

Social_Media.pptx

by

Submission date: 21-Oct-2021 05:44PM (UTC-0400)

Submission ID: 1680445665

File name: Social_Media.pptx (2.33M)

Word count: 762

Character count: 4453



Social Media Presentation

Introduction

- The company that can benefit from better use of social media is Uber
- Trump's immigration ban was in the limelight in January 2017
- To protest the law, cab drivers in New York went on strike inviting both Lyft and Uber to join the protest
- Uber, attempting to capitalize on the situation, stopped "surge" billing and posted a tweet marketing its service (Chen & Tao, 2020)
- Many saw that conduct as an effort to destabilize the strike

Social Media Channels Analysis

Facebook

- With over 2.7 billion members globally, Facebook is virtually unavoidable when it comes to digital marketing outlets (Iankova et al., 2019)
- Strengths
 - Increase website traffic
 - Obtaining business leads
 - Targeted ads
 - Feedback and customer support
- Weaknesses
 - Resources and time
 - Skills
 - Budget
 - Negative feedback



Cont..

Instagram

- Instagram, a visually-oriented social networking site, is mostly utilized as a smartphone app (Jitngernmadan & Boonmee, 2018)
- Strengths
 - It provides clients with a visual representation of what you have to offer
 - It facilitates the dissemination of your brand's message
- Weaknesses
 - Expensive Ads
 - Less visibility

YouTube

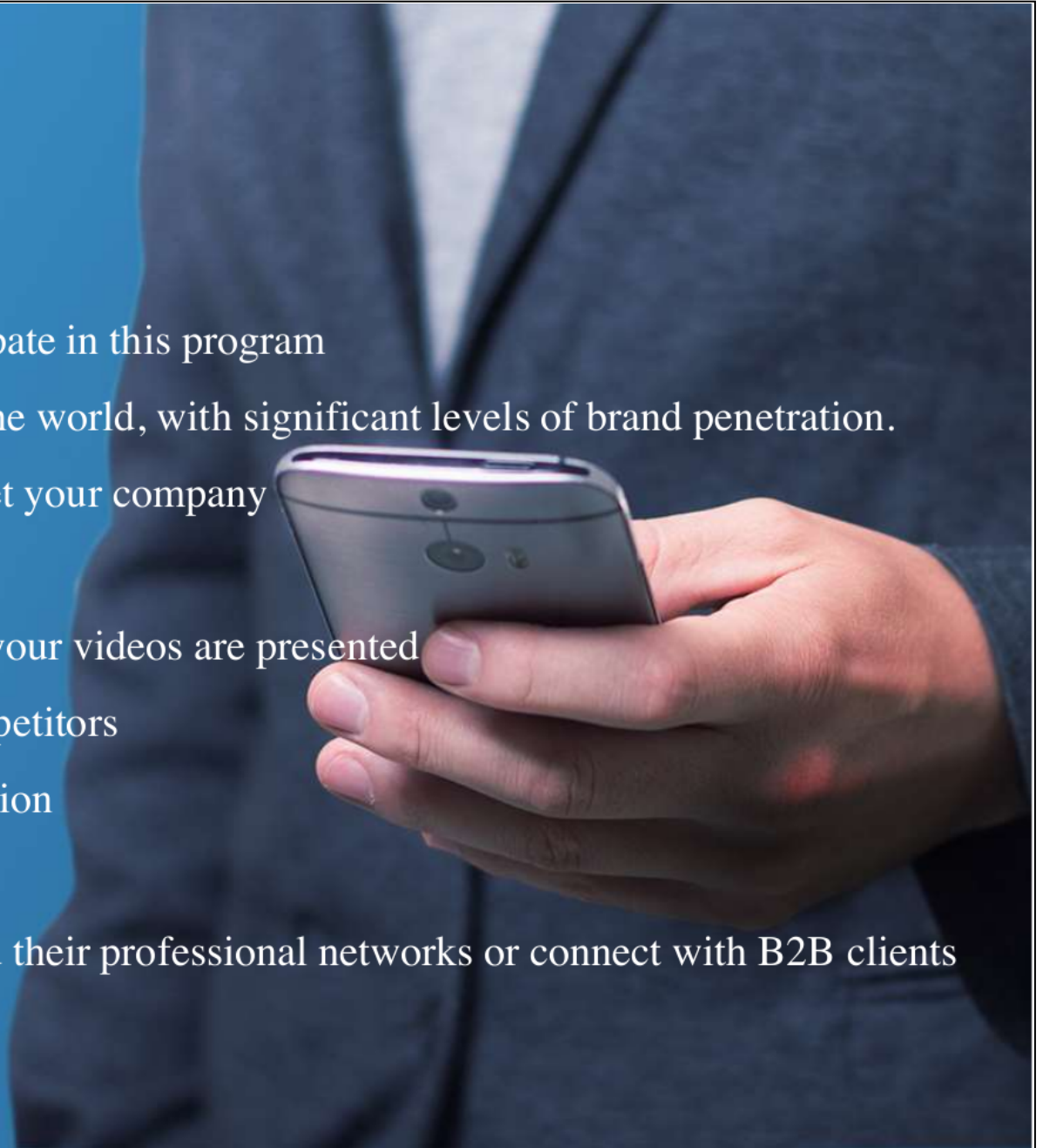
- Companies may post their own videos, share them on other websites, develop playlists, and even communicate with other individuals

