FINAL PROJECT OF

SOCIAL MEDIA MARKETING CAMPAIGN OF MERCURY

TRANSFORMATIONS

ISLAMABAD

A PROJECT BY:

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ABSTRACT

Research was done in order to create the importance of social media in today's world. It wasn't so long ago that social media was a completely new thing. Four years ago, when we started Advice Interactive Group, many people didn't know what social media was let alone the effect it would have on all of our lives. It was an exciting interactive medium which suddenly took the world by storm to such an extent that it became something that no business, small or large, local or global, could afford to ignore. Today, there are more than 1.28 billion active users on Facebook alone, currently the world's most popular social network. Twitter, LinkedIn, Google and various other social media sites have hundreds of millions of active users as well. Social media is effectively a platform for conversation and sharing, powered by services such as the ones mentioned above. While one of the major uses of social media is keeping in touch with friends and relatives around the world, it is also a platform for customers, investors and employees to communicate with one another, and this is where the enormous and ever-growing industry of social media marketing comes in.

Key words: Social media, Campaign, Promotions, Facebook, twitter, YouTube, Advertisement

MERCURY TRANSFORMATIONS

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The Founders

Gul Durrani
Ceo Mercury Transformation

I strongly believe in social uplift of the society and strive to effectively use the power of media to channel behavioral change for a brighter future of Pakistan.

AmsalNaeem

Head of Media Production

I believe in preserving beauties and memories in a way that it will pacify your eyes for many years to come.

Introduction

In the current era, the orthodox and the conventional mediums of advertising a business have changed so much that no dilapidated approach of mass selling is encouraged in the today's scenario. It is very contemptuous for a business to solely rely on the forlorn and outdated advertising strategies. Previously it was thought that the advertising media were of prime importance in determining the impact they were going to have on the success of a brand. However today, it has changed drastically. People are able to talk to each other despite the long and hindering distances there exist between them. Video conferencing,

The term social media conceptualized in the year 1978 when the first exchange of information (organized data) took place between the Bulletin Board Systems by the use of telephone lines. Evan (2008) theorized that since that start of the concept of telemarketing, consumers were influenced so much that they would tune into their telephone sets and hear the advertisement being played on the telephone line. These advertisements later gave birth to the discussion forums and blogs which are quite rampant in any discussion, on any electronic medium such as the social websites as well as the cell phone applications such as WhatsApp. When people started to have these conversations they naturally became inclined towards the product being discussed

on the forums and resultantly this became a very plausible and pertinent way to advertise the product.

Definition of Social Media

Evans (2008) has given the concept of social media in which he states the social media oozes from the impromptu and self-generated conversations which are held between two or more parties on any given topic. These discussions make the involved parties interested in the product which is the focal point of the discussion. The involved parties exchange their respective views, share information they have and the result is the perceptual influence they generate from the views of their peers. Therefore, social media is all about the sharing information and bringing the discussion to a plausible conclusion in which the participant takes a decision about a product. It has not stagnated itself to this limit only, therefore it is continuously evolving with the passage of time, taking new shape.

The reason for the spread of the social media is the positive word of mouth the participants spread by their experience of the product. Not only the panegyric but also the detrimental and useless feature of the products being discussed on the social media allowed the participants and the potential buyers to take a decision whether or not to take a decision to buy the product. Moreover, the companies also carefully sift through the comments of the users to find out what are the flaws and the shortcomings in their products.

The Constituents of Social Media

Social media has many constituents which are used to communicate and agglomerate the term social media conclusively. There are two main types of social media which are the mobile as well as the online mediums of exchange of information. The online platforms of social media are the website where products and services are advertised, the discussion boards which are sponsored by the companies to have decisive conversations, social networking websites which are used by the simpletons to communicate via a new medium, the general internet discussion

boards which are open for all and sundry. These online platforms contain the supportive promotion applications such as videos, audio messages, short documentaries, images of the products and the photographs. Amongst all of these social constituents the prime mediums are the social networks and the social media websites which form the backbone of the social media in any context. It is estimated that the biggest chunk of the internet users which inculcate 90% of the users are social media users. Hub spot (2012) reported that the age group of upper middle age users which range from ages of 35 years and upwards are most affected by the social media. Given the more time the users of the social media spend on their social excursions, the more popular as well as accepted, the social media becomes. With the passage of time, world is becoming more and more social and the result is the global phenomenon of globalization which has been complimented solely by the scientific and technological revolution which has taken the world by storm since the early 19th century. Today the average time spent by an average user on the social media is 4.6 hours per week worldwide.

Social Media and Marketing

As is the objective of all the marketers, the social media also focuses solely on the people which are the prime subjects of any marketing campaign (Diamond, 2008). Since the advent of the social media, the marketers have come across such a unique and diverse medium for the promotion of their products that they can very distinguishably present a product or a service which can clamp the imagination as well as the cognition of the viewer. Marketers are interested in the comments and the reviews which the consumers out forth after they experience the product or even view the product's advertisement. The social marketing and the campaigns which are run on it, are quite challenging for the marketers as the reply or the feedback of the customer comes so abruptly that the marketers receive the notion of either success or failure right once they have advertised their product. If a negative or an unsatisfactory word of mouth comes out after the usage of the product, then this word of mouth spreads like wildfire in the society. This spread is so detrimental to the product or service's wellbeing that a recent example of this phenomenon has taken place with the cellular giant Samsung and its flagship device, the Note 7.

The uniqueness which is contained by the social media lies in the prompt and the instant behavior exhibited by the viewers and users of the social media. Not only do the marketers have concrete idea of how the market will behave after they have launched a product, but also, they

know that they can influence the minds and the hearts of the viewers once they have witnessed an advertisement. Today, the online advertisement and the social advertisement in particular has evolved to such an extent that the minds of the consumers are being played with. The tools used by the social medium are the awareness created by the social media is spread across a number of the channels buy information gathering, opinions, attitudes, purchasing decisions and the attitudes which the social media gives birth to.

Today's promoters and marketers can not only promote any product which they are the representatives of, but also keep a vigil aye on the promotion success the campaign is accumulating. The marketers can track, accelerate and even culminate the promotion campaign if in case promotion campaign has oozed out the given results. The secondary benefactors who take benefit of this campaign are the analysts and the researchers who again succumb to the social media to their interests.

