

# Sd # 2

Business



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1. The online bulletin board, Pinterest can be effectively harnessed by the marketers to attract the s through sharing of photos and images of the products they offer. Marketing communications can be enhanced through posting various images about the products offered by the company and these are designed in such a way that they will reflect the interests of the company. The customers will make comments about the product being marketed if they are interested. Alternatively, they can get information about the company on the images posted to access its website directly so that they can communicate with the marketers in the event that they want to purchase the product. An image of a product is a very effective communication tool that makes lasting impressions among the viewers. In one way or the other, the customers are likely to respond to the market offering which shows that they have developed interest in the product. This enhances marketing communication between the marketers and the targeted consumers.

2. It is better to post an image that conveys an emotional response rather than a simple advertisement since it is likely to influence the customers to respond positively. Such images appeal to the emotions of the customers such that they can act when they come across products that may be of interest to them. Essentially, the aim of marketing is to stimulate the interests of the targeted customers so that they can buy the products offered. This can be possible if the image is designed in such a way that it will appeal to the emotions of the consumers. In most cases, customer response to a particular offering is mainly influenced by their emotions towards it. Therefore, it is imperative to design the images of the products that will appeal to the interests of the customers such that they can make a

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decision to purchase them. Thus, an image that evokes memories helps to stimulate the interests of the customers and consequently help them to make decisions to purchase the products being sold. Simple advertisements may fail to appeal to the interests of the targeted customers.

3. Pinterest acts as a customer relationship management tool in that the marketers are in a position to interact with different people on a personal level due to the fact that the images pinned by people to their boards reflect personal interests. As such, the marketers and the consumers can exchange information about a particular product. The consumers for instance can constantly get feedback from the marketers and this helps to develop good relationship between the two parties. The success of a marketing plan in the company often depends on the quality of the relationship that exists between the customers and the marketers. The interaction that takes place between the marketers and the customers is seen as very important in as far as customer relationship management is concerned. Once the customers they get feedback about particular products, they are likely to respond and when they are satisfied by the market offering, loyalty that leads to quality relationship is formed.