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**Subject: Social Marketing**

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**Final Term Assignment**

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**Iqra National University**

**Question: 1**

**Discuss what are the 4Es of Social Media Marketing? Please make a critical discussion over the elements of Social Media Marketing that work best for each of the 4Es?**

Answer:

4E’s in social marketing:

1. Excite the Customers
2. Educate the Customers
3. Experience the Customers
4. Engage the customers
5. Excite the Customers:

Use personalization by doing descriptive changes means that the excitement of customer in a product will matter even more in future.

By creating purposeful brand. Brand should be sustainable.

1. Educate the Customers:

Stanford University uses combination of Facebook, YouTube, and the customized mobile applications Stanford is able to share student work and information.

1. Experience the services:

On a social media, reviews are displayed or visible for other customers. Through social media, we can experience a product by checking old reviews.

1. Engage the Customers:

Customers can be engaged by doing messages in conversation box.

Providing Customer entertainment value by asking reviews or comments on a products.

**Question: 2**

**Discuss “the Information effect” as one of the important driver of the Social Media Engagement. How would you do this while designing a social media marketing campaign?**

Answer:

Information Effect:

Businesses or firms provide relevant information for visitors/clients of social network.

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.

As we think further about the information effect and the incredible magnitude of information being conveyed through reviews, Facebook posts, tweets.

Example:

It is important to do social marketing campaign for a business for businesses for example if a Samsung release a new mobile they provide information or specification of a mobile phone.

Marketing strategy of Samsung is perfectly suitable for digital marketers to build a plan and make progress. No matter how hard it seems, it is vital to create an operative marketing strategy for your business to grow and evolve.

**Question: 3**

**Please discuss the connected effect & the Network effect in your own words. How can these both be effectively achieved? Please quote some real examples.**

Answer:

**Connect Effect:**

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. Humans seek connections to other people, and social media have provided them with a new, easy, and engaging way to do so.

**Network Effect:**

One way companies can extend their network effects is by paying celebrities or pseudo-celebrities with large followings

Example:

The Netflix platform has very strong indirect network effects. The more movies and TV shows on the platform, the more subscribers value the service. ... Subscribers also derive more value from Netflix when more subscribe to it because more customers means more data and a better content recommendation engine.

Both can be achieved effectively by having public relations, daily interaction with in the market,

If a company is performing marketing campaign celebrities or some famous personalities are invited in marketing campaign like Defence housing Authority Peshawar, Younas khan was invited for gate unveiling ceremony, so it can create a good image in customers mind for an organization or a product.

**Question: 4**

**Write Short Notes on:**

**1. Social Network Sites**

**2. Media Sharing Sites**

**3. Thought Sharing Sites**

**4. How to do a Social Media Marketing Campaign**

Answer:

1. Social Network Sites:

Blogger is a free blog publishing tool from Google that lets you quickly and easily share your thoughts with the world. It is an excellent way for marketers to create innovative, creative and excitement for customers. These are following:

1. Facebook
2. Linkedln
3. Google+
4. Media Sharing Sites:

Media sharing has made it possible for personals and organizations alike to expand their influence and reach. But to use media sharing effectively, you need to know how to use each & every media channel so that your content and messages reach the right targeted audiences.

1. Thought sharing sites:

Thought sharing sites include blogging, Micro blogging. Blogs are good at Educating and Engaging users, in addition to allowing users to vicariously Experience products.

It includes:

1. Corporate Blogs
2. Professional Blogs
3. Personal Blogs
4. Twitter (Micro-Blogging)
5. Social media Marketing campaign:
6. Identify Strategy Goals:

It includes vision of a company, how to achieve goals, Strength, Opportunities, identify strategies to achieve your goal.

1. Target Audience:

A particular group at which a product such as a film or advertisement is aimed.

1. Campaign: Experiment and Engage:

Experiment are to be made for efficient and effective product and to engage customer by providing them demonstration.

1. Budget:

Your marketing budget is the planned amount of money you’ll spend to make your marketing goal a reality.

1. Monitor And Change:

Monitor customers behavior towards a product and further changes are done through feedback of customer’s perspective. Or company provide customizations based product