

"REDESIGNING THE SOCIAL MEDIA STRATEGIES FOR WI-TRIBE"



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Allah, The Almighty, is the only One deserving of all praise and glory, for He is the only One who can set our path straight. Muhammad (P.B.U.H), the Last Prophet of Allah Almighty is the one who show mankind the path of enlightenment.

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Abstract

Social media advertising includes the utilization of online social media tools, for instance, Face book, Twitter, and YouTube to get consumers in creative ways. Given the inexorably vast quantities of shoppers utilizing online media, organizations of assorted types are getting included in social networking trying to contact new gatherings of people and reinforce their ties with existing clients. However, the magnitude of resources available and the potential consequences of a failed social media marketing campaign have left many companies in a state of uncertainty. How can a company develop a social media marketing strategy that will prove successful in the long run? Instead of simply focusing on popular social media applications, companies need a set of guidelines with which they can effectively utilize various forms of social media as strategic marketing tools. Therefore, this project shows the basic gaps of social media marketing by explaining the social media phenomenon, detailing how to create and capture value with social media, and discussing the process of formulating a social media marketing strategy.

Key Words: Wi-tribe, Social media marketing, marketing strategy, awareness, customer loyalty

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