**NAME: Hamza Ayaz Khan**

**ID: 13315**

**SUBJECT: Social Marketing**

**CLASS: BBA (Hons)**

**SECTION: 8th Semester**

**SUBMITTED TO: Dr. Adil Adnan**

**Answer No 1:** The 4 Es of social marketing are given below:

1. **Excite The Customer:** Offer must be relevant. Relevancy can be achieved by personalized offers that can satisfy customer needs and wants.

**2) Educate The Customer:** Educating a customer about a product is an important part of marketing, particularly for innovative or new products that have no current equivalent in the market.  
Golden Opportunity:  
 Product’s value preposition and offered benefits.

**3) Experience The product or Service:  
 Product experience** is the overall value of a product orservice to customers. This is defined in terms of customer perceptions as they use the productor service in a variety of contexts. ... Product experience is mainly achieved through design and quality control. Information about a firm’s good or services. Stimulating real experiences.

**4) Engage The Customer:** Customer engagement is the means by which a company creates a relationship with its customer base to foster brand loyalty and awareness. This can be accomplished via marketing campaigns, new content created for and posted to websites, and outreach via social media and mobile. Positively engaged customers lead to more profitability. Engagement can also backfire.

**Elements of Social Media Marketing For 4 Es:  
 1**) Best social media elements for excite the customer are given below:

1. **Facebook:**

The first level, the campaign is the basis for your Ad Each Facebook Ad campaign is made up of three parts**.** At the **campaign** level, you choose your objective, which is the action you want people to take when they see your ads. **Facebook** has three objective categories: Awareness, Consideration, and Conversion.

1. **Google:** A **Google Ads campaign** is a set of one or more **ad** groups (**ads**, keywords, and bids) that share a budget, location targeting, and other settings. Campaigns are typically used to organize categories of products or services offered by an advertiser.
2. **Social media elements for educate the customers are :**

**a) Twitter**: **Twitter advertising** pricing depends heavily on your **ad** type. You can choose from three **ad** types on **Twitter**: Promoted tweets, promoted accounts, and promoted trends. While promoted tweets cost $0.50 to $2 per action, like a retweet, follow or like, promoted accounts cost $2 to $4 per follow.

1. **b) Hubs Pot:** n your **Hub Spot** account, navigate to Marketing > Planning and Strategy > **Campaigns**.
2. In the upper right, click Create **campaign**.
3. In the dialog box, enter a **Campaign** name. This should be a unique **campaign** that other users in your **Hub Spot** account will easily understand. Then, click Create.
4. **Social media elements for experience the product or service are :**
   1. **YouTube :**

To run the campaign on YouTube following steps should be followed carefully.

1. Select the video for your **campaign**. ...
2. Create your video ad ...
3. Choose where you want people to go after they click on your video ad. ...
4. Set an online video marketing budget. ...
5. Choose your target audience.
6. **Social media campaigns for engage the customer are :**

**a)** **Blogging:**  
 The most common purposes for **blogging** include: A long-term cash flow supplement for existing **marketing** and **advertising campaigns**. Generate more online awareness for a company, corporation, or brand. Generate sales leads with a low-cost, **ad** free strategy.

* 1. **Micro Blogging:  
      Micro blogging** is a form of digital communication that is on the rise that many businesses can **use** to their marketing advantage. ... Simply put, **micro blogs** are sort of a combination of instant messages and **blogs**. It allows for users to share small posts, such as a short sentence or an image, video, or link.

**Answer 2:**

**Information Effect:**  Information effects the outcome in which the relevant information is spread by firms or individuals to other members of the social network.

**Social Media Marketing Campaign:**

### There are eight steps for designing the successful social media marketing campaigns. They are: 1. Understand the goal of the campaign.

The first step is to collaborate with your team on the particulars of the campaign. Are you promoting an event? Are you offering a new eBook or download? Maybe you're working on a social giving campaign with a non-profit partner. Whatever the campaign is, understand the end goal. What action do you want the user or follower to take when they see your post? Is the goal clearly articulated, while still being entertaining, lovable and share-worthy? How will you measure the effectiveness of the campaign?

Nail down these important details first to get a clear idea of where you're going.

**2. Decide how to promote the campaign on each channel.**

Now it's time to decide what kinds of content you will need for each social media channel. You might want to create a short video for Facebook and Instagram. An event on Facebook will need a special banner image. You might also need to create images for Twitter and Interest. Understanding the purpose for each channel is key to making this step work.

Social media advertising is critical if you actually want people to see and interact with your posts. If you haven't started using the advertising tools native to each social media channel, start with just one channel and experiment to find what works best for your audience and content. *Read our*[*Facebook Advertising Primer for Beginners here*](https://blog.spinweb.net/the-facebook-ad-primer-for-beginners?__hstc=164818272.7021d0504e2d9f5bde80dcee341842f8.1592810575391.1592810575391.1592810575391.1&__hssc=164818272.1.1592810575394&__hsfp=2144567969)*.*

Once you've finished planning, it's on to the next step**.**

**3. Create a content calendar for the week/month.**

The next part of the planning process is actually plotting out your schedule on a calendar. What days of the week and times will you be posting content to your social channels? What messaging and creative copy will you use to generate engagement? You can set up a basic outline of what each day looks like for the week or month of the promotion on a calendar template, like the example below from one of our campaigns.

