



CertHE Business Skills for the Workplace

# SOCIAL MEDIA AND MARKETING



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## **Introduction**

The purpose of the report is about social media and marketing, how it can be used to reach a wider customer base, what the steps in social media strategic planning, objectives and what are the key components of an organizational social media policy and why is it important to have such in place. This will be done using the descriptive qualitative method and objective methodology.

## **SOCIAL MEDIA MARKETING STRATEGY, PLANINIG AND OBJECTEVIES**

### **1.Social media behaviour**

Social media is defined as a way for people to appropriate, reflection and information, to network virtually and to edify communities. Social media proof describes the psychological and social phenomenon of people copying the actions of others. (Iseli,2021).

#### **1.1 Social media modern and traditional**

Social media are the online means of communication, conveyance, cooperation, and cultivation between interconnected and interdependent networks of public, communities and organizations improvised by technological capabilities and mobility. Whereby traditional social media include diverse channels, there are specific vehicles. For example, television is a transmit media and is a vehicle within the medium of television. Social communities are a channel of social media and LinkedIn is a vehicle. (Tuten,2021)

### **2. *Great Marketing behaviour***

*Great marketing* is defined as engaging, educational and sometimes even entertaining.

Precisely comprehending your audiences is one of the essential mechanisms of your social media strategy. (Iseli,2021).

The online ecosystem is an examined framework for helping you create a marketing machine for your business without holes in it so you get the most out of your social media efforts. (Iseli,2021).

Your focus on providing helpful content and building goodwill will help you to convert pro prospects into customers. (Iseli,2021).

Therefore, *Social media marketing* is the use of social media to facilitate exchanges between consumers and organization. It is valuable to marketers because it provides economical access to consumers and a variety of ways to collaborate with and engage consumers at different points in the purchase cycle. (Tuten,2021)

There are several marketing objectives achievable utilizing social marketing techniques:

**Branding** and **promotion**, research, and customer service and relationship management objectives are all accessible using social media. (Tuten,2021)

Social media marketing is using various social media tools to build your online prestige and create solid relationships with your target audience. (Iseli,2021).

### **3. Social media marketing Advantage and Disadvantage**

There is a right way and wrong way to social media marketing. For instance, the advantage of marketing consists of the global reach, the flexibility, the adaptability that overcomes the disadvantage corresponding to the vulnerability (fraudulent actions).

Social media marketing is really just the good, old fashioned, *word-of-mouth* marketing that we all know, and love taken to huge level because of the size of the audience. (Smith, 2018)

It is free for the most part and very powerful. When a company does social media marketing the right way, the *ROI*<sup>1</sup> (*return on investment*) is incomparable. (Smith, 2018)

The challenge is that if you invest in expanding value, being helpful and publishing great comfortable, your audience will do the work for you. (Iseli, 2021).

#### **4. *Maverick principles***

The *Maverick principles*, could apply to all social media networks, consisting of keeping an eye on your strategy development following eight steps:

1. *Momentum (be coherent and you will acquire momentum)* (Iseli,2021).
2. *Audience (be social and create content with your audience in mind.*
3. *Value (quality not quantity)* (Iseli,2021).
4. *Enjoyment (determine the social network you appreciate)* (Iseli,2021).
5. *Relationship (focus on connecting with your audience and building relationship is designated social media for a reason, be social)* (Iseli,2021).
6. *Improvement (focus at your analytics and observing what is working and what is not.* (Iseli,2021).
7. *Consistency (maintain an eye on your strategy.* (Iseli,2021).
8. *Kindness (always respond with gentleness)* (Iseli, 2021).

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<sup>1</sup> ROI It is the return on investment (ROI) quantified by marketing to describe how programs and campaigns will be a source of revenue for the business. (Smith,2018)

## 5. Useful websites

Following six platforms:

**Facebook** began in February 2004 as a social network at Harvard University, it is very tool for business. YouTube, LinkedIn, Twitter, Instagram since it is launch in 2010, Pinterest. (Lane, 2021).

## 6. Strategy, Planning and Objectives

The social media marketing strategic planning process refers of the following phases:

- Behaviour a situation analysis and recognize key opportunities.
- Condition objectives and allocate resources.
- Congregate insight into and purpose or rather components of social consumers.
- Demanding the social media mix (zones, channels and vehicles).
- Projecting an experience strategy.
- Establish an activation plan using other promotional tools if required.
- Manage and measure the campaign.

(Tuten, 2021)

***Social media marketing should be a part of an organization is marketing plan.***

Approximating integrated marketing communications plans, organization may also progress *stand-alone* plans offering greater social media marketing. (Tuten, 2021)

The phases of social media marketing maturity are trial, transition and strategic. In the trial phase, organization are inspecting social media tactics in an ad hoc manner, with a focus on gaining experience in social media. (Tuten, 2021)

The tactics are not well connected to the organizations in the transition phase think more systematically upon how to plan social media activities that support marketing objectives. When an organization enter the final, strategic phase, it utilizes a formal process to plan social media activities with clear objectives and metrics. (Tuten, 2021)

Social media are how integrated as key component of the organization is overall marketing plan. (Tuten, 2021)

Companies can structure themselves as centralized, decentralized, hub and spoke, *dandelion*, or *holistic*<sup>2</sup>. Specific preference represents a *trade-off* control and responsiveness. Organization can also use social media management system. (Tuten, 2021)

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<sup>2</sup> Discerning a strategy that considers all business processes as a single thing. Of Greek origin, comprehending the concept *holos* means whole or everting. This concept, therefore, applies to Marketing with the intention of integrating the different parts of a team or interaction in search of the same purpose. In practice, this philosophy preaches that all sectors must focus on a single objective (to provide the best possible experience for the user). (Tuten 2021)

## Conclusions

In conclusion: Social media and marketing has been an incredible, dynamic and reliable communication mechanism that technology offers. The essential objective is based on applying a great strategy to gain loyalty and customer satisfaction within the market.

The great marketing strategy for customer loyalty aims to create a relationship of reliability between the customer and the company. These mechanisms derive from monitoring the socio-cultural behaviour of the consumer public, consisting of the availability of open communication channels, providing personalized products and services and ensure consumer rights. The key to social media and marketing is to build a relationship with your target audience.

For instance, the advantage of marketing consists of the global reach, the flexibility, the adaptability that overcomes the disadvantage corresponding to the vulnerability that implies a risk situation regarding fraudulent information, for this reason the loyalty of the consuming public is essential because providing reliability and security.

However, the great strategic plan for social media marketing is to communicate the same ideology in several ways across all channels, meaning it requires a stacking, an unusual launch indicating the purpose, concept, innovation and benefit of a quality product, for the benefit of the consuming public/customer.

## References

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