

Why Social Media Presence is Necessary

Presented to Mr. John Peterson,
Chief Executive Officer

New Nordic Canada

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March 17, 2016

MEMORANDUM

TO: Mr. John Peterson
FROM: M. Haris Bandukda
SUBJECT: Why social media presence is necessary
DATE: 17th March' 2016

Here is the report, about the use of social media to help New Nordic Canada to grow and create awareness about the product of New Nordic. The report contains the study of, which social media site is appropriate and can be used to promote, market, increase New Nordic sales. It also involves a thorough review about the current and future situation of the company.

Secondary research was conducted in parliamentary procedure to collect efficient data about the current market situation and social media promotion. I am grateful to the marketing department to aid me with this report.

I hope that this report will provide you better techniques and ideas to take into consideration that would be good for New Nordic Canada. Please let me know if you have any queries considering this report or if you need any further info. You can contact me at (521) 770-5285 and by email at hbandukda@newnordic.ca.

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EXECUTIVE SUMMARY

Most customer use social media sites for personal recreation and this could help our company to expand our horizons. Good online presence must be built. This report contains critical information on why is it so important, as well as depth psychology on how New Nordic can market itself. In this report you will discover why:

1. Right social media sites: There are many social media websites, but most commonly used are Facebook, Twitter and Instagram. Each site has different features and tools to develop business presence.
2. The benefits of social media marketing: Report reveals all the major advantages business can achieve with social media endeavor.
3. Brief explanation about current situation of market of social media and standing position of New Nordic Canada.
4. Advantages and Disadvantage of using social media strategies.
5. Summary and Conclusion about social media and linking with New Nordic Canada

INTRODUCTION

BACKGROUND

New Nordic Canada is operating quite well, but people are still not aware of New Nordic products and brands, this is due to lack of presence in social media as nowadays people spend most of their time on social media sites rather than on Television or Radio, so New Nordic Canada should keep a good online presence. Advertising on Social Website is now practiced throughout the globe

PURPOSE

The aim of this account is to ensure how social media can be useful for New Nordic to grow faster and it can be utilized to create awareness around its wares.

SCOPE

There are hundreds of social media sites that can benefit New Nordic Canada. However, this report will focus on most popular which are Facebook, Twitter and Instagram and this report will also focus on possibly as tools to enhance the

METHOD

All the selected social media sites are taken into consideration and facts and figures are involved in order to identify advantages and disadvantage for the company.

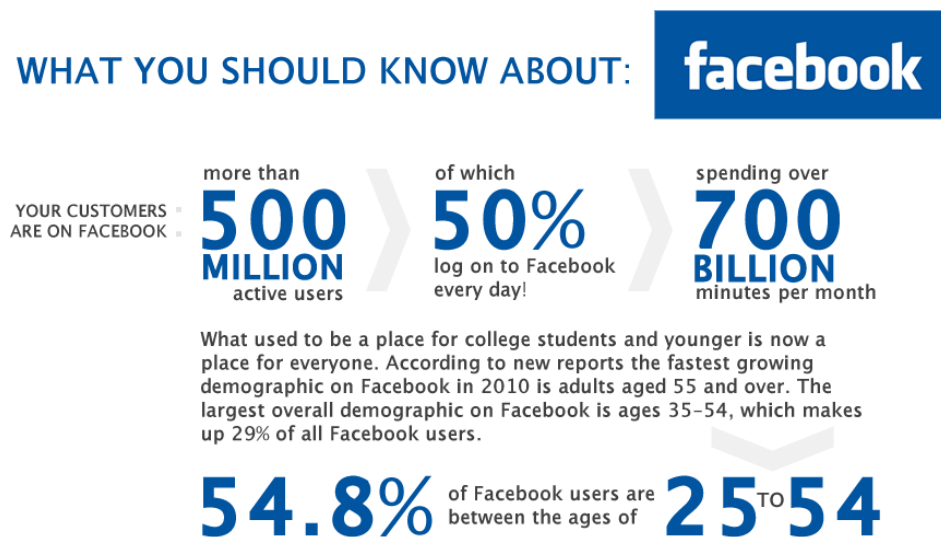
ANALYSIS OF SOCIAL MEDIA

USING FACEBOOK

Facebook is the most commonly used social media websites used all around the globe. It allows an individual and businesses to share photo, video, description and random post. Facebook allows businesses to build their own pages, and share about their product through posting photos. It also allows businesses to advertise their merchandise in other user screen.

Figure 1 below clearly indicates the importance of Facebook, it shows how many users are using Facebook across the world. Businesses can transform those users to customers.

Figure 1.



