



UNIVERSITY OF PHOENIX

# AMAZON

## SOCIAL MEDIA MARKETING STRATEGY



**Presented By:**

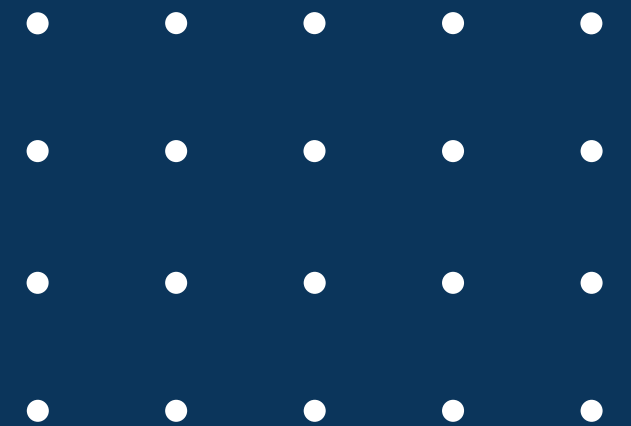
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# AGENDA





# INTRODUCTION

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Amazon: one of the world's largest e-commerce companies founded by Jeff Bezos in 1994

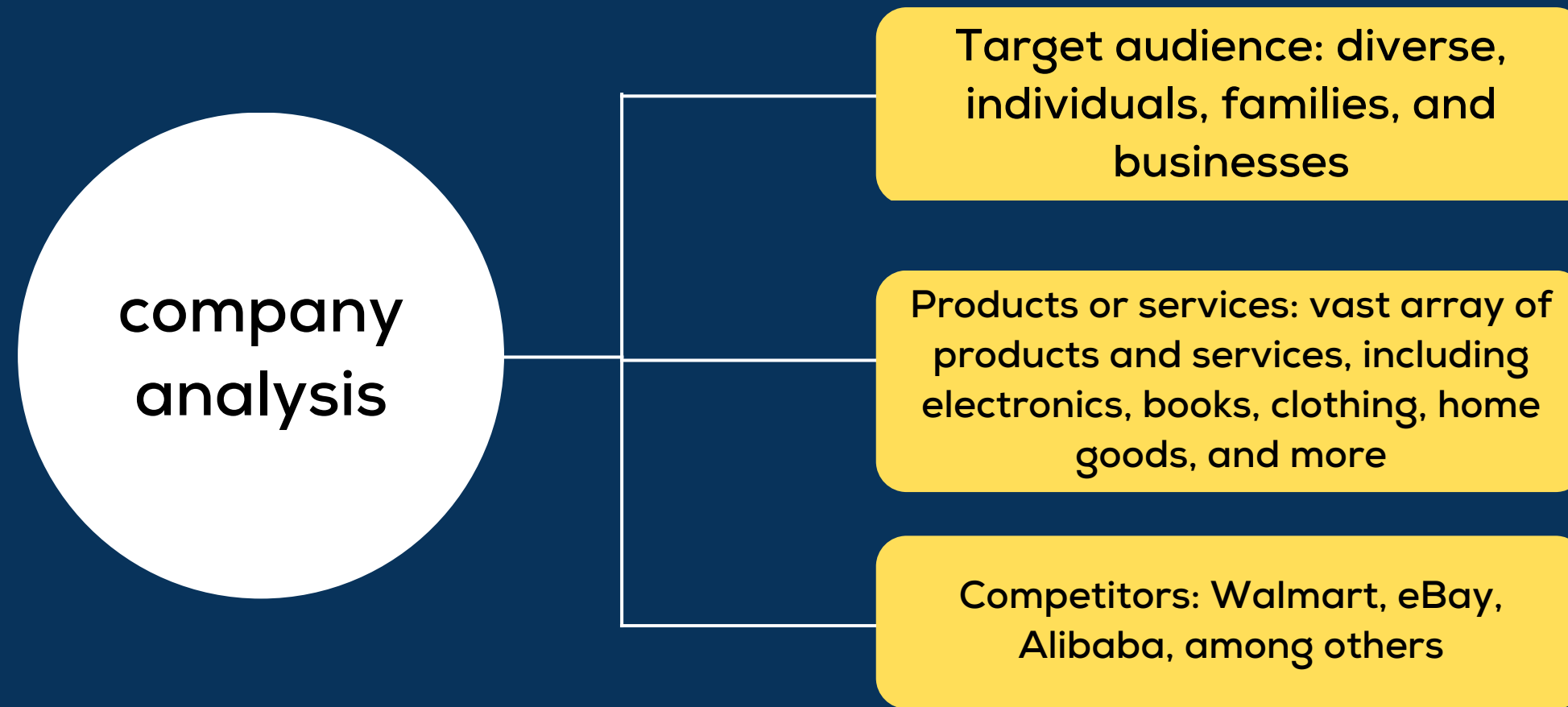
## IMPORTANCE:

- Effective social media marketing strategy is crucial for Amazon
- Allows the company to engage with customers and build a loyal following
- Helps drive traffic to the website and boost sales
- Helps manage online reputation and address customer concerns
- Can help reach a wider audience, build brand loyalty, and drive revenue growth

## CURRENT PRESENCE

- Facebook
- Twitter
- Instagram, and
- LinkedIn

# COMPANY ANALYSIS



How social media marketing can help the company achieve its goals:

- Helps understand target audience behavior, preferences, and needs
- Increases brand awareness and customer engagement
- Establishes Amazon as an industry thought leader
- Improves customer satisfaction by addressing concerns and feedback
- Measures effectiveness of social media marketing strategy and adjusts accordingly

# DIGITAL AND SOCIAL MEDIA CHANNELS



1. Facebook: Strengths – large audience, targeting options, diverse ad formats; Weaknesses – high competition, limited organic reach
2. Twitter: Strengths – real-time engagement, wide reach, hashtag campaigns; Weaknesses – character limit, declining user growth
3. Instagram: Strengths – visual storytelling, influencer partnerships, shoppable posts; Weaknesses – high competition, limited link options
4. LinkedIn: Strengths – B2B networking, thought leadership, career advertising; Weaknesses – limited organic reach, expensive advertising
5. YouTube: Strengths – video marketing, high engagement, influencer marketing; Weaknesses – high competition, limited targeting options