Impacts of the Use of Social Media on the Customers and the Social Feedback Cycle

Today's customers/consumers are a well-educated lot. They are not satiated by a catchy and alluring advertisement alone. They sift through the specifications, user reviews and the prospective promises a company makes for any product or a service before making an actual purchase. The current consumer also uses the opinion his or her family members, peers and cohorts have after the usage of the product beforehand. So, the primary tool used by the internet mongers for getting the product of their choice is the internet itself and social media particularly. This is however the first choice for the acquisition of the required information before a purchase is thought of. Hub spot (2012) found out that every two out of three conversations which are held online are about either a product or a service. The advertisers as well as the producers both rely on the reviews which are generated online as more authentic and trustworthy as the people on these websites and mediums can easily give their thoughts about any product or service. It is because of this reason that the social medium is the most influential medium in order to influence any target audience. In the purchase channel the loop of purchase is started and then maintained by the users on the social media. It is estimated that up to 78% of the viewers who read these

reviews of other users are entrust them with their confidence. The users form their own respective opinions after reading views of others on the social medium.

Once the internet media is contrasted with the traditional media there are many stages of the purchase process which are skipped by the internet media. A traditional medium of advertisement uses the interaction of the viewer with the advertisement, then the anticipated purchase of the product takes place and the last stage is when the purchaser gives his feedback about the product after the product has been used. The goal of the marketing managers or the promoters is to alter the decision of the viewer to take a decision of the purchase. The cycle of purchase has evolved and now the stages of purchase start from the instance when the potential purchaser comes across the advertisement, then the purchaser considers the product for the purchase and the products look at, to see whether the specifications meet the need of the customer and once these two stages are complete then the user goes for the purchase. Before the advent of the social media, the marketers focused on the straightaway purchase of the product after the advertisement was aired. (Evans, 2010). Therefore, the marketers of that time had a high influential authority over the mind of the incumbent purchaser but now the paradigm has changed to the extent that the purchaser intends to get the best product after going through a complete set of the products. So, today's focus is on making the consumer aware of what is happening at the helm of affairs. Today such a trend has started has started in which the marketers augment their promotions even before the product has been launched. This is called pro-active marketing.
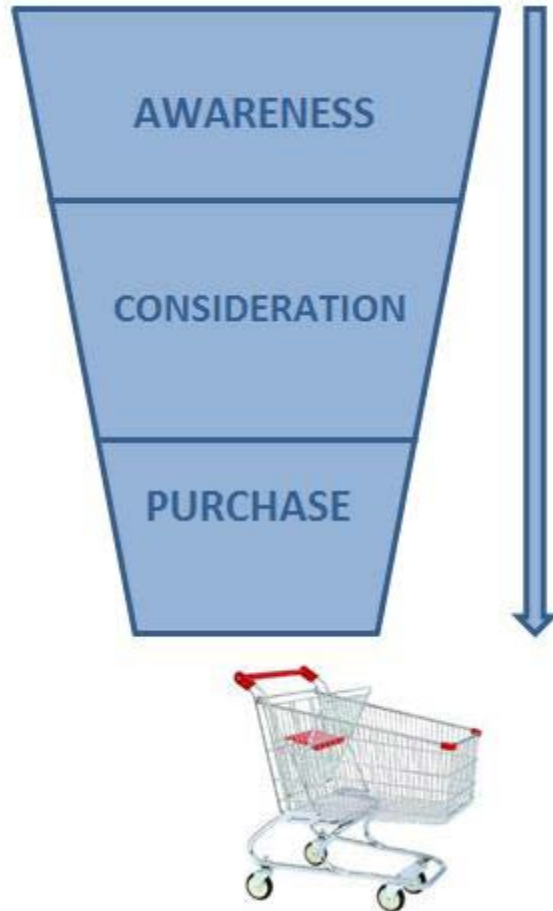
The Model of a Purchase Funnel

In the above model, there is very prominent and significant fact that the purchaser utilizes the social media to get a clearer picture of whether the product's specifications coincide with the user's demands or not. This is where the social media plays a crucial in developing the consideration which is affable and pertinent to make a purchase. The user-generated media is responsible for more purchases these days than any other medium. If the user's experience was good, he could leave a comment on the company's website about his pleasant experience, otherwise if the experience was not so encouraging then the opposite could happen.

The Model of marketer generated Buying Behaviour Funnel
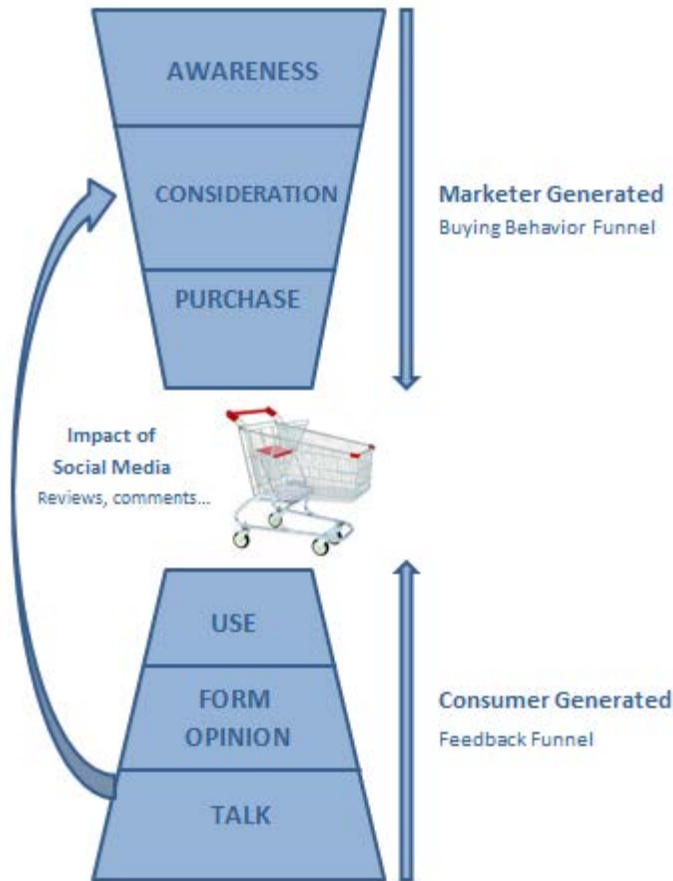
In the above model, it is very clearly depicted that where does social marketing come in a marketing campaign. The three tools of social media which can generate a favorable and inductive perception of what the product can offer are the review of the usage, forming of an optimistic opinion and then a positive word of mouth which can later result in a purchase. Today this is actually happening because these models do not beat about the bush.

Ecosystems of Social Media

The ecosystem of social media uses the following activities to support and sustain itself,

- **Publishing:** Online publishing is done on the blogs, blog engines, encyclopedias like Wikipedia and Britannica
- **Sharing:** Online video sharing websites such as YouTube, Daily motion and the video sharing service of the Facebook

- **Playing:** Online gaming servers such as the games played on Facebook, online gaming options on internet such as multi-players. These are a source of advertising the products and services which businesses posit their products and services.