Source : [Presentation Multimedia](#)

Key Features and Benefits:

1. Paid Advertisements is a feature which permits businesses to promote their trade name and product on other Facebook user's profile. Currently, every business across North America use Facebook advertisement.
2. Online Promotion and Discount, these are the company's tactics to attract more customer to the product, this discount are like coupon in magazines. These vouchers can be utilized by clients when ordering a product online or purchasing from the shop.
3. Users on Facebook do not trust companies easily, for that reason new businesses has to show a true picture of their companies. Once a trust is built it is a long term benefit for a company.

Figure 2 below show the how can a business use Facebook.

Figure 2.



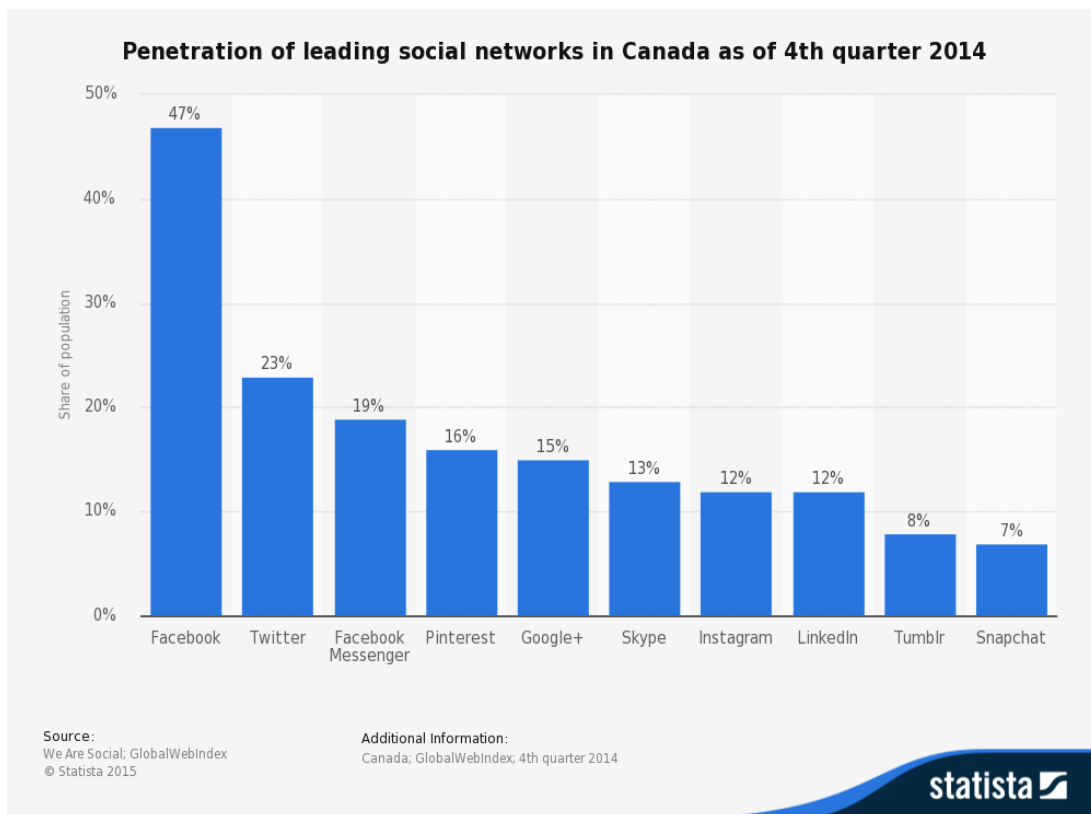
Sources: [Infographic](#)

USING TWITTER

Twitter is another famous and commonly used social network website, it allows individuals to send comments or “tweets” in short messages limited to 140 characters which appear on the followers’ home pages. It also allows companies to do the same, who can use this feature to their advantage to promote products or services.

Figure 3 shows the leading social networking website in Canada as of Q4 2014, Facebook is at 47% of the total population in Canada and Twitter is at 23%, which clearly indicate that these two social websites are commonly used in Canada.

FIGURE 3.



Source: [We Are Social. \(n.d.\). Penetration of leading social networks in Canada as of 4th quarter 2015](#)

Twitter as a Networking Tool

1. Thousands of companies are using twitter not only to sell product, but to keep customer posted about their new merchandise, new company policies or company's current status. Facebook can be used for promoting and awareness, but twitter can be used for networking, communicating with customers and receiving their feedback about the product
2. Hashtags are the second best feature which categorizes tweets by keywords. Using hashtags on Twitter help bring more people onto your social media accounts and your website.
3. Twitter trends can be used to recognize the current situation of social marketing. This can help companies to know what exactly people are searching and if right hashtags are used according to the trend more customer could be attracted.

