

Provide a viral
marketing plan that
uses blogs and social
media tools to
generate...

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E-commerce Introduction Midland Daily Courier is a comprehensive news agency that has continued to focus on print media as the main selling point. The Courier has special interest on various news items which make it unique from other agencies and stand out from the rest, making it more appreciated by its clients. Over the past ten years, there has been a steady decline in the number of clients that the agency serves. In order for the Courier to be sustainable, there is much need to increase interest and awareness of the newspaper as well as to increase subscriptions. In order to achieve this, social media and blog tools will be employed, where each tool is linked to the following element of the Courier;

Local news

In order to ensure the credibility of local news, the Courier should use a blog that is frequently updated and one that allows for the general public to comment. This blog will be more effective when it is attached to the Courier's website. It can also be used to share opinions of people and their reactions to different news items.

High school sports results

High school students and institutions are the main target market for high school sport results. According to Bregman (18), the most effective way to reach out to students is through social media. Many students spend a large portion of their time on social media. Organizing campaigns that target them on social media platforms will create interest in the courier. The courier should engage the students by posting pictures of the sporting activities and commenting on them. Social media campaigns can also include competitions for students. This will increase the flow of students to the site and enhance

the visibility of the Courier

Feature stories on local businesses and political issues

The courier should use social media presence to post topics that command attention of the reader. These topics should be linked to the main feature stories in the Courier's website and blogs. Once the readers click on the topic, they should be automatically redirected to the Courier's website to get access to the full story. This will increase the flow of customers to the Courier's website and generate more interest in it. According to Andrews (6), using blogs and linking it to the website will optimize the website and make it easier to be traced by the search engine.

Columns on gardening, home repair, and crafts

In order to attract the interest of gardeners, home repair agents, crafts men and their clients who love functionality and beauty in their homes and places of work, the Courier will need to dedicate a blog spot on the Courier's website that is linked to a social media page. This will act as a one stop shop for individuals with same interest and an easy source of reference, reducing their need to search for other sources (Muther 61). Regular updates and insight into this industry will ensure a steady flow of clients. Picture, videos and success stories will make the experience worthy for repeat visitors.

Conclusion

In order for Midland Daily Courier to be successful in the print industry, there is need to employ other innovative approaches to attract clients and for the company to increase its visibility. With most of the people spending most of their time on social media according to Bregman (18), businesses need to go where their potential clients are and sell their products using channels that

are acceptable and embraced by their clients.

Work Cited

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