

Unit Ist

- ① Explain the importance of social media & its benefits.
- ② Explain need of analytics.
- ③ List diff b/w social analytics & web analytics.
- ④ Explain diff types of web Analytics.
- ⑤ Explain impact of social media on business.
- ⑥ List 3 components of Social media Environment.
- ⑦ Explain need of analytics. How leverage social media for better services.
- ⑧ Explain the terms:-
 - (a) web Marketing
 - (b) Visitor
 - (c) Brand reputation
 - (d) Session
 - (e) bounce rate
 - (f) Engagement.
- ⑨ Diff b/w user and customer Experience.

Answers:-

- ① Importance of Social media are:-
 - The Communication that happens in social media is a valuable business strategy of a Company.
 - for a Company social media is about creating a personal relationship with the end users to build a network around a product.
 - Social media can be used to increase the sales, brand reorganization & awareness and also developing relationship & trust.
 - 80% of business use internet to find potential vendors.

Benefit of Social Media are:-

- i) improving the relationships & Communication internally.
- ii) Some Companies use social media to recruit new employees.
- iii) Most importantly Company use social media to improve bottom line of the business.
- iv) personalize the customer R/p to improve the profitability of a company or a product.
- v) social media helps marketers to reach more customers faster.

(2) Need of Using Analytics:-

- i) it helps to measure the pulse of the user and engaging the customers to promote brand & more sales.
- ii) it analyzes the online conversation in industry and customers generated by brands across social channels.
- iii) Social analytics enables Organization to improve brand awareness & reputation.
- iv) social analytics enables gathering info from social networking sites.
- v) it helps business to better understand customer sentiments.
- vi) They impact both business & marketing strategies as a whole.
- vii) The starting step to be Done is the setting up social monitoring Dashboard.

- Server side analytics:-
It helps to store lot of Data on the web server.
- Client side analytics:-
is used to capture the Data only for pages that are needed to be loaded.

⑤ Impact of Social Media on Business:-

- Communicating with customers:-
Social media helps to connect & engage with customers to form closer relationship with the customers.
- Create collaboration:-
Social entrepreneurs who promote their product focus on collaboration.
- Become an Expert:-
Serving as a primary source of info from reporters, bloggers & other media outlets should be the target.
- Stay Relevant:-
needs knowing how people feel about the topic allowing effectively engaged in online discussions.
- Insight:-
setting specific goals for each social media campaign & developing metrics based on those goals to generate brand awareness.

- vi) The final goal achieved is to use the insight Derived from these Dashboards for higher sales
- ix) to establish the audience in the social analytics

③ Social Analytics v/s web Analytics:-

→ social analytics consist of web Analytics, engagement and revenue generated from social media whereas web Analytics enables measuring and analyzing web traffic Data to understand user behaviour on website

→ The web Analytics is used to Direct the marketing Decisions which improves the user's experience whereas social analytics help in gathering info from social networking sites and helps to better understand customer's sentiment

④ Dif types of web Analytics:-

• off-site web Analytics:-

refers to the analysis of website. It measures website's audience, visibility & Commerce that is happening on the web as a whole.

• On-site web Analytics:-

is used to measure visitor's behaviour and ~~conversion~~ on a website. The Data is compared with KPI's for performance & is used to improve performance

⑥ Three Components of social media:-

- i) Content, made interesting and available that attracts users
- ii) Technology, user access through multiple devices
- iii) Service at the back end which supports user

⑦ Leverage social media for better services:-

- Listen:-
understanding what is being said about the organization, brand, product or service
- Interact:-
join the conversation. Customer expect organization to attend to their concerns & suggestions
- React:-
respond to customer feedback & insights
- Predict:-
Predicting where future resources should be allocated to properly deliver the best results

⑧ Definitions:-

- i) Bounce Rate:- is the % of visits that are single page visits
- ii) session:- is also called as a visit, and is

the time from when visitors logs onto the site to when he leaves.

iii) Visitors:- is a uniquely identified client that is generating the page views.

Unit 2nd:-

①/ Explain