Using Instagram

Instagram is an online mobile photo/video sharing social networking site which allows users to share and customize their photos and videos in public. These same characteristics are available for businesses as well.

Businesses are using Instagram to promote their product by posting photographs of their product. It is like an advertisement in a magazine, but in this case it is virtually. Figure 4 and 5 show the screenshot of Coca Cola and Pepsi Instagram business page. Businesses can either pay Instagram to advertise their product or they can make a business profile account or promote themselves.

Figure 4.

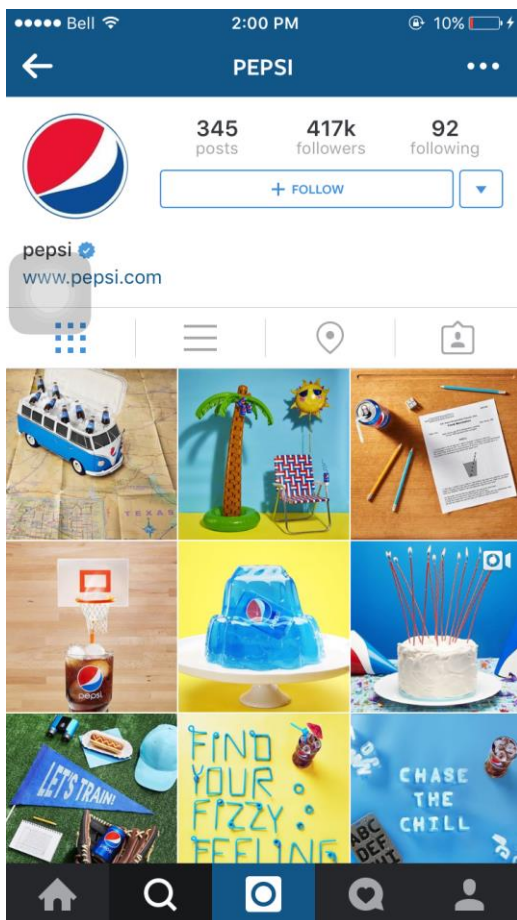
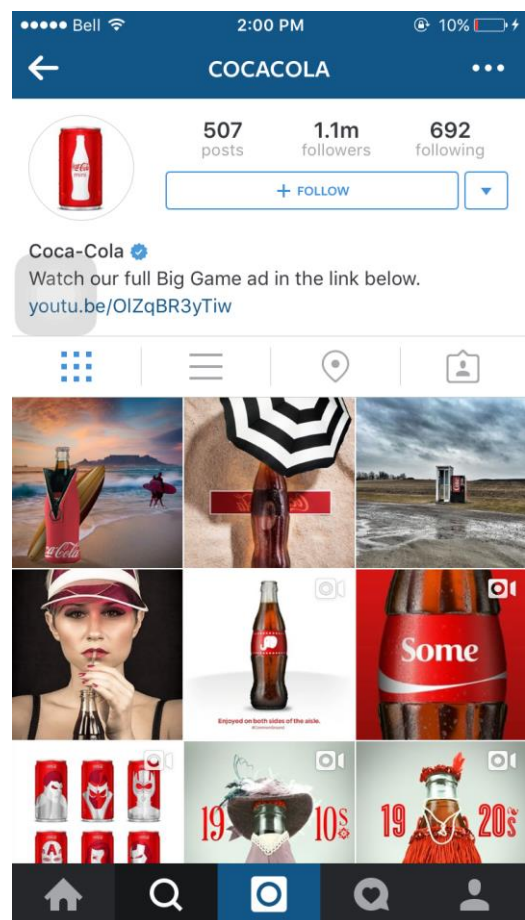


Figure 5.



Source: Instagram

Conclusion and Recommendation

Summary of Finding

The four most used social media sites are Facebook, Twitter and Instagram. This report analyzed the use and advantages of each one, as well as address why building a good online presence.

Each social media brings different features which can enable New Nordic to create an online presence with extensive publicity. By creating an account and continuously working on them, updating them, and learning from what other successful individuals or companies are doing to market can help New Nordic's marketing teams to help them develop new strategic plans.

Although they might be many troubles during this procedure,

- Marketing teams would be needing more training regarding social media website.
- It would be time consuming at initial stage.
- Silly mistakes on social media can contribute to bad publicity.

Conclusion

In my view, New Nordic needs to focus more on making a social media presence. A budget could be constructed that can be allocated to marketing department to increase the role of social media marketing, or outsourcing could be employed to maintain business profile on all the social media. New Nordic will anticipate growth and increase in sales if the social media presence is highly maintained. I think our company requires a push upwards towards the marketplace, people are not much aware of the product and neither they have any idea what New Nordic is all around.