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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?**

Answer: 4Es of Social Media Marketing are the following

**Excitement:** Customers should be excited by the marketers by providing relevant offers for the product by using social networks like Facebook and Google+

 **Education:** Customers should be educated about the product and give information about the product also educated about the benefits which they receive from the product by using blogs and blogging tools YouTube or Google

 **Experience:** Customers should be given the chance to experience the product whether it’s directly or indirectly. Directly is when the product should be in market as a sample to use and in directly is giving tutorial in YouTube or other social media, retailer’s websites.

**Engagement:** customers should be [merging](https://synonyms.reverso.net/synonym/en/merge) and engage with the social [public](https://synonyms.reverso.net/synonym/en/public) which the product possesses. Engage the customers by blogging and micro blogging

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

**Social media elements in 4Es**

The following are the social media elements present in 4Es of marketing:

* The customer’s excitement can be created by [attractive](https://synonyms.reverso.net/synonym/en/attractive) [awareness](https://synonyms.reverso.net/synonym/en/awareness) information about the customers. The same is possible by using some tools available online
* Customers can be educated about the product and the offers through advertising online or through mobile application
* Social media also give a chance to provide experience based information by tutorial videos online to prospective customers.
* Social media also give a chance to individual customer to engage themselves with the product by giving feedback or write-ups’ about the product in blogs or others information sharing sites.

**Q1: 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:**

**The Information effect:**

Social connections are motivated by the information being shared in social media. Relevant information is spread by firms or individuals to other members of its social network

Social media efforts can be significantly greater than those earned from traditional media efforts. Firms recognize that posting information that customers relate to, or find engaging, means that customers will keep coming back, liking or commenting on the posts and sharing them with friends. Not only do these activities help keep the brand top-of-mind and enhance purchase intentions, but they also can turn consumers into active advocates.

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

I would do this on social media marketing campaign by proving relevant information to my target audience also updating customer time to time about the business activities.

**Example of Apple Company** they give all information about their individual product in their website like computers, mobile, tablets etc about their income and company share.

**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.**

 **Connected effect:**

A powerful evolutionary force throughout human history has been the need to connect with others. The growth in social media in turn has been driven by several related factors. One such driver is the innate need that people have to connect with other people. This connection is bidirectional; people learn what their friends are interested in, but they also broadcast their own interests and opinions to those friends. Humans always need to be connected to other people, and social media provide them with a new, easy and engaging way to do so. In particular, people can connect by sharing different types of information, whether their location, the food they have consumed, exercises they have completed or a news item that they find interesting.

**Network effect:**

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. 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. A basic expectation is that people who discuss a product are more likely to buy it.

**How can these both be effectively achieved? Please quote some real examples.**

Both can be effectively and efficiently achieve by having a strong and good relation with public also by involving famous celebrities and also by introducing customer choice products.

**Example:** Dell Company provide their customers customization base product, customer also can visit dell website and choose the product which is suitable for their self.

Also YouTube has many local networks and connection on its platforms from makeup enthusiasts to video game streamers to book reviewers. When a new video game streamer joins YouTube they benefit users who are interested in video game streams. When a new makeup guru launches a channel, their channel doesn’t add value for the gamers, but it does add value for the makeup audience. This strengthens YouTube’s resilience to competition. While YouTube still has a strong gaming culture, many gamers have moved on to game-streaming platform Twitch. Despite Twitch’s growing popularity, YouTube continues to grow overall because its other micro-networks are robust and growing. If YouTube were dependent on gamers, then Twitch’s growth would be existential.

**Q4: Write Short Notes on:**

* **A Social Network Sites**
* **B Media Sharing Sites**
* **C Thought Sharing Sites**
* **D How to do a Social Media Marketing Campaign**

**Answer:**

1. **Social Network Sites:**

Social network sites Connect with people. Social Networking sites are Revolves allows like-minded individuals to be in touch with each other using websites and web-based applications. Example Facebook, MySpace, Twitter, Instagram.

1. **Media Sharing Sites:**

We use Media sharing sites for Share photos, videos, and other media

Media sharing networks give people and brands a place to find and share media online, including photos, video, and live video. they can benefit your business Like the major relationship networks, these sites are invaluable for brand awareness, lead generation, audience engagement, and most of your other social marketing goals.

1. **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

Types:

Corporate Blogs

Professional Blogs

Personal Blogs

Twitter (Micro-Blogging)

1. **How to do a Social Media Marketing Campaign:**
2. Identify strategy goals: Strategic goals are important because they: Drive priority setting, resource allocation, capability requirements and budgeting activities.
3. Target audience: A target market is the specific group of people you want to reach with your marketing message. They are the people who are most likely to buy your products or services, and they are united by some common characteristics, like demographics and behaviors.
4. Campaign: experiment and engage: A marketing experiment is a form of market research. It's a test organizations run to discover possible marketing avenues that will improve a campaign. Campaign is helpful for a business it promote their product example facebook pain promotion
5. Budget: Google Ads lets you set an average daily budget for your campaigns, with the flexibility to change it at any time. Your average daily budget is the average amount you’d like to spend each day over the course of the month.
6. Monitor and change: That’s what this is all about. You need to know that your marketing strategies work. And more importantly, your clients need to know you have to check and balance on your strategies. And have better plan for next time