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Social Media and Mobile Marketing

Technology, as it is evidenced today, has changed a lot of things from the way we communicate with each other, study, interact, and run businesses. Businesses today are run quite differently from the way people used to do before. In realizing the power of technology and the significant impact it could have in a company’s productivity, modern-day organizations are out seeking the best inventions and innovations to remain relevant. One of the best ways that companies have managed to maintain relevance and as well establish interactive relationships with their clients is through the use of social media. What was once viewed as a platform for social interactions has now turned to become a lucrative platform where one can grow their brand intensively.

**Why social media and mobile marketing?**

It would be easy to forego social media marketing simply because one is dealing with pastries on the assumption that people don’t feed online. However, in this day and age, people do “feed” online. As a pastries company, the social media is a very great opportunity to market products and establish one-on-one connections. Most of the successful food companies today actually have a very strong online presence. They have learned that almost everyone is on social media nowadays and millions and millions of people are always online every minute. This is an opportunity to reach out to this multitude of people and build a relationship with them online because it is from there that they will become physical clients. In a 2012 research carried out to find the impact of social media marketing on brand loyalty, it was found out that indeed most people, maintained loyalty with companies that they kept seeing online (Erdogmus & Cicek 1358). The frequency and place of appearance of most of these campaigns was, however, key.

**Promotional Objectives of Social Media Marketing**

The first and major objective of social media marketing is exposure. Regardless of what a business trades in, the most important aspect of all enterprises is exposure (Kong). Social media enables businesses to show case their products to a wider market and to create an impression. Significantly, it also helps in the creation of business-client relationship (Kong). Social media creates a platform where businesses can interact with their clients, receive feedback and comments, as well as learn new consumer trends. Further, it also helps improve sales (Kong). Through social media marketing campaigns, people find interest in a business and align themselves to the brand. If the products offered are as highlighted on the social media platforms, the chances of keeping the client are quite high.

**Social Media Sites that Suit a Pastries Company**

There are a number of social media outlets on the web but not all of them can be as effective. The best social media to use today on marketing is Facebook. It has a number of advantages with the first one being that it has the biggest user base with more than a billion users as of 2017. Again, Facebook has a distinguished business program that makes it easy for businesses to reach their clients. At a relatively low fee, business can run adverts on Facebook reaching to as many people as they desire. Businesses can also customize their own pages on the site depending on what they deal in. The other site that could suit a pastries company is Facebook-owned Instagram. This photo-sharing app is a great way of reaching out to millions of consumers through photographic display of products. A good photo is as valuable as the product itself. Again, it also has its business feature that allows businesses to have an easy time reaching consumers which is also at a relatively lower fee. The third important site is Twitter. It is one of the most over-looked social media sites but it is very influential and can help build a brand. If the company makes it to trending stories, exposure is given and the brand is developed.

**The Use of Applications**

A much recent and trendy approach in mobile marketing is the use of apps. An app is an application that users download to their mobile devices. As a business it is important to weigh the importance of apps to the company and the value they add (Long). As for the pastries company, a business-to-consumer app would be quite important and provide superb mobile marketing. This app should be designed in a way that users have to log in. Log-in credentials could include an email address or a mobile phone number. It is advisable not to ask for too much private information as most people are skeptical about putting out too much of themselves online. The app should be segmented in two three sections. The first one should provide information about the organization. This should be impressive and attractive to consumers. The next one should have a list of all the products plus their prices. Since it is a pastry store, indicating information like the sources of each of the products is a plus. From this segment, users should be able to make orders. The final segment is the contact/feedback part. This is where users can reach to the business effectively and get feedback as well. Instant responses from the business are advisable.

Works Cited

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