Literature review

Web-based social networking advertising is not quite the same as customary strategies for promoting; along these lines, it requires unique consideration and methodology working to accomplish mark picture and devotion. Web-based social networking showcasing is identified with the customers (Gordhamer, 2009). Organizations al destinations in a brief timeframe (Coon, 2010). Online networking showcasing is additionally more genuine in its correspondence with the customers, attempting to show what the brand is as opposed to attempting to control its what's more, accessible in each online networking correspondence channel, for example, Facebook, Twitter, Blogs, Forums at whatever time (Gordhamer, 2009).

Remaining aggressive in today's quick moving business scene requires a strong online networking procedure. Organizations enlist online networking specialists and experts to settle on substance and attributes of their offers and exercises in online networking situations so that the hearts and brains of the buyers are caught and mark dedication takes after (Coon, 2010). Inside this point of view, the point of this paper is to shed light on buyer point of view on the web-based social networking impacts on brand steadfastness so suggestions can be attracted for firms to create compelling web-based social networking promoting exercises for their brands. Investigate by eMarketer has demonstrated that purchasers go to online networking destinations to stay aware of a brand's items and special battles (Mangold and Foulds, 2009; Leggat, 2010). For instance, Pepsi and Coca-Cola both connected online client faithfulness projects to draw in clients by offering unique advancements, free (Mangold and Foulds, 2009). Also, clients see online networking

Locales as an administration channel, where they can draw in on continuous bases with the organizations (Leggat, 2010). Nonetheless, shoppers like to see overhauled content via web-based networking media. In this way, Google has changed the calculation of their inquiry framework to empower clients to see the overhauled content first (Freidman, 2011). Clients who are presented to a lot of brand messages via web-based networking media stages sift through the

substance that is not significant to them (Brito, 2011). In this manner, giving pertinent and redesigned substance is one of the most urgent procedures to deal with a brand via web-based networking media effectively. Notoriety of the web-based social networking stage and the substance among companions is another vital explanation behind the clients to be locked in with marks via web-based networking media. Since there are a lot of online networking stages and it is difficult to include inplatforms to speak with them. Furthermore, giving portable applications permit clients to draw in with the brand regular and make mark reliability (Kim and Adler, 2011).

Advertisers have used different intends to keep up the brand reliability of their clients, including brand components, traditional promoting blend factors, and new strategies for advertising, for example, occasions, sponsorships, balanced promoting exercises, Internet advertising and online networking showcasing (Keller, 2008; Kotler and Keller, 2007). The point of this paper is to concentrate on the last mean of building brand reliability, web-based social networking showcasing, characterized as the procedure that enables people to advance their sites, items, or benefits through online social channels and take advantage of a much bigger group that might not have been accessible by means of conventional channels (Weinberg, 2009, p: 3). All the more particularly, the paper tries to recognize the

impact of web-based social networking showcasing on brand dedication of the buyers, given that the idea is getting expanding consideration from promoting the scholarly world and specialists (Zarella, 2010; Kaplan and Haenlein, 2009; McKee, 2010; Coon, 2010).

Web-based social networking are online applications, stages and media which aim to encourage communications, coordinated efforts and the sharing of con-tent (Richter and Koch, 2007). They take an assortment of structures, including weblogs, social websites, micro-blogging, wikis, podcasts, pictures, video, rating and social bookmarking. As their utilization increments exponentially, existing social organizers as well as even business firmsandgovernmental associations are joining and utilizing them as communication apparatuses. Not at all like individual social organizers, has these substances dynamically made utilization of the media for promoting and showcasing. While commercial messages and cooperation's with customer's accomplice with media, occasions, excitement, retailers, and computerized administrations throughsocial media, it is conceivable to perform incorporated showcasing activitieswith significantly less exertion and cost than before.According to Kim and KO (2010a), online

networking can have a dramaticeffect on a brand's notoriety. 33% of review participants posted sentiments about items and brands on the brand's blog, and36% pondered organizations that have online journals.

A re-penny think about by DEI Worldwide (2008) gives the accompanying statistics:70% of customers have gone to web-based social networking locales to get information;49% of these shoppers have settled on a buy choice based onthe data they found through the web-based social networking destinations; 60% saidhey were probably going to utilize web-based social networking locales to go along information to others on the web; and 45% of the individuals who hunt down data viasocial media locales occupied with verbal. The report states that companies not taking part in web-based social networking as a component of their online blemish keting system are feeling the loss of a chance to achieve consumers. With a significant rate of individuals going along data to others through web-based social networking, the estimation of one client is worth far more than what he or she at first spends. In this way, firms and brands now need to figure the estimation of clients furthermore the influenceof online networking on them.

The idea of brand value developed in the mid-1990s. It was not characterized accurately, but rather in pragmatic terms it implied that brands are money related resources and ought to be perceived in that capacity by beat administration and the money related markets. Mark value incorporates the estimation of the brand, as well as certainly the estimation of restrictive innovations, licenses, trademarks, and other intangibles, for example, producing know-how. Despite the fact that an organization's stock cost speaks to more than brand value, when one of an organization's brands gets into inconvenience, an adjustment in brand value can essentially influence the stock cost. (Aaker 1996; Keegan – Moriarty – Duncan 1995, 325; Kerin – Sethuraman 1998; 260–261) The money related estimation of a brand relies on upon its image quality. It can be fortified by putting resources into item quality and in promoting. Conversely, cost advancements deliver transient increments in deals yet do nothing to manufacture long haul mark value. (Barwise 1993, 94–95)

Mechanical advance and development have modified the way of informal communities. In specific, while customary informal communities have included individual cooperation's of people after some time (Kimball and Rheingold 2000), communications are presently interceded by PCs, which recommends a more generic type of correspondence. These PC interceded systems or online informal communities are more mind boggling, and include a more prominent

level of heterogeneity. However, the advantages connected with interpersonal organizations are improved in an online situation, where the issues of time and geological area turn out to be less huge. Individuals from an online system can trade data and give arrangements from and to various areas over the world in a brief timeframe (Lea et al. 2006).

In any case, examine into web-based social networking, and particularly SNS, is still at an embryonic stage, and intrigue is centered around on a B2C setting. Specifically, past scholastic research with respect to SNS has analyzed security and moral issues, the pervasiveness of SNS among gatherings (e.g. understudies, experts), and the inspirations for utilization (Dwyer, Hiltz and Passerini 2007; DiMicco et al. 2008; Pempek, Yermolayeva and Calvert 2009; Clark and Roberts, 2010). Other look into has analyzed how SNS produces verbal (WOM) in correlation with customary promoting vehicles (Trusov, Bucklin and Koen 2009), how they produce income (Enders et al. 2008) and how they can serve as shopping channels (Cha 2009). Notwithstanding the previously mentioned benefits, B2B associations appear to have acknowledged SNS potential in supporting their brands later than B2C associations. A course of events in view of Google patterns demonstrates a developing enthusiasm for online networking since 2004, while particular enthusiasm for web-based social networking in

B2Additionally, one must consider that being another innovation, SNS may not be especially alluring to B2B organizations. Past writing highlights hindrances, both inside and outer, to the selection of new advances by B2B associations (Buehrer, Senecal and BolmanPullins 2005). To be sure numerous associations have been ease back to embrace new advances because of saw obstructions, for example, absence of cash, time and preparing, negative perspectives about value, and also newness to the specific innovation (Buehrer et al. 2005; Venkatesh and Davis 2000). Reception of an advancement is in this way in light of the view of associations in regards to the specific innovation, which at last decides the season of reception (Dillon and Morris 1996; Iacovou, Benbasat and Dexter 1995).