Each day has 1-2 special posts for the campaign on different channels.

**4. Create supporting visual content.**

Now it's time to create all of the visual components you planned out in steps 2 and 3. You don't need a graphic designer to make really fun and engaging images. [Check out this post on how to find free or cheap images, plus tips for creating your own.](https://blog.spinweb.net/5-free-photo-resources-for-your-website?__hstc=164818272.7021d0504e2d9f5bde80dcee341842f8.1592810575391.1592810575391.1592810575391.1&__hssc=164818272.1.1592810575394&__hsfp=2144567969) My personal favorite is [Canvas for creating quick, easy images with text](https://www.canva.com/). I made this social media image (for our client [Indiana Retired Teachers Association](https://www.retiredteachers.org/)) in just a couple of minutes using Canvas.

Another good tool is [Design Wizard](https://www.designwizard.com/). It's new graphic design software that allows you to create a personalized image in seconds. It has over 1 million high-quality images in its library and thousands of templates. As a bonus, Design Wizard integrates with Hubs pot, Market, Buffer and Intercom.

**5. Schedule posts.**

Now it's time to schedule! You've got a plan. You've got a calendar. You've got awesome content! You're ready to put it all together in your social media scheduling tool of choice. Hoot suite will do, as will your Hub Spot social media scheduler. Buffer is another option.

**6. Monitor and respond.**

Don't just set it and forget it! This is not a rice cooker, people. This is a well-oiled social media machine and while it might be running smoothly in the background, you still need to be involved. Part of managing social media like a boss is simply being present on your profiles. With those management tools we talked about earlier, you can set up alerts on your phone. That way, if someone comments on your Facebook post or replies on Twitter, you can respond quickly.

**7. Follow up after the event or promotion, if necessary.**

If your campaign is based around an event, or say the launch of a new product, then it may make sense to follow up with photos or an update. If you did a giveaway or contest, post photos of the winner or stats about how many people participated. For an event, you could posts photos of the event with a recap.

**8. Analyze and adjust.**

Take time to go over your analytics to see what worked and what didn't work. Maybe all of your early morning posts did really well and your mid-afternoon posts totally flopped. Or one type of visual content or messaging had higher engagement than another. Then, use that knowledge to adjust your tactics for the next campaign.

**Answer No 3:  
 Connected Effect:** The Connected Effect: With regard to the Wheel of Social media Engagement, the connected effect is an outcome of social media that satisfies humans’ innate need to connect with other people. This connection in social media is bidirectional: People learn what their friends are interested in, but they also broadcast their own interests and opinions to those friends. The connected effect enhances human interaction on a one to one basis. Examples of connected effect are SEO(Search Engine Optimization), Social Media, Paid Search and Local Advertising.

**Network Effect:** A network effect is when new, additional users signing up for a product or service increases its value and utility for current and future users. If a product or service has a network effect, its value and utility will increase as its user base grows. The telephone and social networks are good examples of how network effects can impact a product or service. As more people started using these technologies, they became necessary for communication, boosting their value for existing and future users and weakening the alternative’s value.Venmo, the mobile payment service, is a good example of having a direct network effect. The more people can send money through the app to each other.

**Part 2) How can these both are effectively achieved :**

* 1. For effectively achieving the connected effect, we can envision filters being available to be applied social network posts to categorize their types for different tag groups. Currently, multiple platforms (e.g. Facebook, LinkedIn) provide distinct services for different purposes.AS these networks expands and grow, there goal will be to encourage users to visit there platform exclusively. One way this may be done is b creating appropriate sorting of purposes for viewing posts.
  2. For effectively achieving the Network effect , A basic expectation is that people who discuss a product are more likely t buy it. In this setting we note the need for research that explores the joint effects of the multiple networks that people join ( e.g. Facebook , LinkedIn , Twitter) also suggest that the influence of being part of a social network increases when the user connects using a Smartphone.

**Answer No 4:**

Write short notes on:

1. **Social Network Sites**:   
    We define social network sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site.

1. **Media Sharing Sites :** A website that enables users to store and share their multimedia files (photos, videos, music) with others. Such sites are often premium based, providing a modest amount of free storage and paid subscriptions for greater storage. 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. See [cloud storage](https://www.pcmag.com/encyclopedia/term/cloud-storage), [photo sharing site](https://www.pcmag.com/encyclopedia/term/photo-sharing-site) and [video sharing site](https://www.pcmag.com/encyclopedia/term/video-sharing-site).
2. **Thought Sharing Sites:  
    THOUGHT**-**SHARING SITES** = 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.
3. **How to do a social media marketing campaign :** To do successful social media marketing campaign we have to follow some steps first of all is identify strategy goals, we should know what is our goal and what we want to achieve. Second Target audience we should know who we want to target what is age group, gender, location etc, allocate Budget for it in how much budges we can cover the whole campaign. Monitor the outcomes and observe did we need to change something to increase the success ratio. If yes then go for the changes and increase the sale.

**SUBSCRIBE TO THE MOJO BLOG**

Top of Form

Bottom of Form

**INTERESTED  
IN  
JOINING**