

Name: _____ Date: _____



Chapter 1 Review

Create and Design

Instructions

Social media marketing is all around us. Identify a company, brand, or product that you use regularly, such as a favorite clothing store, online app, or food product. Examine and understand the uses of social media in marketing for your chosen brand by reviewing all of its social media channels and online presence. Then complete the table below to capture what you learn.

| Social Media Marketing Use | Example |
|--|---------|
| How does the brand use social media for promotion? | |
| How does the brand engage customers? | |
| What type of customer service does the brand provide? | |
| How might social media be used for research and sales purposes? | |
| How does the brand's online presence integrate with traditional marketing? | |