Moreover, the selection of innovations, for example, the web likewise depends, bury alia, on the ingenuity of the particular association and also the individual creativity of the CEO (Gauvin and Sinha 1993; Thong and Yap 1995; Agarwal and Prasad 1998; Premkumar and Roberts 12 1999; Mehrtens, Cragg and Mills 2001; Lu, Yao and Yu 2005). So also, Frambach and Schillewaert (2002), recommend that authoritative inventiveness and additionally firm size decide the selection choice. Frambach and Schillewaert additionally recommend that littler firms are more

creative, and are along these lines anticipated that would be more responsive to new advancements. On this premise, more creative little and medium B2B organizations are relied upon to be early adopters of SNS.B just rose in 2010. Similarly, as with each showcasing device, SNS should be assessed for their viability.

Connections depend on the progressing trade of esteemed assets by accomplices. In social trade hypothesis, an asset is characterized as anything that gives delight and fulfillment (Bagozzi 1975; Holbrook 1999). In speculations of interpersonal connections, assets speak to interests in building and looking after connections (Rusbult 1980; Rusbult and Farrell 1983). Buyers will probably create associations with online retailers they see to have put assets in addressing their needs. Results of such speculations incorporate social qualities, for example, purchaser fulfillment (Altman and Taylor 1973), trust (Foa and Foa 1976), and responsibility (Rusbult 1980; Rusbult and Farrell 1983). Since internet retailing is so new, the nature of connections amongst buyers and online retailers has gotten little research consideration.

Social Outcomes: Satisfaction, Trust and Commitment

Fulfillment is characterized as "pleasurable satisfaction," a positive full of feeling state (Oliver 1997). It is a key idea in social trade hypothesis, and is entrenched as a result of effective connections in business-to-business and business-to-buyer promoting (Geyskens et al. 1996; Oliver and Swan 1989). To expand buyer fulfillment, associations put resources into assets. In the event that shoppers see that assets gave by an online retailer address their issues, fulfillment ought to result (Oliver 1997). In the event that shoppers see that required assets are conveyed on an anticipated premise, they ought to create confide in the association.

Trust is an individual's conviction that a trade accomplice will convey alluring assets in an anticipated way (Foa and Foa 1976). Trust has gotten little consideration in the customer conduct writing. [An outstanding exemption is the late work of Garbarino and Johnson (1999), though in an alternate context.] Customers trust associations when they see them to make speculations that decrease vulnerability, increment productivity, and enhance the adequacy of their connections (Gutek 1997). In business-to-business advertising, trust is viewed as a precursor of responsibility, and a basic element of fruitful connections (Morgan and Hunt 1994).

Responsibility is characterized as the goal to proceed with a relationship since it is beneficial (Moorman, Zaltman and Deshpande 1992). Shoppers who see that the online retailer is putting assets in addressing their needs ought to consider the relationship essential and ought to will

probably proceed with the relationship. Responsibility has both full of feeling and intellectual segments (Geyskens et al. 1996), so it ought to be impacted by both fulfillment and trust.

Studies of online buyers demonstrate that assets they esteem involved with online retailers incorporate data, security, and the "ease of use" of the Web webpage (Donthu and Garcia 1997; Ernst and Young 2000; Fram and Grady 1995; Hoffman, Novak and Peralta 1999).

Correspondence, the arrangement of pertinent and opportune data to the shopper, is basic in any advertising relationship (Berry and Cooper 1992; Dwyer, Schurr and Oh 1987). It assumes a double part. To begin with, it guarantees the buyer has data with which to decide. Second, it serves as a vehicle for collaboration between trade accomplices (Dwyer, Schurr and Oh 1987). For connections between online retailers and buyers to thrive, correspondence must be two-way. Online retailers must give significant and auspicious data, and buyers must will to give individual data to online retailers to use in redoing the shopping background.

Security, as saw by online buyers, incorporates the assurance of individual data they give, including charge card security (Fram and Grady 1995; Hoffman, Novak, and Peralta 1999). In correspondence hypothesis, self-divulgence C eagerness to uncover individual data to another gathering C is essential to the advancement of connections (Altman and Taylor 1973; Taylor and Altman 1980). Self-revelation is predicated on the presumption that individual data will be held in certainty by the beneficiary. Purchasers trust that in the event that they will share individual data, the retailer is committed to regard and secure their protection. On the off chance that customers see that an online retailer ensures their own data, they ought to be satisfied (see Oliver 1997), and ought to be happier with the relationship. They ought to likewise be all the more trusting of the online retailer, in light of the fact that the view of security lessens theboth fulfillment and trust ought to expand purchasers' dedication to the online retailer. In the event that purchasers are happy with an online retailer, they ought to discover the relationship satisfying and worth proceeding. The impact of fulfillment on responsibility in essence, has not been considered. Or maybe, analysts have concentrated on related factors. For instance, in business-to-business showcasing, fulfillment has been appeared to influence long haul introduction (Geyskens et al. 1998). Late calculated work in business-to-shopper promoting proposes fulfillment ought to influence faithfulness (Oliver 1997; 1999). In the event that buyers believe the online retailer, they ought to discover the relationship unsurprising, proficient and

powerful. This suggests the relationship is beneficial, so duty ought to be higher vulnerability connected with self-exposure.

Web based shopping is still in its early stages, as of now representing 1-2% of all retail deals. Be that as it may, the extent of online to disconnected deals is expanding (Harris Interactive, p. B6). In outright terms, online deals to shoppers are relied upon to increment from $38.8 billion in 2000 to $184.5 billion in 2004 ("B-to-C versus B-to-B E-Commerce," 2000). The consequences of a late national study demonstrate that U.S. customers are for the most part satisfied with internet shopping and plan to accomplish more lately on (Ernst and Young 2000). Regardless of constructive estimates for development in web based shopping, its generic nature makes it troublesome for online retailers to build up persevering associations with customers. A test for online retailers is the manner by which to assemble and keep up associations with their clients in a shopping situation that is basically self-benefit.

