Final Semester Assignment

**Subject: Social Marketing**

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**Q1) 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?**

# ANS: 4Es of Social Media Marketing:

1 Excite customers with relevant offers .

2 Educate them about the offering.

3 Help them Experience products, whether directly or indirectly.

4 Give them an opportunity to Engage with their social network.

**Best social media elements are:**

## Excite the Customer:

An offer must be relevant to its targeted customer – providing personalized offers, which are determined through insights and information obtained from customer relationship management and/or loyalty programs

Example is ( Amazon )

They present an envelope while someone visit to their site with the following words written on the flap: “Psst… in here.” Through which they excite their customers.

## Educate the Customer:

An imperative of well-designed social media marketing offers is that they have a clear call to action to draw customers through their computers, tablets, and mobile devices into online websites or traditional retail stores By engaging in appropriate education, marketers are expanding the overlap of the benefits that they provide with benefits that customers require

blogs and blogging tools (e.g., WordPress and Twitter), HubSpot (all-in-one marketing software), YouTube and Google+

### Experience the Product or Service:

YouTube and similar sites can come relatively close to simulating real experiences – such benefits are very common for products that have long been sold online, so much so that we might forget that it used to be difficult to assess these products before buying them

For Services: social media can offer a customer experience-based information that wasn’t previously available unless consumers bought and tried the product/service

(EX: reading a blog about a type of make-up brand)

**Engage the Customer**

Once you have attracted the interest of your audience, and given them enough information to help them move into the decision phase, then you need to engage them.

Through social media tools such as, blogging and micro blogging, customers actively engage with firms and their own social networks.

A firm spends considerable time explaining the benefits and features of the product, and then encourages the customer to offer feedback.

**Q2) 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?**

Part 1)

The information effect is:

Outcome in which relevant information is spread by firms or individuals to other members of the social network.

Information—whether because it is funny, cute, instructive, surprising, or interesting—is the key to turning the wheel [of social media engagement].

## Part 2)

How would you do this while designing a social media marketing campaign?

#Following are some steps for designing social media compaign

1. I will Understand the goal of the campaign.
2. Then I will Decide how to promote the campaign on each channel.
3. Then I will Create a content calendar for the week/month.
4. Then I will Create supporting visual content. ...
5. Then Schedule posts. .
6. And the last step is Monitor and respond.

## Q3:Please discuss the connected effect & the Network effect in your own words. How can these both be effectively achieved? Please quote some real examples.

ANS: The Connected Effect

Outcome that satisfies humans’ innate need to connect with other people

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.

## The Network Effect

Outcome in which every post is spread instantaneously across social media

The connected effect refers to information received from others; on the flip side, every time a consumer posts information, it is conveyed to his or her vast connections across social media. This is the network effect. Consumers post to provide information or opinions that they want others to be aware of. Network research identifies the exponential influence of social networks. The network effect, thus, serves as an important source of information but also as a multiplier of influence, depending on what the person shares. Through the network effect, people can widen their sphere of influence, though usually in a relatively less conspicuous manner. Because it is less obtrusive but still directed to the connected network, this magnified influence can be more persuasive for getting other members of the network to consider the expressed opinion or idea.

## PART 2 ) How can these both be effectively achieved:

1. For effectively achieving the connect effect, 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.
2. For effectively achieving the Network Effect, A basic expectation is that people who discuss a product are more likely to 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). Yuksel et al.(2016) also suggest that the influence of being part of a social network increases when the user connects using a smartphone.

**Q4: Write Short Notes on:**

A: Social Network Sites

Facebook, Twitter, LinkedIn

Such types of Social Media are used to associate with individuals (and brands) on the web. They help your business via branding, social awareness, relationship building, customer service, lead generation, and conversion.

Some of the benefits of these Social Marketing Networks are-

(i) They encourage individuals and businesses to interact online and share data and thoughts for ensuring mutually productive relationships

(ii) In case you are searching for the best ways to optimize current marketing campaigns then you will discover a variety of organic and paid ways to do this on Facebook, Twitter, and LinkedIn sorts of social networks.

## B: Media Sharing Sites

Media sharing types of Social Media are used to find and share photographs, live video, video and other kinds of media on the web.

They are also going to help you in brand building, lead generation, targeting and so on. They give individuals and brands a place to discover and share media so the target audiences can be targeted and converted into a convincing and result-driven way possible.

Social networks nowadays also offer these features, however, for Media Sharing Networks, sharing of media is their basic role.

(i) Starting with image or video on Instagram, YouTube and Snapchat types of media sharing networks would be more beneficial for you.

(ii) To decide whether you should use these networks for your business or not, you should consider your resources and target audiences. These channels will help you run well-planned campaigns to generate leads and widen your audience base.

# C: 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.

Blogs = good for educating, and allows for engagement in the response sections too

Professional blogs are 3rd parties, but companies do sponsor them for positive reviews

Microblogs = short sentences, videos, individual messages.

### How to do a Social Media Marketing Campaign ?

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### Step 1. Choose social media marketing goals that align to business objectives

### Set S.M.A.R.T. goals

### The first step to creating a winning strategy is to establish your objectives and goals. Without goals, you have no way to measure success and return on investment.

### “We will use Twitter for customer support and lower our average response rate to under two hours by the end of the quarter.”

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### Step 2. Learn everything you can about your audience

### Create audience personas

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### Knowing who your audience is and what they want to see on social media is key. That way you can create content that they will like, comment on, and share. It’s also critical if you want to turn social media followers into customers for your business.

### When it comes to your target customer, you should know things like:

### Age

### Location

### average income

### Typical job title or industry

### Interests

### Step 3. Know your competition

Odds are your competitors are already using social media, and that means you can learn from what they’re doing.

#### Conduct a competitive analysis

A competitive analysis  allows you to understand who the competition is and what they’re doing well (and not so well). You’ll get a good sense of what’s expected in your industry, which will help you set social media targets of your own.

**Step 4. Do a social media audit**

If you’re already using social media, take stock of your efforts so far. Ask yourself the following questions:

* What’s working, and what’s not?
* Who is engaging with your?
* Which networks does your target audience use?
* How does your social media presence compare to the competition?

**Step 5. Set up accounts and improve profiles**

Decide which networks to use

As you decide which social networks to use, you will also need to define your strategy for each.

**Step 6. Find inspiration**

While it’s important that your brand be unique, you can still draw inspiration from other businesses that are great on social.

Step 7. Create a social media content calendar

Sharing great content is essential, of course, but it’s equally important to have a plan in place for when you’ll share content to get the maximum impact.

Step 8. Evaluate and adjust your strategy

Your social media strategy is a hugely important document for your business, and you can’t assume you’ll get it exactly right on the first try. As you start to implement your plan and track your results, you may find that some strategies don’t work as well as you’d anticipated, while others are working even better than expected