Question 1:

Competitors

* Amazon Advertises on all Platforms. Very Prominent
* COVID-19 Essentials – None found. 5 Stores nationally
* WellBefore – Active on Twitter, Facebook. Instagram has no posts. No YouTube channel or TikTok
* Bona Fide Masks – Weekly Twitter posts, less frequently on Facebook and Instagram. YouTube Channel. No TikTok
* @Home Medline – Prominent on all major social media

Question 2:

Similar websites and their features:

One website that I found that may have a similar agenda to ours is the Government of the District of Columbia, Muriler Bowser, Mayor website. https://coronavirus.dc.gov/

Similarities

Provides detailed location and business hours of available testing sites

Provides Vaccine information and vaccination locations and websites

Provides information on financial recovery

Presents graphical data of variants and tracking information

Differences

Only Provides pick up and drop off for self-testing kits

Does not provide information on health recovery

Does not provide clear mental health services in form of recovery

Covid tracking API

Another website I found that was expressing similar interest and a similar approch to confronting the Covid-19 pandemics is the John Hopkins university.

Similarities https://coronavirus.jhu.edu/

Presents graphical data and tracking information.

Provides statistics of confirmed cases and deaths.

Differences

Provides information about testing, but does not put people in contact with testing sites or provide testing kits

Provides information about vaccines but not how to get access to it.

Question 3:

social media can help you engage with your customers and find out what people are saying about your business. You can also use social media for advertising, promotional giveaways, and mobile applications.

Social media can help your business to:

* attract customers, get customer feedback, and build customer loyalty
* increase your market reach, including international markets
* do market research and reduce marketing costs
* increase revenue by building customer networks and advertising
* develop your brand
* exchange ideas to improve the way you do business
* recruit skilled staff for example through job networking sites like LinkedIn
* increase traffic to your website and improve its search engine ranking
* keep an eye on your competitors.

QUESTION 4