Effects of Word-of-Mouth versus Traditional Marketing: Findings from an Internet Social Networking Site

In this article the author has studied the comparison among the word of mouth (WOM) marketing on member growth with the internet social networking site with the traditional marketing sites due to it keeps the record of the electronic invitations from the existing members, so the WOM can be concisely tracked with the traditional marketing. New members can be easily tracked who join in the website through the WOM because it provides the vector or the auto regressive (VAR) modeling approach among the new sign-ups and traditional marketing activity. The estimates from the VAR model provides the analysis that WOM provides substantially higher response than the traditional marketing technique using the social media websites based on the revenue from advertising impressions served to a new member, hence the monetary value of a WOM referral can be calculated, this yields an upper-bound estimate for the financial incentives and the firm might offer to use WOM to increase the revenue.

The Effects of Traditional and Social Earned Media on Sales: A Study of a Micro lending Marketplace

According to the author the marketers provides the difference among three types of media: paid (e.g., advertising), owned (e.g., company website), and earned (e.g., publicity). Marketing literature covers the effects of paid media on sales, the effects of earned media has grabbed lesser attention. The authors examine the two types of earned media, the traditional (e.g. publicity and press mentions) and social (e.g. blog and online community posts), are affecting the sales and activity in each other. The author has analyzed data of 14 months of daily sales and media activity data from a micro lending marketplace website using a multivariate auto aggressive time-series model. The findings of the data are that both the tradition and social earned media affect sales; (2) the per-event sales impact of the traditional earned media activity is more than for the social earned media and this is because of the social earned media's sales elasticity is significantly greater than the traditional earned media's and the social earned media is an essential part in and it is crucial in the social earned media activity.

A New Dimension of Health Care: Systematic Review of the Uses, Benefits, and Limitations of Social Media for Health Communication

S Anne Moorhead1, PhD, MSc3, PhD

According the author there is lack of information about the uses, benefits and limitations of social media for the health communication among the general public, patients, and health professionals from the search and they have done a thorough research about the use of the social media to enhance the awareness among people about the medical benefits it can provide. They have conducted a search of the literature using nine electronic databases and manual searches to locate peer-reviewed studies published between January and February 2012. According to the research there are 98 original studies that have the uses, benefits, and/or limitations of the social media for health communication among the general public, patients, and health professionals. The instrument used by the authors in conducting the research was Downs and Black instrument was low because this kind of study requires the descriptive data. According to the research seven main uses are identified of the social media for health communication which includes the interaction with others and facilitation, sharing and obtaining health messages. Moreover, six key overarching benefits are (1) increased interactions with others, (2) more available, shared, and tailored information, (3) increased accessibility and widening access to health information, (4)

peer/social/emotional support, (5) public health surveillance, and (6) potential to influence health policy. Twelve limitations were identified, primarily consisting of quality concerns and lack of reliability, confidentiality, and privacy. Hence it is concluded that social media provides a new paradigm to the health care as it provides the medium that is commonly used by the public, patients, and health professionals to communicate about health issues that provides the opportunity of improving the health outcomes. Social media is relatively powerful tool, which offers interaction among the common users and it also provides the benefits of using the social media for the communication health, the information is exchanged and there is a proper check for the quality because of the online review system and there is proper privacy. For future health communication research eight gaps and recommendations are provided. Examples of the recommendations include the need to determine the relative effectiveness of different types of social media for health communication using randomized control trials and to explore potential mechanisms for monitoring and enhancing the quality and reliability of health communication using social media. Further robust and comprehensive evaluation and review, using a range of methodologies, are required to establish whether social media improves health communication practice both in the short and long terms.

Understanding risks, benefits, and strategic alternatives of social media applications in the public sector

In this article the author provides the benefits of the social media such as blogs, micro blogs or electronic social networks by relating to the people and the organizations. In this study the Government organizations are experimenting with the social media to communicate with their constituents, and many analysts see that the media is a powerful tool to enhance the government –citizen relationships. We study the perceptions of the risks, benefits and strategic guidelines about the social media applications gathered from 250 public servants from Central Mexico, most of them are working in information technology, as web masters or responding to Freedom of Information Act request. Hence we have concluded that the analysis are the government's

participation in social media resulted in improved communication and citizen participation, more transparency, and transfer of best practices among the government agencies; the strategy that are well defined, reformed are necessary to get the benefits and to avoid the unnecessary risks which can be caused; and the usage of the social media the importance of updating the laws and regulations, social media is also useful in promoting changes in government culture and organizational practices.

The Benefits of Facebook "Friends:" Social Capital and College Students' Use of Online Social Network Sites

Online social network sites may play a role different from that described in early literature on virtual communities. Online interactions do not necessarily remove people from their offline world but may indeed be used to support relationships and keep people in contact, even when life changes move them away from each other. In addition to helping student populations, this use of technology could support a variety of populations, including professional researchers, neighborhood and community members, employees of companies, or others who benefit from maintained ties.

Social media campaign of mercury transformations

We are living in the 21st century. Whole world is considered to be the one big market. Many organizations turn themselves as global giants because of social media campaigns. Many organizations failed to achieve their goals because of poor social media campaigns. As we are going through the complete study of mercury transformations and we are come up with the solution that there is no effective social media campaign of the firm. Even people of Islamabad are unaware of the firm. As our target customers or clients are from the twin cities of Islamabad/Rawalpindi so we are doing the best social media campaign of mercury transformation through the new trends and effective viral techniques in regard with the sustainable competitive edge and basic core competencies of the firm.

Keeping in view of the modern trends and new viral techniques we are going to launch following social media campaigns of mercury transformations.

- Proper and effective website
- Face book
- YouTube channel
- Twitter
- Web TV
- Instagram
- Bahria university promotion events
- Adventure club
- Promotion events in Centaurus mall and safa gold mall
- Deosai documentary and photography event (GB)
- Celebrity endorsement
- Promotion video and pictures promotions

Website

Website is considered as the main door to any company. We are making a best and easy website of mercury transformations. Clients get fully satisfied in terms of any knowledge required or any information will be clearly displayed on our website. Professionals should be hired for developing an up to date and effective website and also for maintains it day to day. www.mercurytransformations.com.pk

Facebook

Facebook is considered as the blood line of today's social media. Every 80% of the peoples are using Facebook these days. Viral campaigns and promotions will be done in Facebook by many organizations. Company's do their marketing and product promotion in Facebook. So, we are making the attractive page of mercury transformations in which are doing with our huge campaigns by uploading our photographs, videos and daily base work notes and clips to attract the clients and customers. We are also catering and emphasizes on three basic promotions of Facebook which are;

Our daily work and promotions videos

We are posting our daily work videos regarding our projects and past work projects will be uploading on Facebook page so that our clients and new customers can show our work. We are also posting and uploading our promotion videos as well so that our new customers will know about our offerings and us past work

Feedbacks

Nobody is perfect in human race. We are also taking feedback from our clients about our work and take their suggestions as well so that we can make a two-way communication innovation Process (CIO) in our culture.

