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Project 2 – Minor: New Economy Social Media Recommendation Brief

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Introduction

The world has changed with social media becoming pivotal in facilitating operations for businesses where they develop good relationships with their consumers. The global business environment calls for extensive research and application of modern marketing tools such as social media. Social media has the potential of raising business efficiency as customer engagement increases and the company develops good relationships that last in the future (Su, Bramwell, & Whalley, 2018). Successful global operations, according to Gill and Kanai (2018), come down to social media management, and companies should address this issue to avoid implications such as reducing market share.

Company History

Virtual Tours started as a technology business that promotes tourism on a global scale at affordable costs to minimize the expenses incurred during travelling. The high costs discourage travellers from enjoying the experiences, but Virtual Tours addressed this issue by introducing convenient packages for customers.

Mission

Environmental protection is a mission of Virtual Tours as the company sensitizes the public on concerns such as pollution. Virtual Tours is committed to displaying natural sights to customers, educating them on issues including global warming and deforestation, and promoting best practices in the environment.

Vision

Virtual Tours aims to become a leading tourist option that safeguards the environment while fostering co-existence between a human and the environment.

Service Description

Virtual Tours is an online tourism platform that offers virtual tours to pristine locations on the planet at affordable costs by leveraging the advancements made in virtual reality, thus offering a complete and immersive experience. Virtual Tours as a firm provides its clients with real-time 3-dimensional tours with ambient audio to ensure almost real-life touring feelings. Customers receive devices such as a virtual reality headset and a smartphone to facilitate their adventures.

Product Goals

- Quality immersive reality products able to compete with actual tours.
- Customer satisfaction for client retention.
- People-oriented products.
- Conservation of the environment by promoting restoration of nature.

Specific Social Media Recommendations

Photo Sharing Social Media Format

The photo-sharing social media format is the best approach for Virtual Tours as this will help the company boost customer experiences by exploring different scenes around the globe.

Tourism is about viewing attraction sites and engaging with other people. Therefore, photo-sharing platforms including Instagram, Pinterest and Snapchat suit the business model of Virtual Tours. Unlike other social media formats such as video sharing, social networking, and microblogging, photo sharing can reach a wide audience (Gill & Kanai, 2018).

Information Management

The idea of hashtags on Instagram and pins on Pinterest improves efficiency when using the platforms because of the ability to find information faster. Users need to use a specific word to get better results.

Competitive Analysis

The virtual business has become competitive and requires product development techniques derived from photo-sharing social media. Application of photo-sharing format on social media creates vast advantages compared to other platforms such as Twitter and Facebook because of creating interest through images. Market intelligence comes second as the Virtual Tours will understand operations in a comprehensive manner. Virtual Tours should develop a market intelligence strategy based on the current conditions. Engagement is the last competitive advantage of photo-sharing social media that consists of informing customers about products leading to reviews that translate into revenues.

Risks

The first risk of photo-sharing social media format is leaving out a huge population from other social media networks. For instance, Facebook has the highest number of users compared to other social networks. Minimal discussions compared to social networks such as Twitter and Facebook mean that photo-sharing method may not create high level of engagement among users. The success of customer engagement comes from discussions experienced on the platforms where users share other than visual information (Wahl-Jorgensen, 2018). This is not the case for Instagram and Pinterest where images matter the most which can undermine the customer engagement process. Also, the photo-sharing social media model will leave out customers from other age groups that prefer other social media channels.

Social Media Implementation Strategy

Virtual Tours' employees need to understand the content policy as it relates to customer search and finding information online. Employees of Virtual Tours should acquaint themselves with content rules such as search engine optimization that targets clients based on their online activities. Employees should learn content rules such as using hashtags and grouping products online for customers' convenience. The research conducted by Su et al. (2018) indicates that customers fail to purchase products because of complicated platforms that do not meet their needs.

The marketing team should develop content that suits their target market by introducing features that assist customers to understand the services offered by the company. The success of a business depends on customer trust, and the same applies to privacy issues at Virtual Tours. The company should address information sharing issues and evaluate risks facing customers during the operations.

Social Media Team Strategies

Implementation of photo-sharing social media format at Virtual Tours requires team development and achieving objectives such as customer engagement alongside advertisements. Personnel training is required to inform the employees at Virtual Tours about social media application in the market. Virtual Tours should select a team that will concentrate on social media marketing while reporting findings on a regular basis to keep the company updated about current trends. A successful company should engage with employees regarding policies adopted. Training of employees on social media is the third approach required to raise performance standards of the company. Most businesses, according to Lehdonvirta, Kässi, Hjorth, Barnard, and Graham (2018), face challenges handling social media questions and require education programs to sensitize employees on their roles.

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