

Module 5
Assignment

1. Define social media and social media marketing.

Social media are the websites and programs that let people engage in social networking or produce and share content. Social media marketing, on the other hand, refers to the use of social media platforms to communicate with customers in order to develop brands, boost sales, and improve website traffic.

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.

Master the art of social storytelling: a way to spread your message without appearing as spam, but as a story that engage customers to read and interact with.

Rigorous select of your social media channels: recognize which are most effective ways to spread your message across the different channels.

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

With the approach of "content seeding," brands can reach their target audience and generate leads by distributing their material across a variety of platforms, such as by collaborating with influencers to promote a product on social media.

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

Using video to sell your business, boost interaction, and connect with an audience more receptive to visual content than word is known as video marketing. Youtube ads is a clear example.

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

Brands working with online influencers to advertise goods or services is known as influencer marketing. The kind of people a brand wants to develop a touchpoint with can be influenced by the online collaborators since they are actually influential.

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

Alternative marketing focuses on taking actions that might not scale but have a big impact on outcomes. This can entail composing unique brand collaborations or simply mailing handwritten notes.

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

Track and analyze metrics: Dive into social media analytics is one of the most important steps in building your brand on the internet. Fortunately, as long as it's a business account, most social media apps already track metrics. Data and statistics can be used to effectively analyze strategies and further improve performance.

8. Define both product placement and branded entertainment.

Product placement is a type of advertising that showcases a brand's products or services in productions that target a large audience. While branded entertainment consists of integrate advertising messages or brands with other entertainment content using media such as television shows, movies, and video games.

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

A brand community is an online meeting place where a brand's customers (fans) can interact with each other and interact with the brand while accessing exclusive content and offers. Members of your brand community are passionate customers who want more of what your brand has to offer. A large brand community he integrates different aspects of a brand's interests into one space. The ability to form groups of people within a community who share ideas and interests helps nurture and strengthen the community.

Long answers:

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.

One example of a viral marketing campaign that caught my eye the most is McDonald's "Can I get uhhhhh" campaign. Here's a commercial that ran during the Big Games of 2022 and turned into a very popular tweet. The campaign succeeded by unlocking a familiar and relevant customer experience for its audience.

I believe that what made this campaign so viral and effective was mainly because of three essential aspects:

- It's organic: There's no need to force something to the public when a good campaign takes place. Content should be spread organically, since at the end is your audience who decides what's worth sharing and what's not. Sometimes it's all about being in the right place at the right time, so marketers can play smart by setting up their content for sharing by having a pulse on social trends.
- It's timely: A viral marketing campaign can impress your customers and the masses, but people have a limited amount of time to pay attention to hot topics and trends. When a trend explodes, we often look for the next craziness. McDonald's played smart here since they analyzed what trend should be exposed to attract more audience.
- It's bold: Remember that viral marketing campaigns and tactics have inherent risks. Going viral means doing something that gets the public's attention. This doesn't just happen by chance, nor does it happen when you play it safe. Not all marketing campaigns are controversial, but they're hard to scroll past.

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 believe that there's no better marketing campaign than the one that has succeeded over and over in time: mouth by mouth. I always like to listen to the feedback of family or friends who made purchases of things that I'm interested on. You know that it's going to be a sincere opinion, and that they won't try to force you to get it.

With this being said, my last pair of Dr.Martens was recommended by my best friend. We both have a similar style and share a lifestyle when it comes to clothing, so I felt I could trust on what he said about the phenomenal quality that Dr.Martens shoes have. Of course, I have no regrets and it's going to be something that I'll recommend to everyone interested on them