My own design campaign

This is the part of our campaign process in which we are doing new viral campaign by this slogan that make your video and project by designing yourself, it means the client is fully welcomed if he or she want to contribute its project by himself. We will design the project according to the will of the client.

YouTube

YouTube is called the backbone of social media because anyone can watch it easily. There is no YouTube channel of mercury transformations in YouTube. We are making an effective YouTube channel of mercury transformations in which we are covering our past work experiences and promotion videos including the motivational speeches of our teams including CEO and Managers.

https://www.youtube.com/MercuryTransformations

Twitter

There is no twitter account of mercury transformations. We are making a bloc on twitter account in which daily promotions and co-branding strategies were being twitted. Official tweets including CEO tweets are to be included on twitter bloc.

https://twitter.com/Mercurytransformations

WEB TV

Web TV is being launched so that client and customers are keep in touch with us. Live TV is going to be the best idea towards the promotion of the company. Web TV is going to be lived by the same logo with its special talk shows and its promotions.

MT LIVE (MERCURY TELEVISION)

Instagram

Because of the rapid increase in the users of Instagram we are launching an Instagram account of Mercury transformations. All the promotions and past works would be advertised on our Instagram account and also targeted the clients and customers in Instagram page.

www.**MercuryTransformations**.com/**instagram**/

Bahria University Promotions

Bahria University Islamabad is too considered as best university in terms of its management sciences department and its events and its unique culture. As a final student of Bahria University or a marketing student we will do our most promotion activities in Bahria University. Through following promotions, we are covering the upcoming graduates and fresh graduate for hiring in mercury transformations.

- ➢ Best mannequin challenge
- ➢ Video competitions
- ➢ Photography challenge
- ➢ Bahria talent hunt program

Adventure Club

For our own employees and for healthy activates we are making an adventure club in which all the employees and club members are visiting different beautiful places around the country once in two months for get together of all employees and club members including CEO of the company. Adventure club also covers the motivation level of employees along with the healthy activity. Adventure club also covering the banners and charts of mercury transformations for its promotions. All the activities including photography and videos are posting in our social media pages as well.

Promotion campaigns in Centaurus mall and Safa gold mall Islamabad

Social media campaigns and promotions are also being done in Centaurus mal and safa gold mall. Kiosk were to be set to do promotions in these two malls. Kiosk contain the relevant employee of mercury to promote the company by following events;

- ➢ Game shows
- ➢ Best selfie with the mercury logo
- ➢ Short video competition
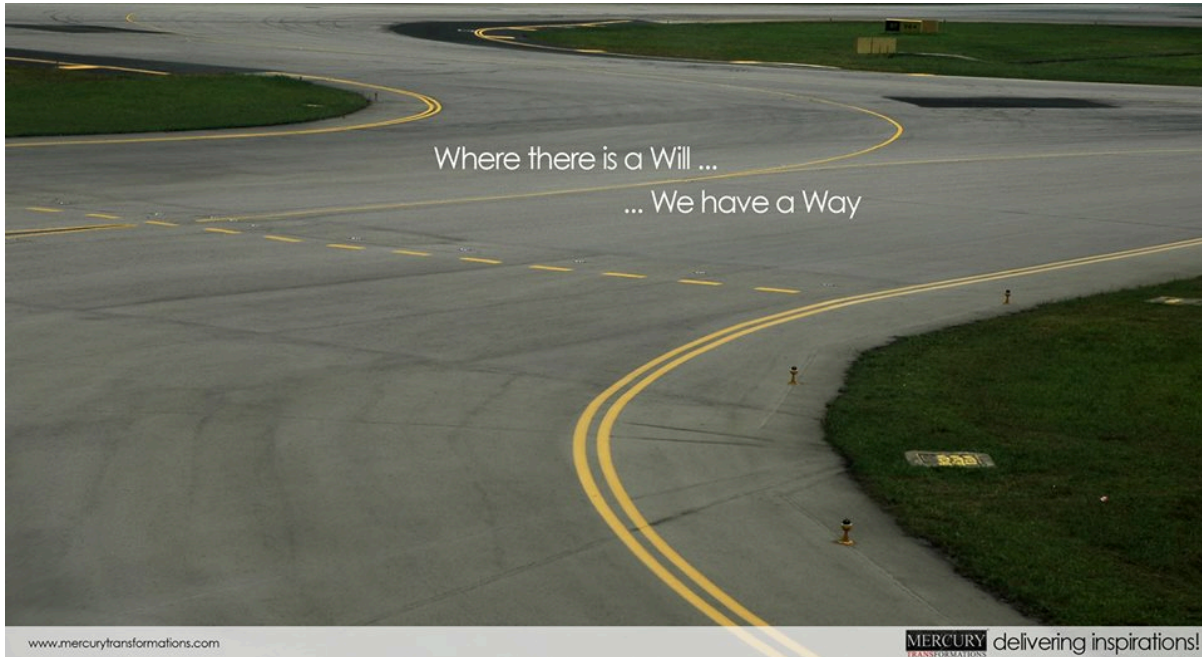- ➢ Short documentary of two malls by mercury
- ➢ Suggestions diary

LET'S VISIT DEOSAI

In summers a grant marketing campaign will be launched in DeosaiGilgit-Baltistan. The campaign will be named as let's visit Deosai. Because in summers most of the people are travelling to Gilgit-Baltistan and we are launching our unique events by covering all the local events including Shan door Polo Tournament. Our Gilgit branch will be covering all the events along with the team. 'Let's visit Deosai' contain the following events;

- ➢ Covering the Shan door polo tournament
- ➢ Let's paint the walls of Gilgit
- ➢ Let's clean the paradise
- ➢ Best scenes captured completion
- ➢ Best Deosai video
- ➢ Mannequin challenge in Deosai
- ➢ Football tournament
- ➢ Seminar on social media

Celebrity Endorsement

SaminaBaig the first lady of Pakistan who reached K2 and Mount Everest and Fawad khan the most famous icon in television.

