Marketing and PR

Student’s Name

Institution

Q1***: As social media impressions (i.e. likes, shares, followers, page views, etc.) can be skewed by fake or paid accounts, what plan should a business put into place to verify its social media marketing is actually providing positive outcomes toward its business goals?***

Social media is a powerful digital tool used by several organizations for marketing purpose. However, without set goals and monitoring strategies, there are high chances of getting the wrong information from the market, which can mislead an organization about the market. It is, therefore, essential to set clear goals and objectives of a social media campaign to avoid getting skewed information or fake likes, shares, followers and page views. According to Hainla (2019), an organization should set clear aims and monitor whether the goal and objectives set are being met by the social media campaign being done by an organization. The goals and objectives of social media could be to build a brand in the market, marketing product to customers or to identify ideal customers. The goal of the social, therefore, should be reachable, realistic, measurable, ethical, timely, achievable and specific. As stated by Hainla (2019) this will make it unlikely to get fake sharing, likes, and views from uninterested social media users.

However, to verify if the social media marketing is actually getting positive feedback, it is important to conduct a survey, market research or evaluation to determine whether the set objectives are being achieved by the organization. For instance, if the social media marketing goal is to create brand awareness, an organization needs to conduct a survey or an evaluation to determine how its brand is perceived in the market. This, therefore, would help an organization to determine whether the likes, shares, or views being realized are actually true or fake. The survey and evaluation should, therefore, be conducted periodically to make sure that social media marketing is actively being done and the actual goals and objectives of the social media marketing set are being achieved by the company.

Q2***: Identify a company based in the United States that embraces the concept of long-term customer relationships and loyalty. How does this company build long-term relationships, ensure loyalty and reap success from these relationships***?

The art of customer loyalty is essential to the growth of a company. In the United States, several firms have embraced the concept of customer relationship and loyalty, however, Trader Joe's is known for exceptional customer relationship and loyalty. Trader Joe's is a grocery store located in several cities across the United States. It goes an extra mile to provide assistant to customers in the store and ensures that customers are satisfied with the services. Trader Joe's has follow-up criteria and engage customers often regarding their services. It is evident that organizations apply different strategies to build customer relationship and loyalty. First, most companies ensure that customer services are efficient and customers are the king (Rawal & Upadhayay, 2017). It is done through having providing customer service 24/7 and also have followed up calls or email to customers to ensure that they are satisfied and any other concerns are addressed efficiently.

Customers are also offered after sales services, coupons, and discounts on sale to build a relationship with customers and loyalty. Coupons make frequent customers pay less on certain products and this makes customers purchase more often. It is also important to point that relationship and loyalty is built through social media where customers engage the company directly on issues of their great concerns. It does not only help in building a relationship but also building loyalty in the market. This is because it makes customers to feel being part of the organization rather than strangers. It is, therefore, important to have a strong social media network, provide a coupon, other discounts, purchase cards, and points to help in build relationship with customers and loyalty in the market.

# References

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Rawal, P., & Upadhayay, S. (2017). CRM: Building Long Lasting Customer Relationships.

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