



SOCIAL MEDIA SHAKEDOWN

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OVERVIEW

To take a look to the most important points of social media strategy and weigh what is necessary and what is unnecessary. We will examine function and value from business perspective and analyze relevant follower behavior. Let's look at the pros and cons of Facebook, Instagram, Google and much more.

OBJECTIVES

In 2016, we talked about the “pros and cons” of Facebook, Twitter and Instagram. We will have a closer look on these channels, the pros and cons on these main channels, and we will design a digital marketing business plan.

SUMMARY

The idea is to give you a better understanding of what is happening on social media and how these channels can have a huge impact on your business or personal lives. At the end, we want to make sure that we invest on the right campaigns and avoid the ones that do not work.

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