social media tools. The positive engagement of the product determines the success of the brand.

4th step is: **budget.**

In order to set a successful campaign, the social media marketers have to set a budget that should be reasonable an easily affordable for them in order to achieve their goals. Properly analyzing the budget beforehand help the marketers to run the campaign smoothly and effectively.

5th step is**: monitor and change:**

The last step is to monitor the campaign closely. Because social media tends change rapidly with a large amount of audience traffic everyday so to keep up with that the marketer has to monitor the campaign really closely and make sure that everything is running smoothly and with the changing trends that are taking place almost every day, they have to make sure that they are making the relevant changes according to the changing trends and demands of target audience. This helps make sure that the campaign is successful.

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