## List of Channels

1. Facebook
2. Twitter
3. Instagram
4. LinkedIn
5. YouTube
6. Pinterest
7. Reddit
8. Snapchat
9. TikTok
10. Amazon Advertising

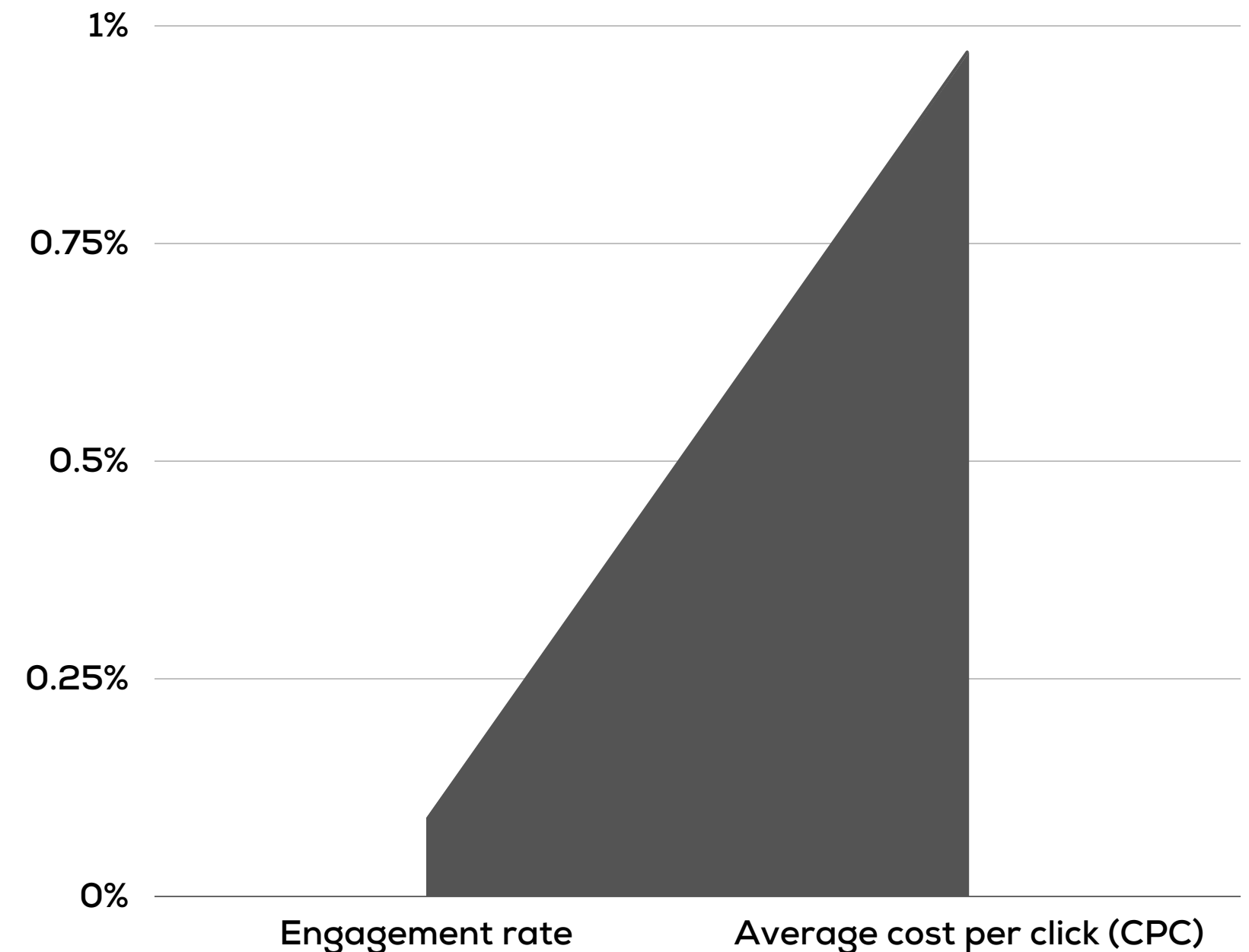
# DIGITAL AND SOCIAL MEDIA CHANNELS



1. Pinterest: Strengths – visual search engine, product discovery, shopping ads; Weaknesses – female-dominated user base, limited ad formats
2. Reddit: Strengths – niche communities, user-generated content, cost-effective advertising; Weaknesses – potential for negative feedback, limited ad targeting
3. Snapchat: Strengths – ephemeral content, filters and lenses, vertical video ads; Weaknesses – younger user base, limited targeting options
4. TikTok: Strengths – short-form video, influencer marketing, viral potential; Weaknesses – limited advertising options, potential for negative feedback
5. Amazon Advertising: Strengths – targeting options, product-based advertising, customer data insights; Weaknesses – limited to Amazon's platform, high competition, limited branding opportunities

