

Chapter 10: Action Item 3

The purpose of this action item is to ask our self what questions could we ask our fans to glean insight into what they want from you and how could we do a better job serving our customers. If our organization has done marketing research, surveying, or focus group testing in the past, consider how we might translate some of that work to a social media landscape.

Answering the first part of the assignment is almost impossible; there are infant questions that you can ask. Depending on the situation, scenario, answers received from questions to what stage your company is at can generate numerous questions. Just like the five questions that you can ask anytime, those questions can be modified and changed to fit the situation that your company is in. Here is a list of five questions that I could ask my fan base. Being that my company is in its initial stages, my questions will tailor to discovery of my customer's likes and dislikes.

1. Which bottle design do you like the most?
2. If you had a choice between Grand Marnier and Cognac which will you choice and why?
3. What is your favorite fruit?
4. Which one of our products do you like the most?
5. How can we improve on our taste?

Translating marketing research, surveys, and or focus group testing to the social media landscape is ideal in that you get immediate response from people who know your company the best. The power of crowdsourcing through social media is also a vital tool that any company can utilize.

Chapter 11: Action Item 2

The purpose of this action item is to write down the format or formats that my organization is most capable of using to provide my audience with valuable content on the social web.

Being able to provide my customers with insightful information that is tailored to what my company has to offer vital. Being that my ideal demographic is a wide range, I would probably post different things depending on the time. On the weekends and on late nights I might tailor my post to the younger section of my demographic. On workdays around lunch time or whenever the most traffic for the older section of my demographic I would post things tailored to them.

From pictures of different types of drink mixes to locations of the next big concert, club, or events. I would utilize pictures a lot for providing content on social media. I would utilize videos for showing how to actually make some of these mixed drinks. Video will also be to post behind the scenes view for my production and behind the scenes to events that I am promoting my products. I would also imitate what Crown Royal does with the actor Terrence J. trying to conduct interviews with different type of people while enjoying some of my product. I would try to interview a wide range of people, from normal military service members to the local farmer. I think that is would be a excellent form for learning and understanding while having fun. Pictures and videos will be my two main sources of posting information to my customers and I will utilize all social media to share this information.