PROMOTION CLIPS FOR MERCURY

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... We have a Way

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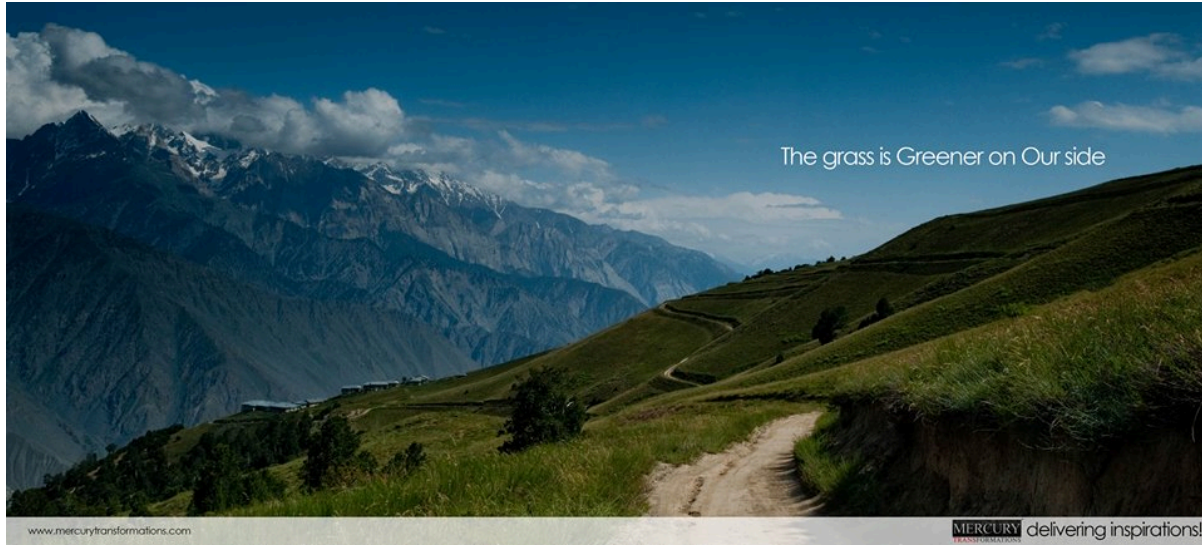
SOCIAL MEDIA MARKETING ADD

We have done with the social media add by latest mannequin challenge in which we are covering the first day of company to its desired success. Video will be shown in multimedia.

Outcomes from social media marketing campaign

From the following techniques covering latest trends of social media marketing tools we are achieving our targeted goals. Mercury transformations will achieve its goals in coming five years. Today modern globalization eras not a single firm can achieve its goals without social media campaigns. We are targeting the twin cities of Islamabad/Rawalpindi so in these areas our clients so familiar with social media.

Five P's

1. **Product**: The item or service an organization is asking the public to pay money for in order to receive the product or service.

2. **Price**: How much does the product or service cost? Price or cost is defined as the amount of money and time needed in order to purchase/experience the product/service. Price influences target audience. Which segment of the population is interested in, and perceives that they can afford, the money and time needed to invest in the product or service?

3. **Place**: What places is the product sold at/located at and/or where is the service delivered? If the product is a service such as education and is sold on-site at a company location like a university campus, what is the place like? Does the target audience feel comfortable there?

4. **People**: What are the people who make up organization like? What are the people like that I will encounter when I come to the organization to experience the service or when I go to the store that sells the product? How am I treated? How do I feel after an interaction with the organization's or the store's staff?

5. **Promotion**: What media and means are being used to let a person know that the product or service exists and may be something the person wants or believes that they need? Promotional mediums include word-of-mouth and free and paid advertising including the internet, outdoor, TV, radio, print, direct mail, event sponsorship and more. Our focus is totally based on social media marketing of mercury transformations.

SOCIAL MEDIA DEFINES

- **Identify Business Goals**

Every piece of your social media strategy serves the goals you set. You simply can't move forward without knowing what you're working toward. So, our business will get its goals and the structure of our organizations will be defined.

- **Set Marketing Objectives**

Goals aren't terribly useful if you don't have specific parameters that define when each is achieved. For example, if one of your primary goals is generating leads and sales, how many leads and sales do you have to generate before you consider that goal a success? We are taken the time to refine our goals so they're relevant to our company, so extend that same consideration to your objectives. If we want to get support from our C-level executives, ensure your objectives are relevant to the company's overall vision. Our objective of increasing leads by 50% may be specific, measurable, achievable and relevant, but if we don't set a deadline for achieving the goal, our efforts, resources and attention may be pulled in other directions.

- **Identify Ideal Customers**

Profiles if a business is suffering from low engagement on their social, it's usually because they don't have an ideal customer.

- **Research Competition**

When it comes to social media marketing, researching our competition not only keeps our apprised of their activity, it gives us an idea of what's working so we can integrate those successful tactics into our own efforts.

- **Choose Channels and Tactics**

Many businesses create accounts on every popular social network without researching which platform will bring the most return. You can avoid wasting your time in the wrong place by using the information from your buyer personas to determine which platform is best for you,

If your prospects or customers tell you they spend 40% of their online time on Facebook and 20% on Twitter, you know which primary and secondary social networks you should focus on.

- **Create a Content Strategy**

Content and social media have a symbiotic relationship: Without great content, social media is meaningless and without social media nobody will know about your content. Use them together to reach and convert your prospects. There are three main components to any successful social media content strategy, type of content, time of posting and frequency of posting. The type of content you should post on each social network relies on form and context. Form is how you present that information text only, images, links, video, etc.

There are many studies that give you a specific time when you should post on social media. However, I suggest using those studies as guidelines rather than hard rules. Remember, your audience is unique, so you need to test and figure out the best time for yourself. Posting frequency is as important as the content you share. You don't want to annoy your fans or followers, do you?

Finding the perfect frequency is crucial because it could mean more engagement for your content or more unlike and inflows. Use Facebook Insights to see when your fans are online and engaging with your content.

- **Allocate Budget and Resources**

To budget for social media marketing, we have to look at the tactics we've chosen to achieve our business goals and objectives.

Make a comprehensive list of the tools our need (e.g., social media monitoring, email marketing and CRM), services we'll outsource (e.g., graphic design or video production) and any advertising we'll purchase. Next to each, include the annual projected cost so you can have a high-level view of what you're investing in and how it affects your marketing budget.

Many businesses establish their budget first, and then select which tactics fit that budget. I take the opposite approach. I establish a strategy first, and then determine the budget that fits that strategy. If your strategy execution fees exceed your budget estimate; prioritize your tactics according to their ROI timeframe. The tactics with the fastest ROI (e.g., advertising and social referral) take priority because they generate instant profit you can later invest into long-term tactics (fan acquisition, quality content creation or long-term engagement).

- **Assign Roles**

Knowing who's responsible for what increases productivity and avoids confusion and overlapping efforts. Things may be a bit messy in the beginning, but with time team members will know their roles and what daily tasks they're responsible for.

