

# How social media have changed the world

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How Social Media Have Changed the World al Affiliation How Social Media Have Changed the World Twitter is a social networking site whose mission is “ to give everyone the power to create and share ideas and information instantly, without barriers” (Twitter Inc., 2014, p. 1). From the facts about Twitter, it was gathered that it currently boasts of having 284 million monthly active users (Twitter Inc., 2014)

Who is the customer?

From the profile of customers of Twitter, it could be deduced that the following demographic characteristics are exhibited by the users: 19% of online adults with predominant users within the age ranges of 18 to 29 years old, college graduates, with income levels within the following ranges: less than \$30, 000 per annum or more than \$75, 000 per year (Pew Research Center, 2014).

What is Mayo selling?

Mayo is deduced to be selling awareness and education on various facets of health. As noted, Mayo Clinic is “ an integrated clinical practice, education and research institution specializing in treating patients” (Twitter, 2014, p. 1). It provides health care service (product) to diverse range of clientele from different geographic locations in the United States (place). Likewise, the clinic’s payment policy was disclosed as follows: “ Charges not covered by your insurance are payable in full within 30 days of receiving the bill. Payment of co-payments, deductibles and non-covered services are to be paid at or before the time of service” (Mayo Clinic Health System, 2013, p. 1). Finally, the health services are promoted online through their official website as well as through other social networking sites and print advertisements.

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What is the customer buying?

The customer is buying perceived value of wellness through the information disclosed in the social networking site and the ability of Mayo Clinic to provide effective health care service.

How is the customer being segmented?

The customer could be perceived to be segmented according to the following factors: age, income level, educational attainment, and health condition.

References

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