

Case study carmen faceable

Business



Some advantages of an online survey of a cross section of Internet households are having a larger audience with a wider variety of responses, lower cost, and Instant results. Some disadvantages are people may disregard the survey, answers may be careless just get the promo or offer, surveys may be sent directly to junk mail.

B) Some advantages of an online survey of Carmen Faceable likes are The people that fill out the Faceable surveys actually know the products, they aren't just completing for the free stuff, responses will come directly from product users, surveys will not get lost in spam or junk mail.

Some disadvantages would be that it does not cover a wide customer base and the survey will only increase engagement and not likes. Question #2 a) On a Faceable brand page, "engagement" measures how much activity is being made by its Faceable audience with a certain brand which is measured through posting a comment, liking a status or by replying to one of the posts on brand page.

On the other hand "likes" measures the number of new likes or the size of the audience on Faceable. b) For Carmen engagement is more important because it means its current likes are interested in learning about the company by interacting with posts Carmen makes by replying and liking their posts. Carmen would appreciate this because it shows customer interest and brand loyalty. c) Question #3 a) Consumers having the ability to engage with a brand they like and having the chance to create their own poll about the products they sell will create activity between the user and the brand page.

Engagements on a brand page Like Faceable are evoked by making sure those opinions count and are heard, as well as by posting content to attract consumers and give them a chance to engage further b) To attract like to a brand page on Faceable you could give out prizes, have a contest that requires user to like the page, and offer coupons that offer a better deal than what's already in the market. Question #4 a) The advantages of a flexed alternative poll question on Faceable are the questions tend to be short and can be answered quickly, you can keep anonymous, more people may answer as it only takes a click.) I think it would be best to use an open ended question when you are trying to get opinions on the company or products that could range from a variety of answers from a range of different users. This will allow the consumers to speak freely and give them the flexibility to write whatever they want Question #5 a) If I had a limited budget a time I would choose a poll only strategy because it has low cost and set-up associated with it.

All you have to do is post the poll to the Faceable brand page and wait for users to respond, which will happen quickly.

The last step would be to collect your data. B) On the other hand, If I had a higher budget and more time I would choose a contest only strategy because the results would be more rewarding. Promoting the contest will drive customers to participate, involving prizes will make the users take it more seriously, and they will result in more accurate and realistic answers.