

Memorandum

Date: 11/5/13

To: John Doe

From: Jake Miller

Subject: The Difficulties of Social Media Marketing

New social media platforms are constantly emerging, and marketing in this area has now become more important than ever. As technology advances, the question then becomes whether or not businesses know how to use these social media tools to their advantage.

I have researched and found two articles dealing specifically with the difficulties of social media marketing, and I have tied the information in the articles to what I know about the industry of marketing. This memo specifically includes:

- A summary of “The Big Problem with Social Media Marketing” by Jeff Bullas
- A summary of “The Most Common Social Media Marketing Problems and How to Solve Them” by Michael Griffiths
- An analysis of the articles with connections drawn between the two
- How the articles relate to the marketing industry

SUMMARY: "THE BIG PROBLEM WITH SOCIAL MEDIA MARKETING"

Jeff Bullas’ article delves into the rapidly-expanding world of online marketing by describing the problems that arise as businesses shift their marketing attention toward social media. Unlike previous decades, where few marketing channels like radio, television, and newspapers existed, businesses of the modern era are plagued with the task of managing countless social media platforms. With the creation of new ways to reach consumers online comes the equivalent need to hire people who can design, update, and optimize these various platforms.

Businesses must be willing to devote lots of time and attention to their social media profile because success requires experience and can only thrive once a following has been built over time. These marketing campaigns can be controlled within the company or managed by paid third-party marketing companies. Soon, technology will become available that enables businesses to update all their social media platforms in one location, which will provide a convenient solution to some of the marketing problems created for businesses through the evolution of technology.

SUMMARY: "THE MOST COMMON SOCIAL MEDIA MARKETING PROBLEMS AND HOW TO SOLVE THEM"

In his social media article, Michael Griffiths highlights typical social media marketing problems that might arise without proper training. Businesses should learn as much as possible about online marketing before they spend money, because company assets are often wasted on marketing before employees have been properly trained. It is important to start by hiring the right employees to do the job, who have experience with social media and the methods used to gain a following. These employees must be willing to consistently post updates so that the company remains in the minds of consumers.

It is also important to market in a way that makes customers feel personally connected to the company. This interaction between the buyer and the seller creates the personal touch that so many consumers appreciate. Above all else, businesses must have a way to track the effectiveness of their social media marketing so they know what is working and what isn't. Businesses can fully harness the power of social media marketing if they follow these guidelines.

ANALYSIS OF ARTICLES

Both articles are very thorough with their coverage of all the issues that come with social media marketing. Each author is trying to indicate that a successful social media marketing campaign requires certain things to be effective. They each list their own tips that can help others to market more effectively, often listing similar points like the need for constant updating and that building a following takes time. The fact that both of them listed very similar tips indicates that being successful with social media marketing isn't a mystery. While it is a new industry, people have learned quickly (like these two authors) and are now able to teach others.

I think Griffiths could have talked a little bit about how social media marketing may change in the future, like Bullas did in his article, because I think it is an important point to cover. On the other hand, Bullas didn't mention the importance for companies to be able to track the effectiveness of their marketing campaigns, which Griffiths did a good job to include. Overall, by combining the information from each article, it seems that every angle of social media marketing is covered.

ARTICLES IN RELATION TO THE INDUSTRY

It's no secret that the growth in marketing jobs is partially, if not mostly, due to the increase in technology. Marketing must be an industry that stays on top of popular trends, which is why social media marketing has become so popular. One of the most rapidly expanding divisions of marketing is digital marketing, and these articles prove why.

Writing skill has never been a more vital characteristic for employees to possess because so much of the effectiveness of social media marketing is in the way posts are written. These two articles are in effect, making a case for why writing is important. Griffiths states in his article that customers want to feel like they are connected with the company, and this can be achieved with a certain style of writing. Bullas highlights the need for "creativity and inspiration" in marketing, which are two very important aspects of skillful writing.

I hope the information I've provided has given you some insight into the rapidly expanding social media aspect of marketing. If you are interested in reading the articles in full, I've cited each on the next page so you can easily find them on the internet. If you have other questions please feel free to ask me.