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How do you respond to marketing on social media?

Lately, you've focused on learning how social media marketing can help you promote a business, product, or service. Social media marketing has many benefits and can be a key element of many companies' business development strategies. Now it's time to bring this knowledge into your everyday life to practice thinking like a social media marketer.

Think of a recent interaction you had with a business or as a consumer on social media. An interaction could have been when you made a purchase, posted a review, took a poll from a company, shared an ad or post with a friend, or entered a contest.

For this discussion prompt, consider the following questions:

- What made you decide to interact with that business?
- Why do you think that business chose to market on that platform?
- What audience were they trying to reach?

Please write a response of 5–10 sentences (100–200 words). Then, go to the discussion forums and, applying what you've learned, comment on at least two posts from other learners.

Participation is optional

Your Reply

Type your response here...

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Reply