Cont..

- Strengths
 - Creating an Email List
 - There are no out-of-pocket costs to participate in this program
 - YouTube is widely acknowledged across the world, with significant levels of brand penetration.
 - You may make your own channel to market your company
- Weaknesses
 - You have virtually little control over how your videos are presented
 - Prospects are more easily lost to your competitors
 - Bad reviews can harm a company's reputation

LinkedIn

- Ideal for entrepreneurs that want to expand their professional networks or connect with B2B clients



Cont..

- Strengths
 - peek at candidate endorsements
 - self-renewal of talent pools
- Weaknesses
 - credibility of endorsement
 - Costs of pool building

Pinterest

- It enables users to build several boards where they may keep images and material from various sources
- Strength
 - It is fairly simple to direct traffic from Pinterest to other websites
 - It is quite simple to share data on Pinterest
 - Prospects can be engaged in a variety of ways
- Weaknesses
 - There are legal implications that must be addressed
 - Pinterest is tough to fully automate
 - Increased repins are not necessarily a good thing

Cont..

Twitter

- Best for sharing information
- Strengths
 - Massive Prospective Audience
 - Easily accessible
 - Advertisements and Customer Service
- Weaknesses
 - Post Frequency Balancing
 - Message Size Restrictions

Yelp

- Allows for establishment of a company profile and engage with other users using reviews and other means
- Strengths
 - Contacting out to individuals who are ready to buy
 - Possibility of eliminating competitive profiles
- Weaknesses
 - To run advertisements, businesses must pay for an upgraded listing
 - Companies have no influence over the reviews that are shown

Cont..

- **WhatsApp**

- Businesses who wish to interact directly with millennials may benefit from it

- Strengths

- Notification of encryption works extremely nicely
 - WhatsApp Business's privacy features function well

- Weaknesses

- Information hogging

Facebook Marketplace

- provides a convenient way for consumers to buy and trade items locally

- Strengths

- Has a good filter system, which enables people to get very specific about what they want

- Weaknesses

- The system is currently in the United Kingdom, New Zealand, Australia ruling out potential clients

Cont.

Xing

- specially designed for business networking
- Strengths
 - When Job ad is clicked, personal ties to your organization are displayed
 - The ability to recruit regional and local talent
- Weaknesses
 - It is more difficult to find English-speaking talent because German is the preferred language

