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|  | Organisation #1:  < Xiaomi > | Organisation #2:  < Samsung > |
| Active social media network(s) | Facebook, YouTube, Twitter. | Facebook, YouTube, Twitter, Flickr, google+ |
| Positive characteristics of the strategy/campaign | Selfless attitude, Flash sales, Giving discounts and giveaway to their social media fans. | Good and quick communication with customers. Highly active on social medias. |
| Negative characteristics of the strategy/campaign | 1 Too much based on online market.(No local store)  2 Less communicative than other competitors.  3 | 1 They don’t take any action against their haters.  2 It’s hard to find posts that people can get engaged.  3 |
| Recommended improvements that would improve this strategy/campaign in the  future | 1 For spreading their brand awareness, they still need local stores. It might help their social media marketing as well.  2  3 | 1 Post more things that people can be involved in.  2  3 |
| Key trends the organisation  Has utilized in their content marketing strategy that you could adopt in your social  media strategy | Gathering loyalty by giving some benefits for their fans. | Very responsive attitude |