Title page

Communications

Social media

Part 1

Jack Taylor’s Seafood can use four applications for persuading customers. The most effective tools for building social interaction with the customers are Facebook, Twitter, Pinterest and Linkedin. Mrs. Taylor can use Facebook for creating an amazing business page for the restaurant. The page will include images, content, links, information about the food and prices. The page will be promoted as Facebook ad that will spread information about the restaurant among users. Demographic targeting will be used for determining the prospective customers by identifying age, gender, education, location and interests. It is also practical to rely on the built-in ad measurements. This will evaluate how many customers have been influenced by the Jack Taylor’s Seafood business page on Facebook. Some marketing tactics can be used such as offering free meal on sharing link to 10 users or posting a picture with friend at Jack Taylor’s Seafood restaurant.

Twitter is also an effective tool that can be used for capturing customers. Twitter page will be created and promoted through Twitter ads. This will allow the restaurant to reach wider audience. Attractive tweets will be created with glamorous pictures. Stories of customers can also be shared that will build interest and encourage users to visit the restaurant. Buyer personas and brand awareness can be generated easily through this platform. The first step will be to research customers such as by studying demographics. After this the company can aim at targeting particular group such as millennial. Hosting Twitter chat and driving traffic for the site are common strategies used for interacting with customers.

Pinterest is also an effective marketing platform that will be used for choosing right keywords base on SEO strategy. Selection of keywords would allow Mrs. Taylor to reach larger audience through this platform. Celebrity images can be added with catchy hastags. It is practical to add customer covers that will make the page attractive for the viewers. Broad titles can be used with celebrity pictures that will create fascination.

Linkedin is also a practical tool for generating customers. This platform is focused on defining the goals of the Jack Taylor’s Seafood restaurant in appropriate manner. Organized profile will be created that will explain the specialties. Keywords will be inserted for adding information and links.

Part 2

1. The use of social media was unethical because it has been used for personal interest. The use of derogatory comments on Twitter is also unethical because every employee has a responsibility to protect personal information of clients. The salesman had engaged in an unethical conduct by violating the terms of protecting client’s information. The second unethical behavior is using that comments as an evidence against the salesperson. This threatened his job and resulted in his termination. It is crucial for the employees to maintain secrecy of personal information. Both behaviors reveals breach of privacy and confidentiality.
2. I encountered similar situation when I was working for a retail clothing company. My colleague, Jack faced severe criticism from a valuable client who complained about his attitude. This offended Jack and the next day he made a racist comment and also shared the picture of client. Few days later the boss found it from someone and jack was fired.
3. I think that employees can avoid such situations by realizing their responsibility. They must follow code of ethics and avoid exploiting situations. The code of ethics states that employees must maintain confidentiality of client’s information. by realizing this and considering the consequences of violation they can avoid such situations.

Reference

Forbes. (2012). *The 6 Basic Components Of A Strong SEO Strategy For Online Retailers*. Retrieved Nov 10, 2019, from https://www.forbes.com/sites/theyec/2012/08/03/the-6-basic-components-of-a-strong-seo-strategy-for-online-retailers/#1908143ea533