

Adrian Amaro

Professor Bowersox

BUS346: Advertising and Sales Promotion

April 2, 2023

Module 5 Assignment

1. Define social media and social media marketing.

Social media is the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. In my opinion, social media can also be very beneficial if you use it properly and to your advantage. Social media marketing is extremely beneficial and crucial in today's world. And that goes for every and any business or product. It is a faster way to reach people and connect with them faster and in a more comfortable way.

2. Page 241 through 244 in the texts lists a number of effective social media marketing tactics and goals that exist. Briefly describe any two.
3. Figure 9.6 lists some basic social media marketing strategies. Of those, describe what content seeding is and provide an example.
4. Figure 9.6 lists some basic social media strategies. Of those, describe what video marketing is and provide an example.
5. Figure 9.6 lists some basic social media marketing strategies. Of those, describe what influencer marketing is and provide an example.

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

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

Alternative marketing is a way to generate interest with a unique and sometimes unconventional approach. Some examples of this include grocery, church bulletins, craft store fliers, local newspapers.

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

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

10. Define both product placement and branded entertainment.

Product placement is a marketing technique in which a product or service is showcased in some form of media, such as television shows, movies, music videos, social media platforms, or even ads for other products. Branded entertainment is more transparent than many other forms of marketing. Branded entertainment only works if the audience is fully aware of the fact that the content has been produced by a brand.

11. Define brand communities. Why do they form (see Figure 10.1)?

Brand communities is a collection of individuals who showcase brand loyalty by being emotionally invested in the brand. Brand communities form so they can rally your most loyal customers in one place, which is a massive win for any brand. Also, these communities are fun for your audience to chat with like-minded individuals.

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 style of promotion that relies on an audience to organically generate and push the message of a product or service. An example of a viral marketing campaign would be Old Spice - The Man Your Man Could Smell Like. Old Spice is an American men's grooming company. With its "The Man Your Man Could Smell Like" campaign, the brand quickly became known for its boldness. This was definitely effective because the brand became very popular and became one of the most used amongst men across the country.

<https://bettermarketing.pub/the-campaign-that-saved-old-spice-d925bed9aee8>

2. Consider a recent purchase you made at the recommendation of someone else. How important is a recommendation by someone else in your purchase decisions?

A recent purchase I made was a motorcycle, the type of motorcycle was the recommended and I took the recommendation. Recommendations are not very important to me if it is something that I am familiar with what I am about to purchase. If it revolves around something that I have no knowledge of and the recommendation is coming from someone I respect and believe in then the recommendation becomes very important.