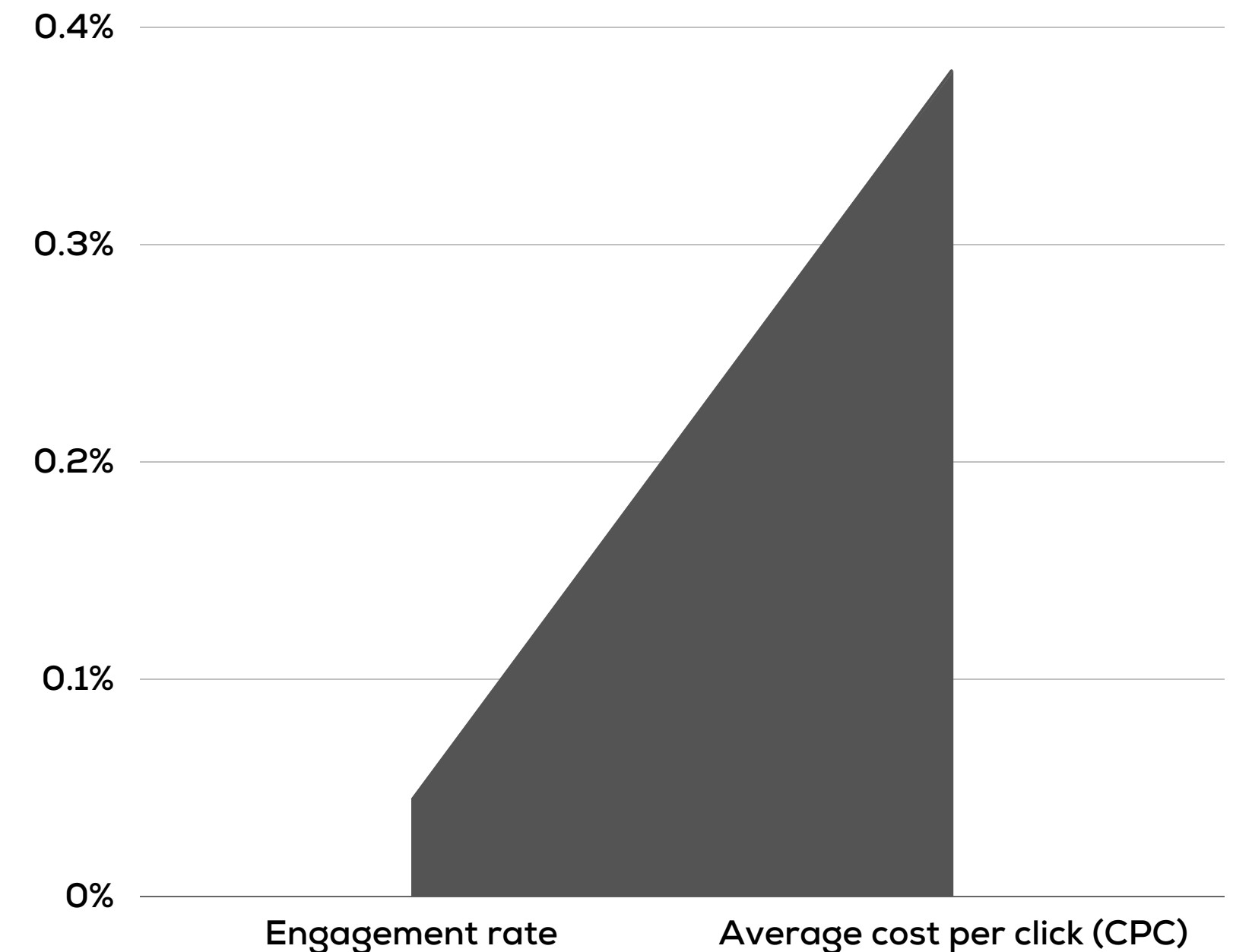
# CHANNEL ANALYSIS - FACEBOOK

- Overview of Facebook and its relevance to Amazon's target audience
- Strengths and weaknesses of Facebook as a marketing tool for Amazon (2.3 billion users but limited organic reach)
- Examples of successful Facebook campaigns by other companies (Starbucks).
- Specific recommendations for Amazon's Facebook marketing strategy (target specific audience segments)



# CHANNEL ANALYSIS - TWITTER

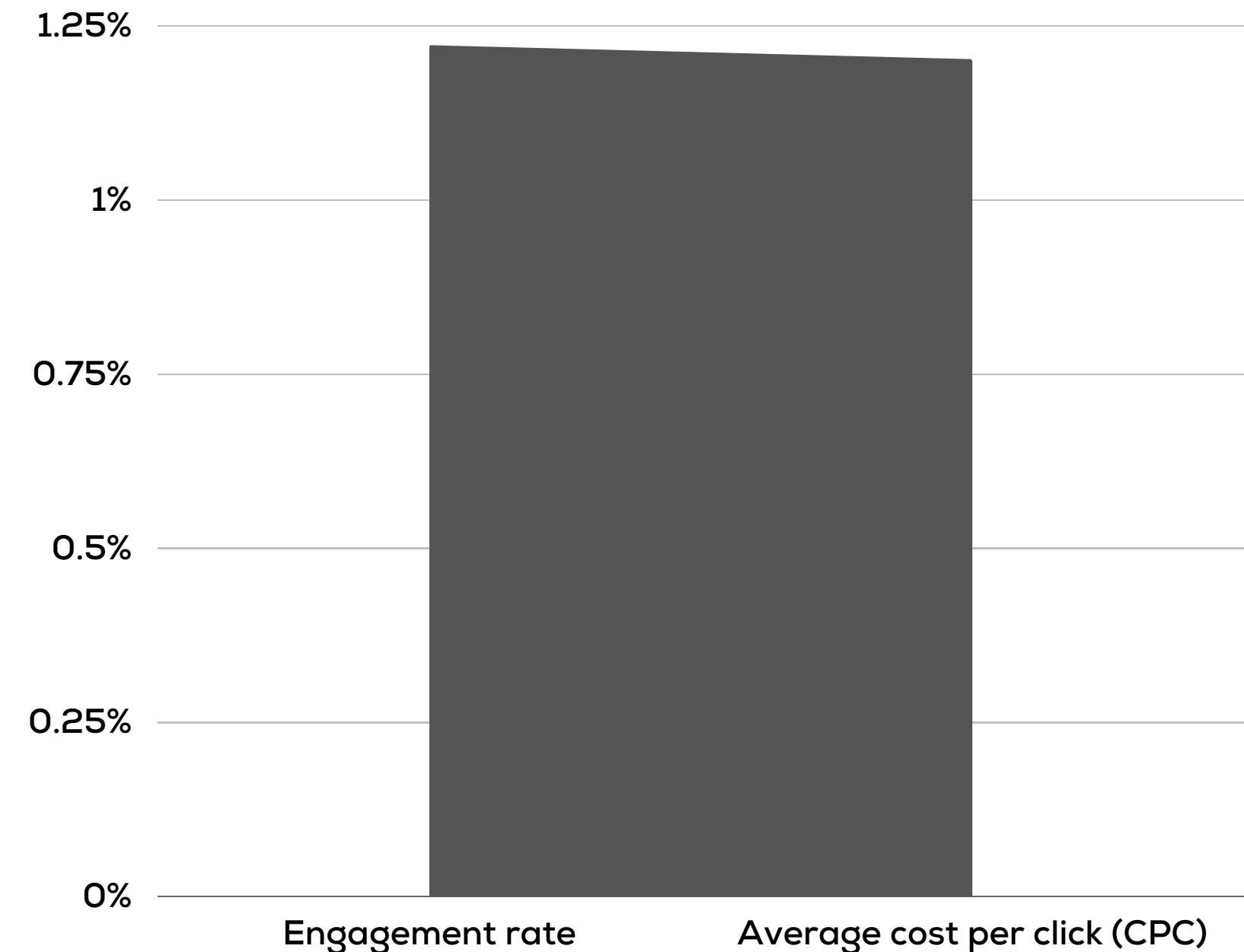
- Overview of Twitter and its relevance to Amazon's target audience (330 million active users)
- Strengths and weaknesses of Twitter as a marketing tool for Amazon (fast-paced but declining user growth).
- Examples of successful Twitter campaigns by other companies (Wendy, Oreo and Super Bowl).
- Specific recommendations for Amazon's Twitter marketing strategy (engage with customers).