Following members of the social media campaign according to their roles in mercury transformation are:

Executives of Mercury Transformations Islamabad

Role	Member
Visual content creation	Asif alibaig
Video content creation and editing	AwaisRashid
Social media management	SadiyaSubhan
Advertising (Facebook,twitter, Instagram)	Syed Muhammad ali
Social referral program	Zergham
Customer service	EzzaJamil

Benefits of the social media campaign of Mercury Transformation:

1. There are more than 1.5 billion social network users worldwide

More than 7 in 10 surfers are active on social media, which translates into more than 1.5 billion social networkers worldwide. The vast majority of these internets have a Facebook account. Nearly every human on the planet knows Facebook by now – it strikes me as strange that there is still a minority that doesn't. Close to 8% are familiar with Twitter and Google+ is also widely known (70%). Twitter and Google+ share the same problem: both are very well known but their degree of penetration is rather low. Added to this is the fact that Google+ is used less frequently than Twitter.

2. Fast adoption of smart phones boosts social media use

Most of the countries have seen a significant rise in the use of smart phones over the last twelve months. In most countries, nearly everyone has an internet subscription to go with their mobile. The rise of mobile internet is pushing the use of social media to new heights. Consumers with mobile internet access use the social web more often and more intensively.

3. Most internets use no more than two social network sites

New social network sites will find it extremely difficult to carve out a niche in the market; the majority of consumers are quite happy with the sites they are currently using and they have no intention of expanding their social media use. As a matter of fact, over 60% of consumers are active on just two social network sites and a mere 8% manage an account on more than five websites.

4. YOUTUBE and Instagram are the rising stars

New social network sites will have a hard time succeeding unless they have a unique function. Instagram and YouTube clearly fit the bill. The adoption rate of both sites is quite high, especially in our country Pakistan. In addition, users of both sites are very enthusiastic and intend to spend more time on these sites in the future.

5. Half of consumers are connected to at least one brand

People do more than just talk to each other on social media; they also like to link their profiles to certain companies. The average consumer is a passive follower of 8 to 15 brands and an interactive follower of 4 to 8 more. Consumers are very clear in their expectations of brands. They want to receive product information and they wouldn't see no to a hefty discount. They like free goodies, competitions and games are fun and, finally, they are more than happy to help companies improve their existing products and services.

6. 1 in 2 consumers occasionally post brand-related content

People link themselves to brands but they also like to talk about them. One in two social network users occasionally post brand-related content. The good part is that the vast majority of these posts are positive. Negative feedback only accounts for 8-10% of cases. Personal experience

with a specific product or service is the main reason why consumers write about a company, followed by promotions, competitions and general news regarding the company in question. Ads are losing their role as a conversation starter.

7. Pinterest probably more interesting for brands than Instagram

Most brand-related content posted by consumers can be found on Facebook and Twitter. This is obviously related to the degree of penetration of both sites. Still, it's striking how often Pinterest users post company and brand-related content. Consumes are much quicker to post brand content on Pinterest than on Instagram. In the long term, Pinterest may well develop into a very interesting brand platform.

8. People don't really trust brand fans

In recent years, companies have invested a lot of energy in recruiting brand fans. However, our study shows that being a brand fan also compromises your credibility. Brand fans are even considered less credible than the company's own staff, probably because people feel fans are no longer objective. They assume that fans can't say anything wrong about a brand, which diminishes their credibility.

9. 80% of people are open to co-creation

The vast majority of consumers would be happy to help a brand (they feel good about). They primarily want to help improve existing products and services. Incidentally, most consumers are not looking to be rewarded financially; all they are asking for is company feedback on their input. Most people prefer an online community as a platform for helping companies. In this regard, Facebook communities are as popular as market research communities.

Forecasting of social media campaign

The cost of marketing with Facebook can run a bit higher than that of Twitter alone. To set up a new Facebook account and provide limited ongoing training to business partners, online PR agencies charge an average of $2,500-$5,000 per month, with some going as high as $9,000. However, for most businesses it's a good idea to bundle these two together (and probably to add on a third and even a fourth channel), which will not only help you increase your audience

At TCF, we charge between **$4**,000 to manage 3 social media channels, including custom graphics, hosting twitter chats, live tweeting events, creating and managing twitter lists,

How Much Does Marketing with Other Social Media Channels Cost?

When it comes to social media marketing, Twitter and Facebook are definitely the top two options for businesses. If we are just getting started, or if we are working within a tighter budget, we'd definitely recommend our self to start there. Every business is different, but from what we've seen with most firms Twitter and Facebook tend to provide the greatest ROI, and customers in general will expect that a business has an active profile on both platforms.

However, we also like to do social media marketing on channels like Instagram, Pinterest, LinkedIn, and Snap Chat; those additional channels can easily cost you **$1**,000 or more for each one that we add on. That's a big investment, so we obviously want to be really strategic about which social media platforms we choose and figure out what our path to ROI will be by adding each additional channel.

HOW MUCH DOES SOCIAL MEDIA MARKETING COST?

When deciding to outsource our social media needs there are several options available for us. We can hire an intern, freelancers, employee, small marketing company or corporate marketing agency. Each partner has its own average price and set of pros/cons. It is important to note that

no company is exactly alike and will have minor differences. We will take a look at each partner individually.

"Let's just hire an Intern from College" group

So, should wehirethe Social Media Freelancer?

A Freelancer is often referred to as a consultant; typically, freelancers charge an hourly wage to render services on a project basis. Social media freelancers with 3+ years of experiences on average will cost $45/hr.

Now let's do the math of mercury transformation cost

The cost for a GOOD small marketing company will range anywhere from $400 – $1500 per month.

At the lowest package, you will spend $4,800 per year.

$400/mon x 12 months = $4,800 per year

At the best package, we will spend $18,000 per year.

$1500/mon x 12 months = $18,000 per year

Calculation of corporations cost

For a good corporate marketing company, we will pay $15,000/month.

$15,000/mon x 12 months = **$**180,000 per year for a corporate marketing company**.**
For most SMBs, you will not see a positive return on this type of investment social media investment. Unless of course; our social media content goes viral.

How much does social media marketing cost?

$$	Intern	Freelancer	Full-Time Employee	Small Marketing Company	Corporate Marketing Company
Pro	FREE	$900/mon	$3,500/mon	$400 – 1,500/mon	$15,000/mon
Con	FREE	Flexibility	Quality Control	Experience	Employees
Use	No Experience	One Person	Cost	No oversight	Cost
	Anyone	Anyone	Based on experience	Small Businesses	Fortune 1000 & Inc 5000 Companies

<u>Conclusion</u>

Once we defined our community and established our presence on social media, we will need to keep our online social activities at a high professional standard in the long term. To more effectively manage our SMM campaign, we will need to continue to research our audience to determine when is the best time to post and engage. We will also need to track our performance through tools such as Google Analytics and by listening closely to customer feedback and keeping in touch with current trends. Above all, approach our audience in the right way, using the tips included in this guide, and over time we will be able to strengthen our relationship with our customers and reach out to new ones.

By using social media as a key part of its marketing campaigns, mercury transformations are able to reach one of its key target audiences and its clients. More easily and can convey its messages in a format that suits its customers.

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