Outline Social Media Networks

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Course

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There is a need for companies to move into the digital age by looking at options in the social media networks. The conventional way of marketing in business has evolved and moved into social media, blogs, and internet marketing. There are plenty of mass media networks that are available for businesses today. There is no mass media network that can be said to fully cover all the business marketing requirements. Social media platforms are always competing and being ranked with each having its own strengths and weaknesses. As such, a single-channel approach is not viable and there is a need to use a multi-channel approach to business marketing.

There is a selection of mass media marketing networks that can be used. They include Facebook, Twitter, LinkedIn, Youtube, Pinterest, and Instagram among others. Blogs are a viable way of marketing and driving traffic into business websites and convert into traffic into sales. The listed social media networks are viable for exploring as mass media marketing options and each carries its own strengths and weaknesses.

Facebook is a social media network that is mainly used by people for connecting with friends and family. The approach that can be used on Facebook has to look at encouraging engagement in a social perspective. To encourage interaction there is a need to develop content that is geared towards interaction between various social groups. The use of contests and trivia is a good way to engage users. The winners can be featured in various posts. To ensure more interaction, there is a need to have incentives for sharing content such as give-a-ways and arrange events that consumers can attend and engage in a social level such as fun days.

Twitter is social media network that is regarded as the mother of the hashtag (#). Hashtags are useful in grouping content and data which makes it easy for targeting users and collecting analytics. The use of Twitter is appropriate for short and quick communication as it limits the maximum characters to 140 per post. Twitter can be harnessed for increased consumer engagement by retweeting customer posts, following consumers to find the products and product features that are most important for them. Interaction is best by use of pictures, GIFS and videos. Additionally, there is need for a quick response time that is equivalent to answering customer queries on phone calls. This makes Twitter also a good platform for listening and resolving customer issues.

Instagram is a social media platform that is all about pictures. This is a good platform for expressing pictures in as a story line. The platform also allows various formats of short videos which is good for sharing advertisements to consumers and increasing brand awareness. Short captivating videos can also be used for building popularity of the business page.

Blogging is a good way for businesses to push content that is relevant to its consumers as well as get their websites ranked high by Google’s search engine. Through blogging, a business can engage its consumers to build consumer confidence in the brand by sharing tips on various business-related topics such as tips for preparing certain snacks and recipes. This can help make consumers that they are getting value for their money whenever they make purchases from the business.

LinkedIn is a social media network that has been underestimated mainly due to the fact that it focuses on connecting professionals and businesses. Business to business connection is a good way to build new markets and source for new employees and ideas. To keep target market engaged on LinkedIn there is a need to develop content that is professional such business leadership content. Creating LinkedIn groups is also a good way of attracting target consumers that surround the business.

Pinterest is a social media network that focuses on images, videos, and GIFS to share various innovative ideas. There is a need to post crisp content that is light and has a high resolution to increase interest. The site allows for use of pins that connect content to websites. This can be used to link various ideas and content to business site to drive traffic to the site.

YouTube is the largest video-sharing platform that has a high volume traffic. There are about 1 billion visitors to the social networking platform every month with about 1 billion of hours being viewed every day. To get the best coverage there is a need to engage consumers in how-to videos which generally aim at teaching consumers various things. Interviews with influencers as well as short documentaries and brand videos do well to engage consumers.

There is a need to measure the performance of social media networks that a business applies in order to determine their return-on-investment. This can be made possible by monitoring engagement, the traffic that the platforms generate for the business website, determining the total sales that are generated by the platforms for the business, gauging customer feedback, and determining the proportion of resolved issues that the platforms account for.