

# Social Media & Marketing

## *Directions:*

1. Choose a company which utilizes social media as one of its main marketing tools.
2. Conduct research based on the company's website and their social media marketing performance.
3. Answer the following questions using the information provided on the Internet and your opinions about the company's social media marketing performance.
  - What is the company's background
  - What products or services do they provide
  - What is the company's mission
  - What is the company's overall purpose
  - What is the company's purpose of using social media
  - What kind of outcomes they would like to see
  - Who is the target market
  - What are their demographics
  - What are the social media platforms the company is using
  - How is the company's current social media marketing performance
  - Who are the company's opponents
  - How do they market through social media
4. Create a Microsoft® PowerPoint® presentation detailing your findings and opinions about the company's social media performance. Remember to create a citation slide detailing all sources used.
5. Present your findings to the class and discuss whether or not your opinions were correct.