

Social media marketing at the homecenter

Business



Direct Request Director of Corporate Communication, HomeCenter October 26, Rick Trumka, Social Media Consultant Dear Mr. Trumka:

I am the director of corporate communication at the HomeCenter supply store. According to research, social media marketing has numerous merits (Turner & Shah, 2014). Our Chief Executive Officer, David Seldenberg, made an exclusive request recommending you as an excellent social media consultant.

I am writing to make enquiries about possible features to look for while hiring a social media expert. I understand that you have a busy schedule, that would require a quick means of communication such as a phone call; however, I kindly seek a written response of the queries I have, which is not only bound to come in handy, for future reference, it will also be used to share with the CEO. Below, is a list of questions I have about hiring an expert social media personality.

Is it necessary to ask if the social media activist has engaged in social media channels or social networking, or to perhaps ask one to provide links to their accounts?

Are there any restrictions that the possible activist to be hired needs to familiarise with? Will those restrictions impact on the performance of the firm I work for?

Is it necessary to include community management in the features I am searching for in the social media activist while hiring?

While hiring a social media activist, how seriously should I take his/ her activities? Does he/she deserve a special kind of treatment? What are the appropriate salary standards?

While hiring a social media activist, should I consider his expertise, or <https://assignbuster.com/social-media-marketing-at-the-homecenter/>

duration of experience, or should I go for a professional social media activist?

Ultimately, what is your opinion on social media advertising? Will it help achieve the goals set in the firm? In what way will I quantify the success of the firm?

What other recommendations would give that will come in handy on the search for a perfect social media expert?

I am eagerly waiting to hear your responses on the above questions. I will also appreciate additional tips on the above. Thank you for your time and patience.

Sincerely,

References

Turner, J., & Shah, R. (2014). How to make money with social media: An insiders guide to using new and emerging media to grow your business. Upper Saddle River, NJ: FT Press.