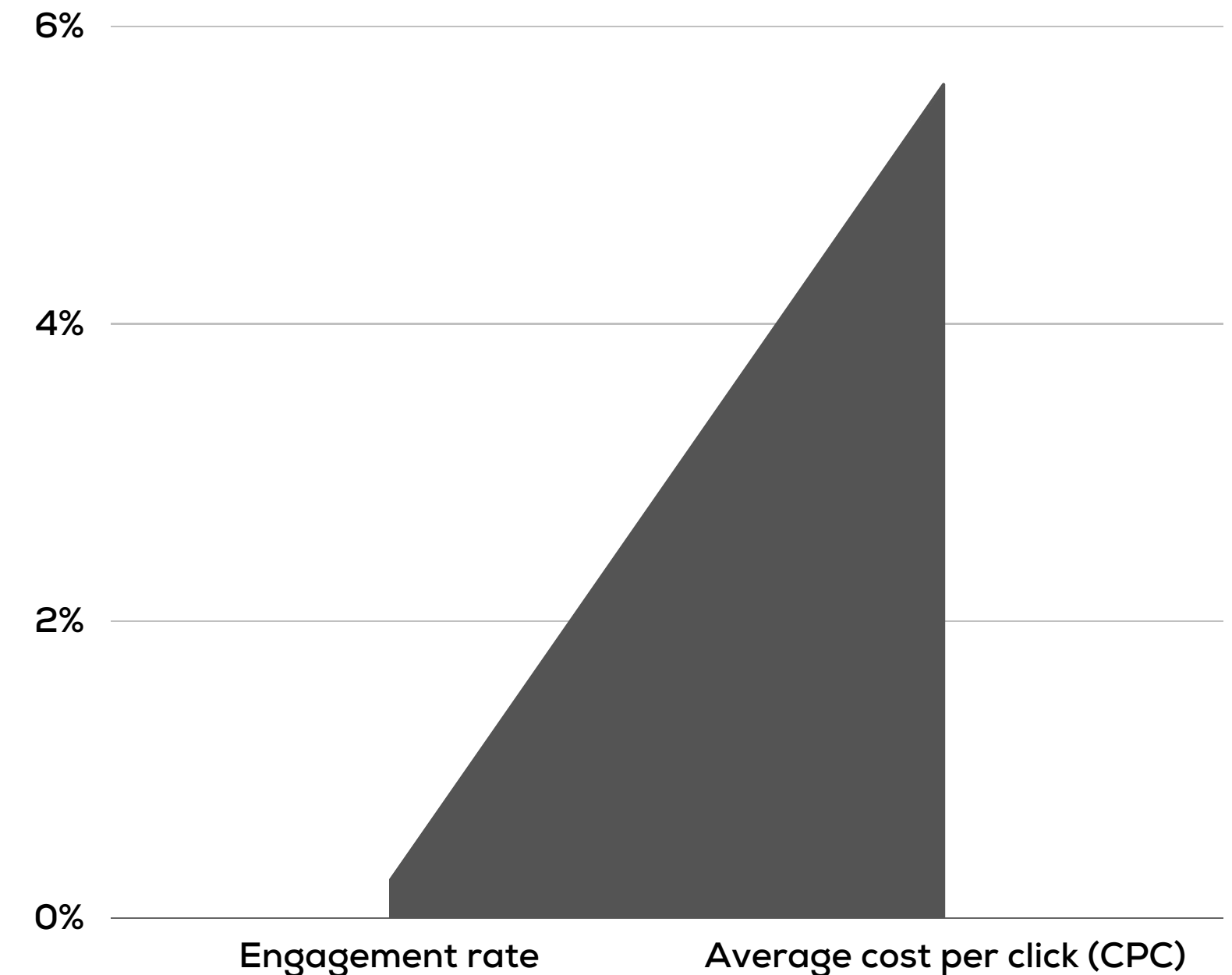
# CHANNEL ANALYSIS - INSTAGRAM

- Overview of Instagram and its relevance to Amazon's target audience (1 billion monthly active users).
- Strengths and weaknesses of Instagram as a marketing tool for Amazon (user-generated content but limited clickable links).
- Examples of successful Instagram campaigns by other companies (Glossier).
- Specific recommendations for Amazon's Instagram marketing strategy (engage with its audience).



