TOPIC: SOCIAL MEDIA MARKETING

Description

Information technology has dramatically changed business structures, productivity, operations, and communications. In this discussion, you identify one social media marketing resource available to businesses and describe the opportunities and challenges they present.

Initial Post Instructions - Use the numbers in the instructions to organize your post and ensure that you meet all requirements.

Select a social media site that is appropriate for marketing products. Summarize in one paragraph the features and benefits of that site.

Identify a company that you think is effectively utilizing this site. Describe three of their engagements.

A business should have tangible goals for their social media marketing strategy. Explain what you think the goals of this company are.

NOTE: Select a site other than FACEBOOK. Do not duplicate a classmate's site. There are over 60 social media sites so this is not a problem.

Submit the initial post by the due date listed on the schedule.

Initial posts should be well written, free of spelling and grammar errors. Do not use text messaging format.