

17.E: Social media strategy

Case study questions

1. What strategic aspects of social media did Fjordland consider when electing to focus solely on social media?
2. What other aspects of social media would you have included in your campaign strategy?
3. Would you recommend using an exclusive channel as part of your marketing strategy? Why or why not?

Chapter questions

1. What are some of the pitfalls of engaging difficult customers on social media platforms?
2. What skills do you think are important for a great community manager to have?
3. Should all brands be active in social media spaces? What brands have less to gain from trying to create an online community?

Further reading

www.socialmediaexaminer.com – Social Media Examiner offers practical advice, tips and strategies for engaging on social media.

www.socialmediatoday.com – Social Media Today offers news, insights and analysis of social media trends.

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