Script Social Media Networks

Name

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Course

Date

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1. Slide 1

There are many social media sites - Instagram, Twitter, Facebook, LinkedIn, Snapchat – which can be used in a variety of ways. There is no one fits all platform therefore there is a need to use a multichannel approach. First, there is a need to target consumers by understanding them. This is by following their conversations in order to understand what product features are most important for them. Then use each platform in unique ways in order to reach the consumers in a variety of ways.

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Facebook is a social media site that has a large following of people with a purpose of socializing with friends and family. There is a need to encourage interaction through fun content such as having contests and trivia. The customers can be engaged by featuring them in posts, have incentives for sharing, and have multiple events that consumers can engage in (Frankenberry, 2018)

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Twitter is good for short and quick communication. Twitter is the mother of hashtags which is an effective way of grouping content. Hashtag help to increase engagement by allowing retweeting of posts which builds customer loyalty. There is a need to follow and interact with customers in order to understand and get their feedback in order to boost innovation. There is a need to connect content with pictures to build interaction as well as GIFs which can be used to build fun and entertaining content. There is also need to have quick responses in order to have an experience that is similar to making a phone call to the help center.

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Instagram is a good social media platform for using pictures and videos to engage with customers. Through the art of storytelling, pictures can be used to increase brand awareness and increase popularity of the Instagram page as well as application of the video formats to push adverts. The video formats that Instagram allows are good for pushing adverts to consumers (Phillips, 2018).

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Blog marketing is a good and cheap way to get lots of content out to the consumer which can help build the consumer trust. By blogging, it is easy to build consumer confidence in the product by showing the expertise of the brand. This can be through sharing content such as tips for preparing snacks and recipes. The content is also good for boosting the ranking of the brands website ranking on Google as it builds on search engine optimization (SEO). SEO allows for new content to be ranked by Google and build a websites ranking on the search engine.

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Business and professionals require networking. LinkedIn is the top social media site for professional networking which allows for business to business networking (B2B) which is good for sourcing customers and employees. To boost the LinkedIn page, employees should be required to follow the page as part of the on-boarding process. There is need for regular sharing of content that is focused on business and leadership. A linkedIn group is good for engaging the community that surrounds the business (Driver, 2018)

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Pinterest is a social media network that focuses on the use of images, GIFS, and videos to share and organize ideas for anyone. People use pins for content that they find interesting. For good use of the social media site there is a need to post pictures that are crisp, are light and have a high resolution. There is also a need to pin content that is related to the company’s website by adding pins around any images and content as a way of linking to the website and drive traffic.

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YouTube is the largest online video sharing platform that has over 1 billion visitors per month with about 1 billion worth of hours being watched daily. YouTube reaches more 18-49yr olds daily than any TV channel. The best strategy is to have short videos that are educative on how-to do various activities related to the business. Engage the viewers through interviews especially with influencers and develop brand videos that show what the company is all about and the core values. There is also a need for short documentaries that showcase content related to the business and other areas of interest to the target market

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There is a need to keep track of some key performance indicators in order to measure the effectiveness of the strategy. This is possible by measuring engagement which is the amount of attention that social media content receives. This is possible by looking at the number of clicks on links, the number of likes and comments as well as active followers. Having lots of followers is good but there is a need to keep them engaged and as such is the need to measure engagement.

There is also a need to measure the amount of traffic that the company’s website is generating from social media in order to determine the results of the efforts that are being put into social media marketing.

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There is a need to look at the return on investment by looking at the total sales generated on social media as well as the percentage profit that the sales account for. Customer feedback from social media can well enough tell on the relevance of the accounts. The amount of issues that are resolved on the social media platforms as a percentage will indicate the performance of the platforms.