

## Digital Receipt

This receipt acknowledges that Turnitin received your paper. Below you will find the receipt information regarding your submission.

The first page of your submissions is displayed below.

Submission author: Rubasin Pathiranage Kelum Priyadarshana

Assignment title: CIS 7029 Social Media Analytics for Business\_Assignment (M...

Submission title: CIS 7029 -20249385\_Kelum.docx

File name: 108865\_Rubasin\_Pathiranage\_Kelum\_Priyadarshana\_CIS\_702...

File size: 2.3M

Page count: 21

Word count: 4,916

Character count: 24,090

Submission date: 21-Aug-2022 03:48PM (UTC+0100)

Submission ID: 185249546

## Social Media Analytics for Business (CIS 7029) Assignment

1.1. As of an organization I'd like to select Prime Group real state giant,

issues they are facing are, Because of they are not handling properly, we can see limited number of people gauge with their SM channels.

"The value that SM creates for users is limited, and his lock of knowledge could limit the value accessible through SM engagement." (Cartwright, Davies and Archer-Brown, 2021, p. 130)

Due to SM channels context and trends changing time to time, we can see they are not accepting it, and adopting this behaviour. "Brand image can be reinforced over time in various SM contexts, targeting B2B purchase decision-makers." (Tiwary et al., 2021, p. 123)

By not identifying the correct age groups, SM context etc. it causes for incorrect measurements when it is branding through SM. because of they have limited resources and subject expertise. "Corporate branding through SM. firms can face barriers and measurement issues," (Tiwary et al., 2021, p. 133). Callelingers they are facing are, No matter big or small industry, it must build SM correctly. "Despite largeer organisations possessing a greater amount of resources, they faced similar challenges to they experienced by smaller or granisations when implementing SM." (Cartwright, Davies and Archer-Brown, 2021, p. 124)

soptementing ast. (Cartwright, Davies and Archer-Brown, 2021, p. 124)

Setting up relevant SM Channel and Content highly challenging its need reach correct addince. "Organisations often face challenges in settling upon an SM channel that is most appropriate for them and in developing the correct content that will reach the desirted adulter." (Cartwright, Davies and Archer-Brown, 2021, p. 127)

In briefly other important points, we can realize from this.

"No specific channels stategy; Low aquility of content that in on engaging, Lack of dialogue amongst existing relationship partners, Difficulty in choosing the correct pulgrafter for were specific audiners. A difficulty to continuously generate theory, the content of the content of

Moreover, when try to implement SM as strategic tool, co-creators facing hesitation of managing it (Cartwright, Davies and Archer-Brown, 2021, p. 129)
Ethical consideration wise "being honest, and dischainty relationships such as who you work for in personal posts when endorsing products and services, and not writing pick reviews." (Loopen W. Barnes, 2015, p. 13)
In order to marketing via SM if's not a good approach to use free giveaways, (Mazumdat, Grant-Kels and Farshchian, 2021, p. 1) specially in real state industry its totally depend on trust.