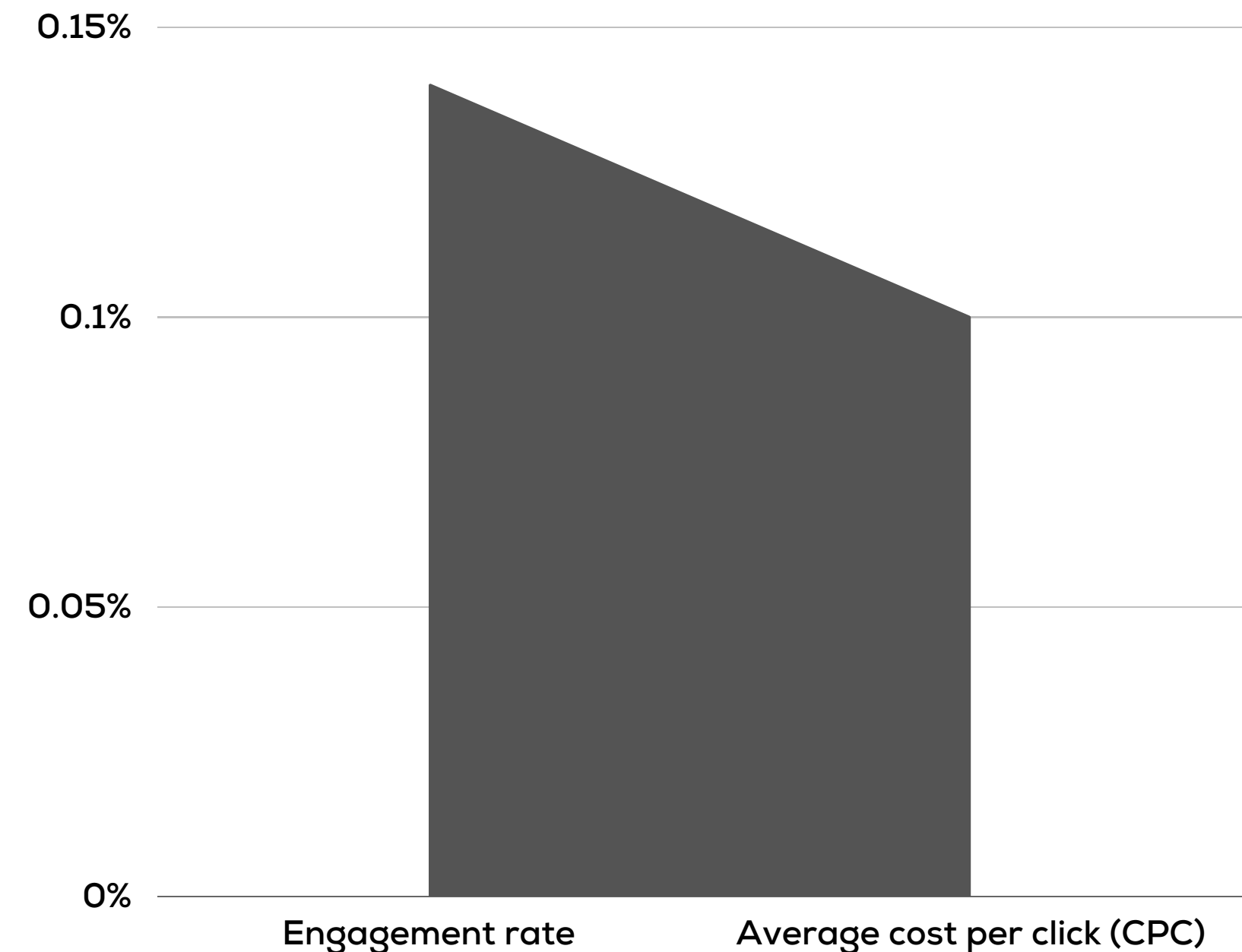
# CHANNEL ANALYSIS - LINKEDIN

- Overview of LinkedIn and its relevance to Amazon's target audience (700 million professional users).
- Strengths and weaknesses of LinkedIn as a marketing tool for Amazon (build professional relationships but high cost of advertising).
- Examples of successful LinkedIn campaigns by other companies (Adobe).
- Specific recommendations for Amazon's LinkedIn marketing strategy (target specific industries and job titles).



