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3WMAD2

Question 1

1. Assess the people, organization and technology issues for using social media to engage with customers.

My answer: In order to interact with clients on social media, it is important to evaluate how prepared each member of the business is to adjust to digital communication channels and make sure they have the requisite knowledge and manners. To preserve the integrity and reputation of a brand, organizations must set clear rules and regulations that specify roles, acceptable behavior, and reaction methods for social media interactions. From a technology perspective, it's critical to choose platforms and tools that suit the objectives of the business and its target market. To protect client data, it's also important to take security and privacy concerns into account. In order to create meaningful connections and improve customer happiness, effective social media engagement ultimately depends on addressing these interwoven organizational, technological, and people aspects.

Question 2

2. What are the advantages and disadvantages of using social media for advertising, brand building, market research and customer service?

My Answer: Reaching a large audience, improving brand visibility, gaining insightful information through data analytics, and offering timely and individualized customer care are some of the benefits of using social media for advertising, brand building, market research, and customer service. It also presents difficulties, such as adjusting to algorithm changes that impact reach, maintaining reputation in a public forum open to criticism, effectively interpreting and acting upon massive amounts of data, and guaranteeing uniform and satisfactory responses to a variety of customer inquiries across multiple platforms. Notwithstanding these challenges, a company's presence and interaction with its target audience can be greatly increased through the judicious use of social media.

Question 3

3. Give some example of management decisions that were facilitated by using social media to interact with customers.

My Answer: I find it fascinating as a IT student to observe how businesses use social media to acquire information and make choices. For instance, they might use social media polls or direct customer feedback on suggestions for new products. By examining social media conversations, businesses can uncover sentiments and patterns that inform their marketing strategies and help them modify their offerings to better suit their clientele.

Question 4

4. Should all companies use Facebook and Twitter for customer service and advertising? Why or why not? What kinds of companies are best suited to use these platforms?

My Answer: As a student, keep in mind that depending on their target market and corporate goals, not all businesses should use Facebook and Twitter for customer service and advertising. While some businesses catering to older demographics may profit less, those with a preponderance of younger clients may find these platforms more useful for customer engagement. Furthermore, companies who sell aesthetically pleasing goods or services like restaurants or fashion labels might find that Instagram is a better venue for advertising than Twitter, which is mostly a text heavy medium.