

Free how to make the  
clear water action  
more popular from  
the social media  
creati...

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A recent Clean Water Action (CWA) survey indicates that while marketers are re-evaluating the best matrix to advertise clean water. Social-media has formed the new canvas to explore and provide a real-time medium for the best advertisement. These tools of social networking, communication and collaboration are ideal to change the landscape and empower grassroots people to take active roles in developing and using clean water (Pediatrics Week 26).

Recognizing the ultimate power of social media, Clean Water Action needs to use the social media comprehensively in order to satisfy their needs. The company needs to use the YouTube, Twitter and LinkedIn to engage the great level of the population in order to build healthy communities, and support environmental legislation (Weeks et al. 217). The Clean Water Action corporate strategies of marketing, advertising and branding should mainly focus on the following factors. These are; introducing new products/services, branding cooperate citizenship and goodwill, finally promote the existing products and services. YouTube is a video sharing online communication site that will provide a clear demonstration on how the product is developed and used. Twitter will allow both the cooperate and the consumers to post and read short messages on the company`s profile. LinkedIn will allow the company to review the client`s comments while facebook will provide both the picture and interactive profiles for the product branding, marketing and advertising (Zhao 52).

In conclusion, CWA corporate strategic uses of the new social media sites will provide real-time feedback on the products. However, it is also

recommended that the company needs to carry out extensive research study for further improvements.

## **Works Cited**

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