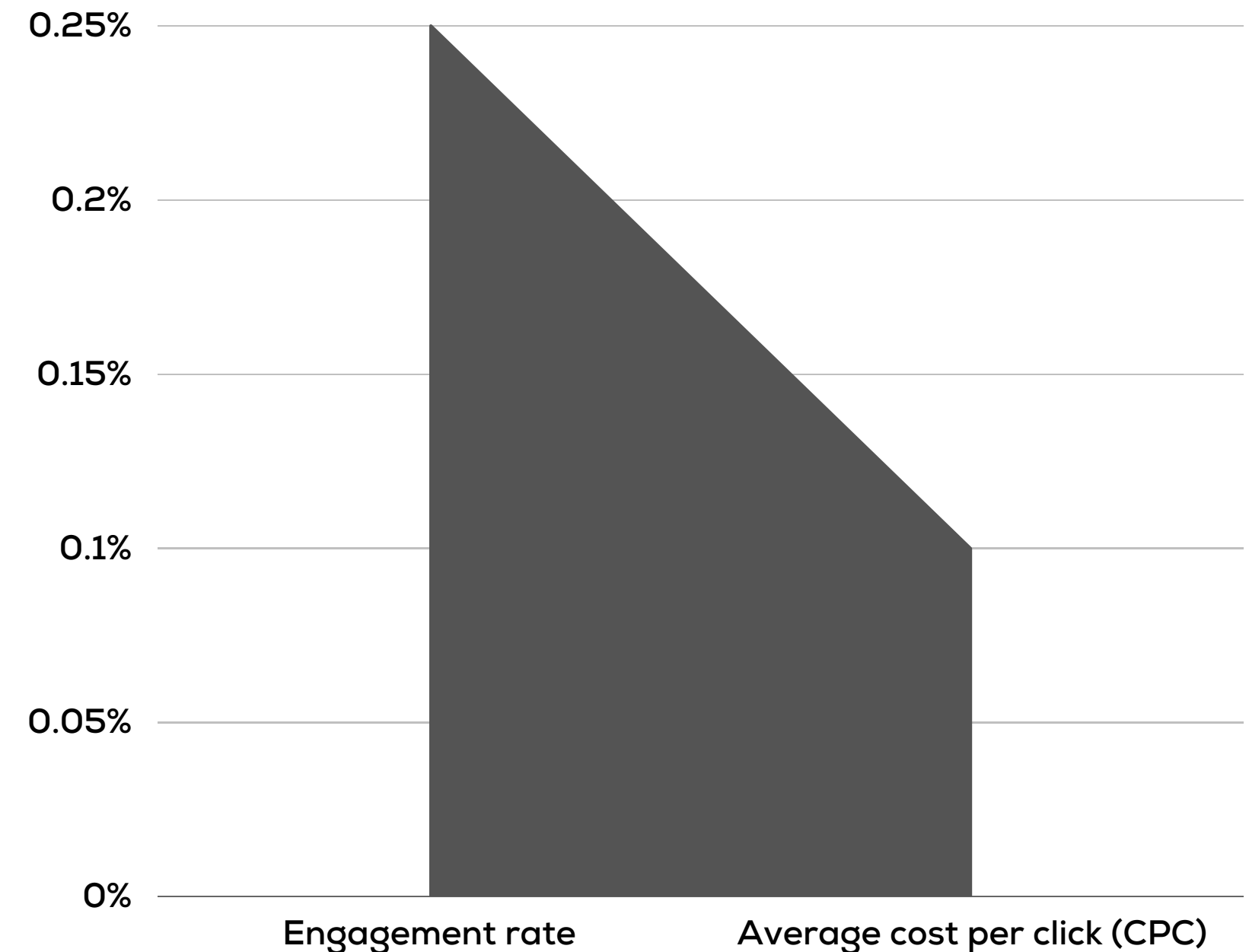
# CHANNEL ANALYSIS - YOUTUBE

- Overview of YouTube and its relevance to Amazon's target audience (2 billion monthly active users).
- Strengths and weaknesses of YouTube as a marketing tool for Amazon (opportunity to build brand but high level of competition).
- Examples of successful YouTube campaigns by other companies ("The Man Your Man Could Smell Like").
- Specific recommendations for Amazon's YouTube marketing strategy (informative and engaging video content).



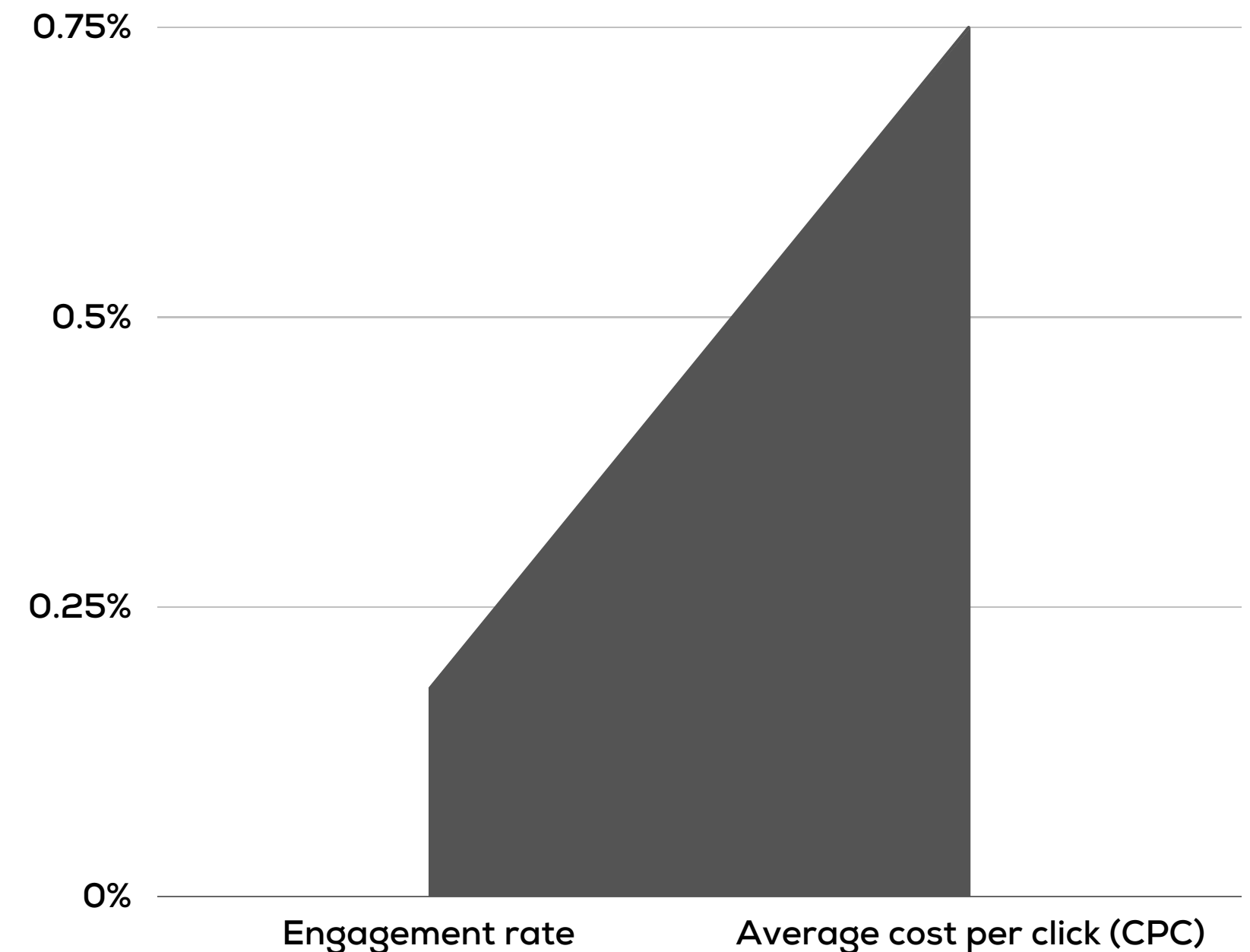
# CHANNEL ANALYSIS - PINTEREST

- Overview of Pinterest and its relevance to Amazon's target audience (400 million active users).
- Strengths and weaknesses of Pinterest as a marketing tool for Amazon (high-quality images but lower engagement rate).
- Examples of successful Pinterest campaigns by other companies (Lowe's creative and helpful DIY content).
- Specific recommendations for Amazon's Pinterest marketing strategy (provide inspiration and ideas for customers).



