

MARKETING - Social networking strategy

Pairwork

1. Discuss in pairs or groups:

Which social networking sites do you use? (e.g. Facebook)

Do you follow or 'like' any commercial companies and why?

Discussion

2. Is it a good idea for companies to use a social networking strategy as part of marketing? Why? Add arguments to the list below

Some viewpoints

Yes

- Good for relationship building with customers
- Some companies have very good bloggers

No

- Social networking strategies are not good for selling – low ROI
- Maintaining a social networking strategy wastes employees' time, for no real benefit