The business of social media and making the roi case assignment

The Business of Social Media and Making the ROI Case No. It appears the strategy was lacking in functionality and thus the $200, 000 was onto true profit. Cost may have played a part In not obtaining the profit margin expected along with not clearly Identifying goals and objectives. Danny Brown said there is true cost associated with implementing a social media adventure. You will want the following at the following cost; a social media strategist or ten hours per week and at one hundred dollars per hour, that $1 , OHO per week, $52, 000.

If you hire a community manager for minimum of thirty hours per week, it will cost sixty dollars per hours, $93, 600. You may need a Micro-site build, $1 5, 000 (If not using existing platforms). And then there Is a mobile application for $20, 000- $150, 000. And there Is a continuous ongoing moderation and measurement using third party specialist at $30, 000-$80. 000 a year. The total cost per annual operation could be as high as $390, 000. So, in short, you must have a great product in order to eve a return on investment.

If I shipped 100, 000 defective parts from my business, I would use the same social media used to sell the product to immediately have a massive recall of the defective product. The cost would be absorbed by the company by either offering a refund or an exchange. The cost of a good reputation Is priceless. Whereas, If I let It blow over without action, I may lose the customer base and the floor fall out of the business. I would also offer a public apology on the used social media, so that the customer would know I operate a sincere and honest business.

Short Answer Paper Week Three Business Intelligence (81) Is a broad category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better business decisions. Because It does not only Interprets organization's raw data into meaningful information. It also explains the factors involving the success of an organization. Online transaction processing (ALTO) is a class of software programs capable of supporting transaction-oriented applications on the Internet.

Online analytical processing (OLAP) enables a user to easily and selectively extract and view data from different points-of-view. Relational Data Model is more popular. The basic differences between Primary and Foreign keys are the primary key will not allow null values and duplicate values, while the foreign key will allow null values and duplicate values and it refers to a primary key in another table. Five software components of a database management system is the DB'S engine, subsystem and data administration subsystem.

There are a number of fundamental differences which separate a data warehouse from a database. The biggest difference between the two is that most databases place an emphasis on a single application, and this application will generally be one that is based on transactions. Some of the separate units that may be comprised within a database include payroll or inventory. Each system will place an emphasis on one subject, and it will not deal with other areas. In contrast, data warehouses deal with multiple domains simultaneously.