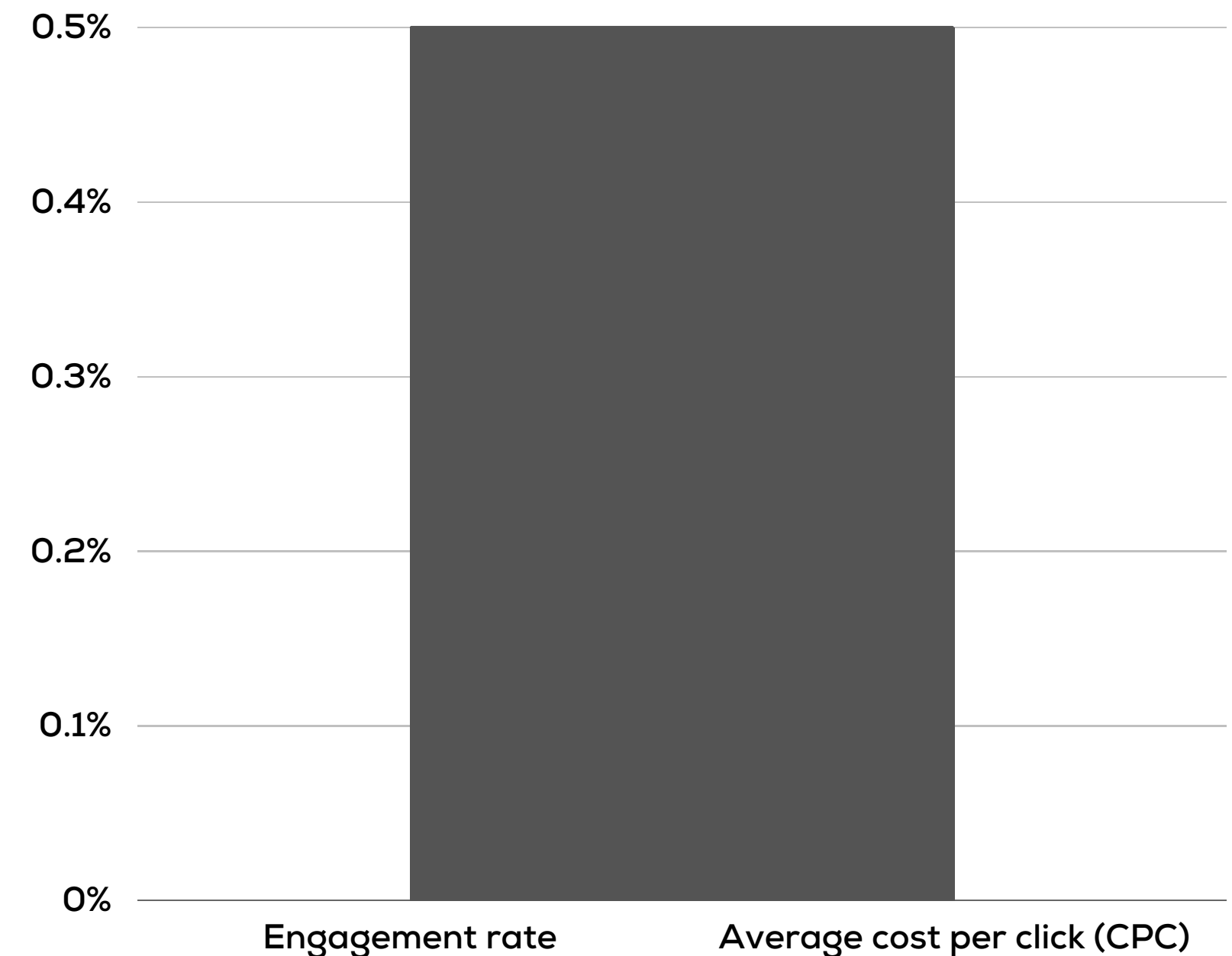
# CHANNEL ANALYSIS - REDDIT

- Overview of Reddit and its relevance to Amazon's target audience (50 million daily active users).
- Strengths and weaknesses of Reddit as a marketing tool for Amazon (opportunities to connect with specific groups of users but need for authenticity and transparency).
- Examples of successful Reddit campaigns by other companies (AMAs).
- Specific recommendations for Amazon's Reddit marketing strategy (directly engage with customers).



