

Social media assignment



Social Media turns standard ads into social experiences that helps to interact between friends, influencers and community members. Media Around us (Old Media) Tv, Newspaper, Magazines , Books, Cds, DVDs, Yellow Pages etc. Adv of Social Media(New Media) Can be changed Commented Sense of popularity by the no. of comments Can mix media- audio, video or photos Freedom to add ur video- no need to convince a committee to publish. In plane language, Social media are online communications in which individuals shift fluidly and flexibly between the role of audience and author.

Social media marketing is a term that describes the act of using social networks, online communities, blogs, wikis or any other collaborative Internet form of media for marketing, sales, public relations and customer service. Common social media marketing tools include Twitter, blogs, LinkedIn, Facebook, Flickr and YouTube. Content created by and published by the user for the user is social media marketing. Promotion >

Communication > Online Communities = Social Media Marketing. Empower the crowd! Create compelling content, tell a story and contribute to the conversation.

Empower your users to rally behind your message, spread it, share it and talk about it, and you will have the antidote for a successful social media marketing campaign. Marketing Challenge Low barriers to entry make competition cut throat Rumors can impact stock prices Social Media is a Conversation supported by online tools. Like, Facebook, twitter, orkut, myspace, linkelden, youtube etc. Conversation are powered by:- Blogs. Online Chats, Video Sharing, Photo Sharing, Message Boards. Wikis and such like.

The important thing in social media is the real people who use it and their social interactions. Its all about the C's :- Creative Creation Connected Community Communication Competition People are not just demographics anymore, to connect with dem u need to understand...relationships are more powerful than marketing. The Rules of Social Media Participation Connections Conversation Community Listen to ur market place In 2008, if u r nt on a social networking site u r not on internet. The new communication model is a dialogue ??? transparent, inclusive, authentic, vibrant, consumer driven.