

**Module 5 Assignment: Social Media Marketing**

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## Module 5 Assignment: Social Media Marketing

### Part 1: Short Answer

**1. Define social media and social media marketing.**

Social media are platforms which allow individuals and organizations to share information. The sharing of information is made possible by a social network which is a structure which ties individuals and organizations into some form of a web (Clow & Baack, 2021). Examples of social media platforms include; Facebook, Twitter, Pinterest and Instagram. Social media marketing involves the utilization of the social media platforms to market products and services.

**2. Page 241 through 244 in the text lists a number of effective social media marketing tactics and goals that exist. Briefly describe any two.**

Email marketing is a form of digital advertising which involves sending reminder emails to customers. The reminder emails may be about products which have been abandoned in shopping carts. Creating Podcasts and blogs may also be an effective way of reaching out to consumers (Clow & Baack, 2021). The podcast includes insightful information about the product and will go on influencing readers into purchasing the product.

**3. Figure 9.6 list some basic social media marketing strategies. Of those, describe what content seeding is and provide an example.**

Content seeding is the process of influencing customers into sharing information about a given brand. The influence may be through incentive or unique experience. An example of incentives includes use of rebates and discounts for influencing certain individuals into buying the company's products. It can also be through giving consumers a unique experiencing a factor which forces them to spread the information to their friends.

**4. Figure 9.6 list some basic social media marketing strategies. Of those, describe what video marketing is and provide an example.**

Video marketing involves the inclusion of ads on videos posted on social media. An example is where companies pay for their ads to be placed on YouTube videos. It can also involve creating informative videos about the product. Besides, companies can have YouTube channels where they can use to post videos about their products and services.

**5. Figure 9.6 list some basic social media marketing strategies. Of those, describe what influencer marketing is and provide an example.**

Influencer marketing entails the use of a person to endorse a brand on social media. The individual can be an athlete and using them influences people into purchasing your product or service. A good example is Nike using Cristiano Ronaldo to spread word on its products. Given

the high number of followers Cristiano has on social media, the company will make high sales following the endorsement

**6. Figure 9.6 list some basic social media marketing strategies. Of those, describe any other not discussed above and provide an example.**

Real time marketing is the process of creating an instantaneous marketing message during a live event. This is aimed at creating awareness of the product or service to as many people as possible. A good example is running an advertisement during the streaming of a live world cup match. Given the high number of people watching the company will reach out to millions of customers.

**7. Define alternative marketing and list the forms of it (as shown in Figure 10.1).**

Alternative marketing are programs which uses creativity to determine where a customer's path intersects with the brand's presence and creates attention getting messages for influencing the target audience. Examples include;

- Buzz marketing
- Guerrilla Marketing
- Lifestyle marketing
- Experiential marketing
- Product placement and branded entertainment (Clow & Baack, 2021).

**8. From Figure 10.1, pick any one and describe it. Provide an example.**

Buzz marketing, also called word-of-mouth marketing is synonymous with the myth that good products sell themselves. This is because it involves individual consumers telling people about the need to test a product or service because of the good experience. It is a testament that the product is of good quality and can satisfy customer needs, hence the need to try the product or service

**9. From Figure 10.1, pick any one (not discussed above) and describe it. Provide an example.**

Lifestyle marketing is a type of marketing which involves targeting consumer when they are doing what they want. If your targets consumers like golf, lifestyle marketing involves running ads during golf tournaments. If the consumers love car rallies, develop strategies for reaching the customers during car rally events.

**10. Define both product placement and branded entertainment.**

Product placement is the inclusion of a product into a show with the intention of influencing viewers. An example is the featuring of a product in a prime TV series. Branded entertainment involves the integration of a brand into the storyline of a movie. This has been found to be an effective way of influencing consumers into purchasing the product.

### 11. Define brand communities. Why do they form (see Figure 10.11)?

Brand community refers to the group of people who have preference to a given brand product. The brand of communities can be created through individual consumers' initiative or through the sales and marketing department. The creation is due to identification of shared values, experience and feeling from using the given brand.

#### Part 2: Long Answer

1. **Google 'viral marketing campaign', 'viral marketing campaign example', or something similar to find an example of a viral marketing campaign. Describe the campaign. Was it effective? Why or why not? Provide a link, if possible to the campaign.**

Viral marketing is a strategy which relies on the audience to create product and service awareness. The common platform for viral marketing include using social media platforms like Facebook, Twitter and Instagram. Viral marketing relies on individuals to share content and thus increase the number of people who knows the brand. Examples of viral marketing include using search engine optimization (SEO) to create an impression that a given brand is commonly searched. It can also involves creating trends on twitter and increasing the number of individuals who view the product. A real example of viral marketing is McDonald's 'can I get uhhhhhh' campaign which relied on Twitter to create Tweets. The strategy was effective because it increased the number of people who were aware of package the company was promoting.

<https://sproutsocial.com/insights/viral-marketing/>

2. **Consider a recent purchase you made at the recommendation of someone else. Why did you trust that person's recommendation? How important is a recommendation by someone else in your purchase decisions?**

I have always preferred always disliked Apple smartphones because they have compatibility issues. That is, you cannot utilize some gadgets unless you have other iPhone accessories. For instance, you cannot use iPods on iOS phone unless they are from Apple. However, a close friend informed me that I am missing unique experience by not having an iOS smartphone. The unique features he identified include; screen locking, stylized date and time and photo shuttle. He also noted that Apple have improved to their products to solve compatibility issue. I trusted the friend and bought my first iPhone. The recommendation was good because I enjoyed the experience.

### **Reference**

Clow, K. & Baack, D. (2021). *Integrated advertising, promotion and marketing communications*, 4/e. Pearson Education India.