

# Assignment example

[Business](#), [E-Commerce](#)



E-commerce Q1. Clift has given a detailed and conclusive argument about the role of social media and search advertising in modern business development and social media utilization. There are a number of issues that Clift outlines as the synergistic effects of social and search advertising. The first effect is increase in revenue for a company if it utilizes the opportunities presented by social and search advertising. The other effect is the boost in presence of a given company. Social media and search advertising boosts the visibility of the advertised entity. The possibility that social media and search advertising will target individual user creates a reverberant effect on the intended consumer thereby attracting them to the product (Clift, 2011). It is also a potential source for spam content. This can also be seen as a synergistic effect of social media and search engine.

Q2.

Chow believes that the revenue generated from social media can be a vital component of development of search advertising. The content accumulated from social media can be used to increase individual presence which translates to increase in competitive queries which have the potential of improving the standing of search advertising. Chow also believes that the same content can be used as a link to a search advertising avenue where prospective consumers can be reached. These will in turn improve the search advertising platform.

Q3.

- a) The delivery model where one has to keep listening and then seize the spikes, this mode of application is simple and exciting to any user
- b) Combining the search and social activity through listening to what

consumers have to say.

c) Optimization through use of keywords. This is achieved by using the online keywords that match the online buzz with the intention of relating the consumer to the product.

#### Reference

Clift, J, 2011, ' Social Media Week: How the social web will influence search, boost brands and improve content', Events Report: Social Media Week