

Identify an
entrepreneurial or
intrapreneurial
venture that has
leveraged global ...

[Business](#)



Microsoft leverages global and social media Q1. Microsoft Company is the selected venture for this case study. Q2. With the many successful years that the company has enjoyed since its operation, this venture has done a lot to influence social media in their business enterprise. As seen in the research conducted by Hibbard, Microsoft leveraged bloggers in an attempt to launch its products successfully (1). With the many products that the company invents on a daily basis, it is of essence that they relied on the social media for advertisements and advancing its Public Relations so as to spread information on its products (Ru 1). Through the social media that evolves with time, Hibbard indicates that Microsoft Company connected with its business owners and focused more on the women (1). The company involved its business owners from the onset to close of their operations. The company attempted to avoid promotional messages to the clients but rather involve them in the entire process of business (Hibbard 1).

Q3

Sandoval indicates that Microsoft covers over 100 countries; thus, has a responsibility to advance their social as well as economic opportunities (152). This, therefore, led to the sharing of Microsoft messages that touched on “ Your Office, Your Terms” slogan which led to more likes on Facebook and follows on Twitter (Hibbard 1).

Q4.

What I liked the most about the Microsoft’s approach in leveraging social media is the incorporation of women in their campaigns as the women occupy a considerable percentage of the audience group (Hibbard 1). I also loved the aspect that the company opted not to focus on promotion

messages but emphasized on the usability of the site and how to improve their experience of the site. This explains why the Microsoft campaign led to more likes than expected. The female executives were targeted, and through file sharing and web conferencing, their businesses grew with a huge margin.

Q5.

What was exceptional and effective about the Microsoft's approach was the editorial calendar. This calendar as Hibbard indicates included the mix of women who are in businesses (1). Through this platform, the women were provided with a platform for making discussions and post their contributions as far as business deals were concerned. It is through this calendar that the company managed to publish the stories of about 30 women in less than two months. In their social media-based initiative, the venture achieved social action as opposed to the usual interactions (Hibbard 1). The bloggers and users of the social media sites of the Microsoft page were engaged in learning more from the site such as the women who were engaged in business. The social work simply translated the social media and blogging into sense that made dollars. The benefits that accrue from the Microsoft social initiative are indeed inescapable and more so for the women who wanted to start their own enterprises.

Q6.

Microsoft can be found on social media sites such as Facebook and Twitter. On Facebook, the link is <https://www.facebook.com/Microsoft> while on Twitter, the link is <https://twitter.com/Microsoft>.

Works Cited

<https://assignbuster.com/identify-an-entrepreneurial-or-intrapreneurial-venture-that-has-leveraged-global-and-social-media/>

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