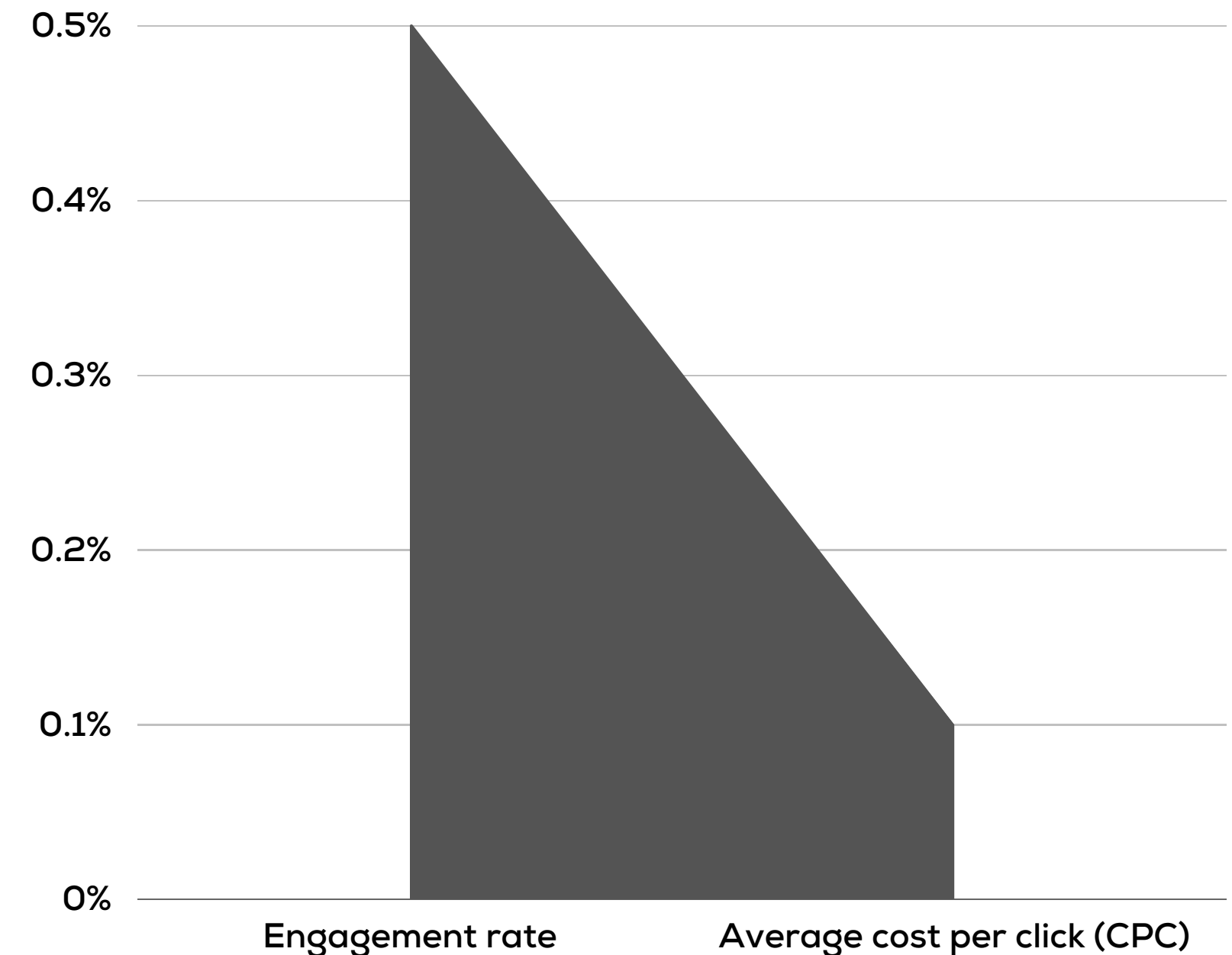
# CHANNEL ANALYSIS - SNAPCHAT

- Overview of Snapchat and its relevance to Amazon's target audience (280 million daily active users).
- Strengths and weaknesses of Snapchat as a marketing tool for Amazon (visually appealing content but ephemeral nature of the content).
- Examples of successful Snapchat campaigns by other companies (sponsored lenses and filters).
- Specific recommendations for Amazon's Snapchat marketing strategy (create engaging and interactive content).



# CHANNEL ANALYSIS - TIKTOK

- Overview of TIKTOK and its relevance to Amazon's target audience (1 billion active users).
- Strengths and weaknesses of TIKTOK as a marketing tool for Amazon (ability to drive traffic but low brand awareness).
- Examples of successful TIKTOK campaigns by other companies (hashtag challenges).
- Specific recommendations for Amazon's TIKTOK marketing strategy (create highly engaging and shareable content).





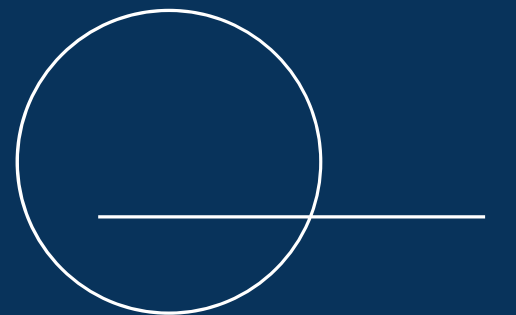
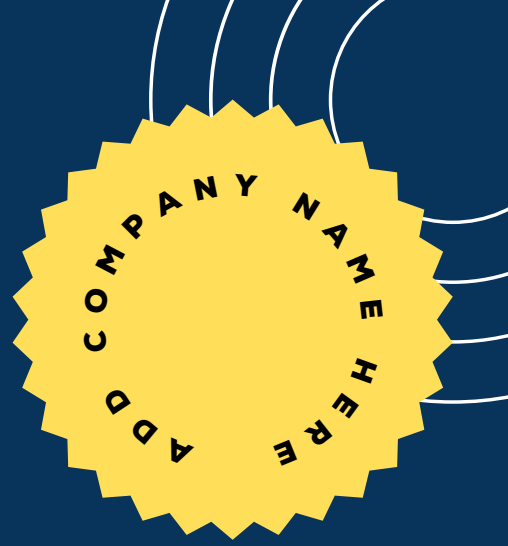
# CHANNEL ANALYSIS - AMAZON ADVERTIZING

- Overview of amazon advertising and its relevance to Amazon's target audience (powerful channel for Amazon to promote its products).
- Strengths and weaknesses of amazon advertising as a marketing tool for Amazon (variety of ad formats but intense competition).
- Examples of successful amazon advertising campaigns by other companies (targeted product ads to drive sales).
- Specific recommendations for Amazon's amazon advertising marketing strategy (target audience).



# ONLINE STRATEGY

- Develop a multi-channel social media strategy based on the channel analysis
- Focus on the channels with the highest engagement rates and lowest CPC
- Allocate budget and resources accordingly
- Post relevant and engaging content on a consistent basis
- Utilize paid advertising to reach a wider audience
- Track and measure performance metrics regularly
- Optimize the strategy based on performance and audience feedback

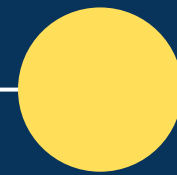


# KEY PERFORMANCE INDICATORS (KPIs)



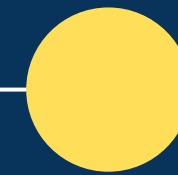
## ENGAGEMENT RATE

the percentage of followers  
who interact with the  
company's social media  
content



## CONVERSION RATE

the percentage of social media  
users who take a desired  
action, such as making a  
purchase or signing up for a  
newsletter



## COST PER ACQUISITION (CPA)

the cost to acquire a customer  
through social media  
advertising

# CONCLUSION



- The presentation analyzed the current social media presence of Amazon and provided recommendations for an effective social media marketing strategy
- We highlighted the importance of understanding the target audience, competitors, and selecting the right channels for maximum impact
- We recommended an online strategy that involves consistent content creation, engagement with customers, and data-driven decision-making
- We also identified KPIs to measure the success of the online strategy

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- Anderson, J. (2018). Social media marketing. In Wiley International Encyclopedia of Marketing (pp. 1-3). John Wiley & Sons, Ltd.
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