Online Strategy

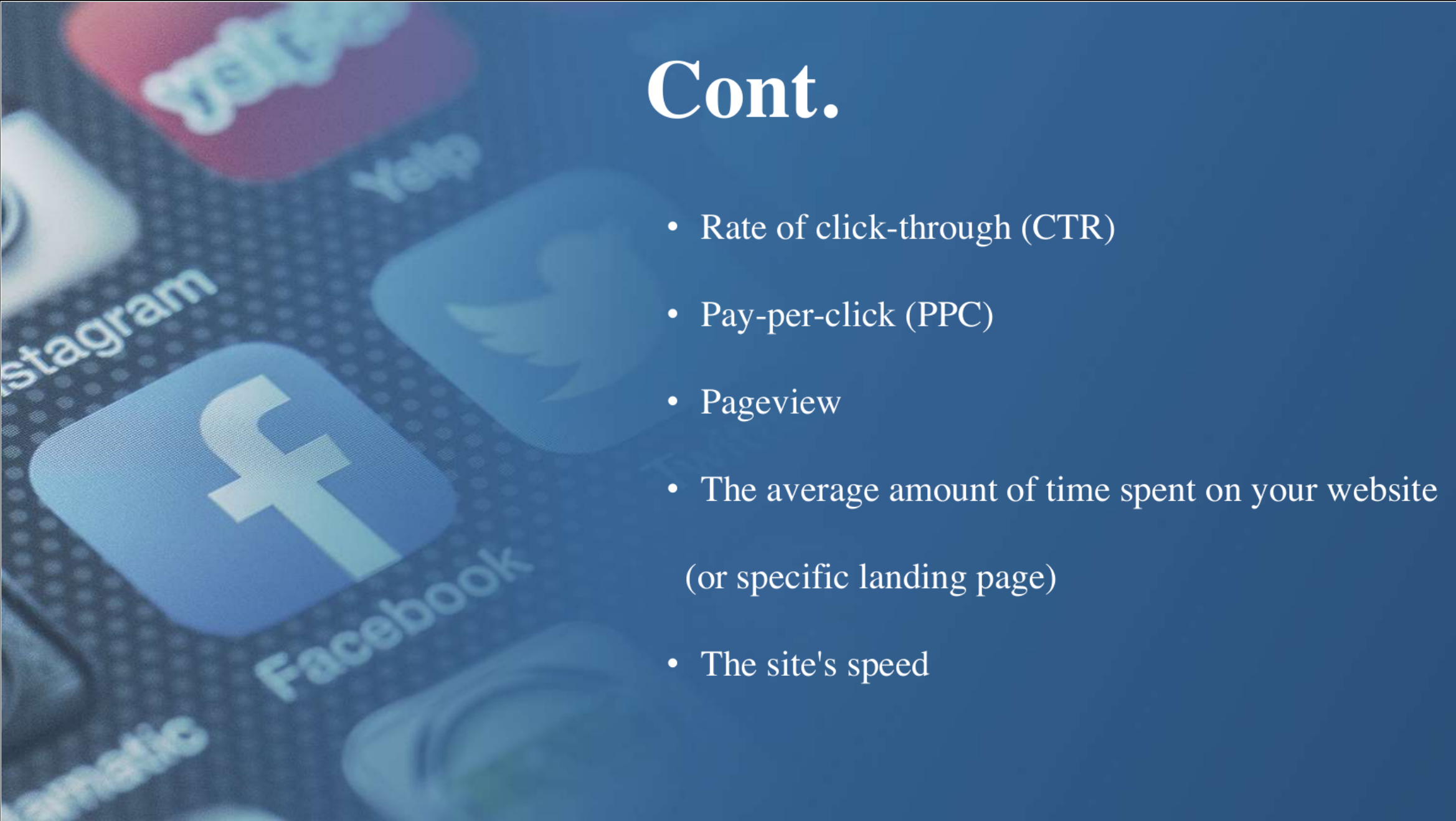
- Making a strategy and sticking to it
- Considering each social media platform to be an independent entity

Cont.

- Use social media to provide excellent customer service
- Accept social media errors
- Keeping track of the social media analytics so that the company can improve

Key Performance Indicators

- Traffic to a website (including returning visitors and new visitors)
- Rate of conversion
- The pace of bouncing (Hammerl et al., 2019)
- Traffic referred by others



Cont.

- Rate of click-through (CTR)
- Pay-per-click (PPC)
- Pageview
- The average amount of time spent on your website
(or specific landing page)
- The site's speed

References

- Iankova, S., Davies, I., Archer-Brown, C., Marder, B., & Yau, A. (2019). *A Comparison of Social Media Marketing Between B2B, B2C and Mixed Business Models*. *Industrial Marketing Management*, 81, 169-179.
- Jitngernmadan, P., & Boonmee, P. (2018, October). *Research Trends of Online Marketing in Social Media Research*. In 2018 International Conference on Information Technology (InCIT) (pp. 1-6). IEEE.
- Hammerl, T., Schwaiger, J. M., & Leist, S. (2019). *Measuring the Success of Social Media: Matching Identified Success Factors to Social Media KPIs*.
- Chen, Z. F., & Tao, W. (2020). *The Association Spillover Mechanism Of CSR Crises: Evidence from the Uber Case*. *Journal Of Public Relations Research*, 32(5-6), 178-197.

ORIGINALITY REPORT

0%
SIMILARITY INDEX

0%
INTERNET SOURCES

0%
PUBLICATIONS

0%
STUDENT PAPERS

PRIMARY SOURCES

Exclude quotes Off
Exclude bibliography On

Exclude matches Off