

Chapter 2 Marketing Question #5

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As we are aware a value proposition is a simple statement that clearly communicates the product or service benefit you promise to deliver to your customers. It is ultimately what makes your product attractive to your ideal customer. Social networking sites like YouTube and Facebook offer web users brand values that customers value. Trust is a must among web users. Building a bond with users such as YouTube and Facebook are perhaps their priority. People can tell when a brand is being deceptive, and they will respond by giving the brand the cold shoulder and warmly embracing the other competitors. YouTube and Facebook have earned the consumers' trust and established a good reputation, communicated directly to the users and dedicated their messages to provide accurate information that is valuable to the customer. There is so much competition for competing for the same audiences as it relates to social media. For YouTube and Facebook their brand was distinctive where it allows individuals to invoke their freedom of speech if it meets their safety protocol. This has transformed into a platform of sharing information in a matter of seconds.

Reference