

Social Media Campaigns Research

Directions:

Match the following social media research questions with its type.

- A. Getting to know the company D. Comprehending the target market
B. Reviewing the company's mission E. Examining social media usage
C. Analyzing the purpose of the campaign F. Investigating the competition

1. ____ What is the company's overall purpose?
2. ____ What is the company trying to achieve using social media?
3. ____ What are the demographics of the customers?
4. ____ What are the social media platform the company is using?
5. ____ What is the company's function to the customer?
6. ____ How is the company's social media performance?
7. ____ What industry is the company in?
8. ____ Who are the company's opponents?
9. ____ What kind of outcomes the company would like to see after the campaign?
10. ____ Who is the audience the company trying to reach?
11. ____ How the company's opponents market through social media
12. ____ What products or services does the company provide?