

Task 1 — Work — report

You work for a small company that would like to improve its profile.

Your manager has asked you to write an **evaluative report** with your **opinions** and **recommendations** on how social media could be used to market the business.

You should cover some or all of the following:

- which tools could be used
- reaching more customers
- changing the image of the business
- dealing with negative comments
- increased workload.

You may also add your own ideas.

You should write approximately 250–300 words.

Candidate 5

~~reports~~ social media as a business marketing tactic.

In this report, ~~we~~ the ~~details~~ ~~of~~ opinions + recommendations of how social media can boost business will be outlined, covering a wide range of topics to ensure a full plan can be put in place to ~~implement~~ ^{+ integrate} social media into our business.

Different social media platforms have different uses, purposes, target markets and users. ~~and~~ ~~as~~ ^{As} a growing, innovative and new company, with a ~~growing~~ ^{target market} youthful ~~audience~~, a recommended platform to reach out to potential clients + customers is Instagram - with a largely widespread and open minded user base ranging from early teens to early forties, Instagram will boost the sales of our business through its highly active and motivated users, who are eager to hop on to new trends, such as the ones our business promotes.

Potential customers can be reached in a variety of different ways. By creating an Instagram business profile, daily insights can be garnered which tell us how many people have viewed our posts, how many new followers ~~we~~ we have attracted in a week and our 'reach', which tells us how many individual

people have viewed our profile for any different reason - and this search can be expanded to gain new followers in many different ways. Hashtags can be used in posts as when people type that phrase, our posts show in their results. Posts can also be set so that they show Instagram explore pages, reaching a multitude of individuals who have never been exposed to our business before. Adverts can also be used to show a promoted post on an individual's feed, creating awareness around our company.

The image of the business can be changed to make it appear more aesthetic to viewers leading to more potential follows and changing to target market to a more youthful audience. Negative comments can be dealt with by blocking individual users or text blocking repeating key words, which in turn deletes comments including those words.

Increased workload may well be necessitating to keep up with rival competitors and respond to customer queries as well as individual comments on posts + regulate the business profile as well as log any insights to improve business reach + successful customer output. This report can be modelled into other

a plan in order to launch our company into
the digital social media world.

Candidate 6

~~It is~~ In my opinion to improve the profile of the company is to make something different that would make ~~the~~ people to use it. When you make something people will introduce the product to more people so you also reaching more customers which would help the company to improve ~~the~~ its profile and economy.

Changing the image of the business could help as well. For example Change the logo of the company and make it look more attractive and interesting, make different products that people love to buy and also change the price, make it cheaper so people would buy it because when something is expensive people prefer to buy it online for the half price.

Another thing we can do is to deal with negative comments. By improving our company, most negative comments will stop. If we treat the

Customers nice and friendly would increase positive comment and the image of the company.

To improve the company more and increase customers is to make an online page so people from other countries can also buy stuff from our company and it's also easier to buy things online instead of traveling just to buy one thing. This would also improve the profile not just in local areas but worldwide.

Advertising is another great idea to improve our profile. By making an interesting and funny advert and put it on TV would take the attention of people and also might make them curious about the company. We can also make paper advert and stick it on the streets and famous areas that people would see the advert.

I hope all my ideas will help the company.

Candidate 7

Social Media would be a good improvement to the company and i think it would give the company an magnificent boost.

We would first need to make an website about the company so customers can get more information and get to know what our company offers and what the company specialises on. Then i recommend make an profile on every social media for our company so we would get more recognition and popularity so that means more customers, more customers means more money, more money means improvement of the company.

By having this website and those profiles means more people can see our company, because of this we could get intrests from people to get work/job at the company so that means we could expand and hopefully go International.

Dealing with negative comments we shouldn't really worry about as this company will hopefully try fulfill the customers desires, and make them happy.

We should also read our reviews that we get from people on social media as this would hopefully give the company more ideas and see what the company could work on ~~also~~ also we could see the customers thoughts on the products, and if they like it.

On Social Media apps we could also put in our ads so people see our company while they are scrolling or swiping, it would also give the company more popularity.

Possibly we could change the logo of our company so it stands out more and it eye-catches people, and get people interested, so it is stuck in their heads almost.

I hope you take these ideas and consider them, I really think some of those ideas really could help out the company and gain audience.

Your favourite employee,