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Social Media and Mobility Marketing

Social media marketing can be defined as a form of advertisement for product or services using the internet. The goal of social marketing is to produce content that user will share on their social network. Mobile marketing is a digital strategy aimed at reaching a target audience on their digital platforms.

**Benefits of Social Media and Mobility Marketing**

 Social media increases brand awareness by making the brand easier access to customer and potential customer. Interacting with customer regularly on social media is a show of good faith thus creating a good relationship with the customer. Social media marketing gives the customer an avenue to comment, ask a question, complain and communicate what they feel about the brand. Social media marketing is less expensive as one is in control of who sees the ads thus saving time and money. The use of social media monitoring tool to evaluate the comments and understand the customer concerns help to in responding to the issues promptly.

**Obstacles to Social Media and Mobility Marketing**

Social media marketing can attract numerous comment some genuine and other intentional negative comments, crafting a response to this negative comment sometime is challenging. Social media marketing makes it difficult for the company to maintain the consistency in the posting of information and tone of voice to the target audience. Social media marketing is a crowded arena and advertising in this media require well-crafted contents or either the organization hire an expert. Social media need constant monitoring in order to address and give feedback to the comments, this is time-consuming. Another obstacle is that greater online exposure may attract risk like information may leak to your competitor.

**SWOT Analysis**

Rosa strength lies in her competency to bake cakes that people most people like and Rosa won a blue ribbon in apple cobbler competition. She also has a solid distribution that helps her to distribute and market her product. The products are also marketed by her loyal customer thus attracting potential customers through the mail. Rosa weakness is her inability to understand and appreciate the social media marketing which may work against her even if she adopts it. Rosa is so naïve and needs to understand that the adoption of social media will require adequate funding and also may require additional employees.

The opportunity that Rosa can realize is the adoption of the use of social media in addition to her traditional media can help improve the sales by reaching many customers on the social platform. Another Opportunity that Rosa can realize is utilizing the untapped market of selling cakes to churches and schools which can boost her sale. One of the threats that Rosa should be concerned with emerges of a competitor who will have a better brand than that of Rosa. Technology is another threat that is likely to face Rosa business adoption of better efficiency method of marketing is necessary like the use of social media marketing.

Integrating social media and mobile marketing with traditional media of direct marketing using catalogs, an Internet Web site, and personal selling is very important. Rosa can use internet web to market her product while at the same time market the posting on social media thus achieving better customer reach than using one media (Saravanakumar & SuganthaLakshmi 4444-4451). Personal selling is also important but to capture a wider market she can use social media and deliver the products personally. When using emailing marketing it is important to include social media icon in your email signature to increase viewing. Traditional media like direct mail, brochures, and flyers one can optimize it and post on social media Use of smartphones and other apps have made it efficient to market the products and also accommodating the traditional advertisement for instance TV commercial are vied on smartphones.( Ngai, Spencer,and Moon 33-34)

Work Cited

Ngai, Eric WT, Spencer SC Tao, and Karen KL Moon. "Social media research: Theories, constructs, and conceptual frameworks." *International Journal of Information Management*35.1 (2015): 33-44.

Saravanakumar, M., and T. SuganthaLakshmi. "Social media marketing." *Life Science Journal* 9.4 (2012): 4444-4451.