

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF COMMERCE

DEPARTMENT OF MARKETING

PROGRAMME: MASTER OF SCIENCE IN MARKETING

MMKt 508 SOCIAL MEDIA MARKETING

DURATION: 3 HOURS

EXAMINATION

 MAR 2023

INSTRUCTIONS

1. Answer Question **One and any other three** questions.
2. Each question should begin on a new page
3. Question One carries 40 marks and the other questions carry 20 marks each.
4. Credit will be given for appropriate use of illustrative examples.
5. No cell phones and programmable calculators are allowed in the examination room.

QUESTION ONE (COMPULSORY)

Building a Community Within a Brand

While the world continues to head towards a mobile-first approach, there still remains value by hosting your own community online, either as a separate hub, or part of your corporate website. Both approaches have pros and cons, and neither is a “wrong decision” when it comes to owing your community away from the big social networks.

However, one of the biggest pluses using a dedicated microsite/hub is you can build out a fully-fleshed community, that's still attached to your brand, but stands on its own. This is exactly the approach Sensei client ECHO USA took with the ECHO Means Business online community.

The goal of the ECHO Means Business program is simple – create an online community of professional outdoor power equipment (OPE) users (think lawn care, landscaping, arborists, groundskeepers, etc) to help each other grow their business.

This is through a mix of exclusive online content, a group of leaders and influencers in the OPE industry mentoring the community at large, and a brand-neutral approach to content, forum discussions, and more. By taking this deliberately neutral approach, where users can talk about other brands, and their preference for using them, as well as ECHO products, ECHO Means Business has become one of the leading resources for this industry.

Visitors and members know there will be completely unbiased and honest advice, and the feedback received helps ECHO deliver products that benefit all OPE professionals. Now in its third year, the ECHO Means Business program continues to lead the industry, and is even more connected since the launch of the ECHO Means Business mobile app for Android and iOS.

Building a Community of Advocates Through Content

When it comes to connecting directly with customers and driving leads and loyalty, content marketing remains one of the most effective venues. From blogging to podcasting, video creation and more, not to mention sharing this content across social media, creating quality content that addresses pain points can help brands in multiple ways.

- You position your business and executives/team members as thought leaders in your industry
- You attract clients through content that shows your expertise in their niche
- You create advocates that promote your content and, by association, your business and services

You can also use the content you create, and the analytics/data you receive about the kind of content that's the most effective, to create courses, webinars, and educational resources that drive leads to your business. An example of this is the Spin Sucks community, that's been built around the PR and communications blog of the same name.

Over the course of 12 years, Spin Sucks, led by communications pro Gini Dietrich, has built a loyal and engaged community of almost 80,000 PR and communication pros. This has enabled Dietrich and her team to create multiple lead generation courses, including exclusive member offers, educational webinars, professional development courses, and more. By creating content that answers the kind of questions facing PR pros today, Spin Sucks is recognized as an industry leader, with premium courses for all levels of communicators. These multiple revenue streams ensure Dietrich and her team can branch into different premium offerings, and help her business stand out from competitors in the PR space.

QUESTION ONE

- Assess the pros and cons of having a dedicated online community for the firm's brand. [10]
- What is content marketing and what are its benefits to firms? [10]
- Provide recommendations on how to epitomize any **three** content marketing platforms. [20]

Source: Danny Brown (2019)

[40 MARKS]

QUESTION TWO

Evaluate the following components of the Social Community;

a) Friendvertising **[10]**

b) Brand Social Communities **[10]**

[20 MARKS]

QUESTION THREE

Discuss the importance of social media to consumers, organisations and society. **[20 MARKS]**

QUESTION FOUR

Assess Social Media Optimization strategies which may be employed by firms.

[20 MARKS]

QUESTION FIVE

Discuss social commerce aspects at every stage of the consumer buying process.

[20 MARKS]

QUESTION SIX

Examine the role of YouTube as a Marketing tool.

[20 MARKS]

END OF PAPER