Université Badji-Mokhtar. Annaba
الكلية العلوم الاقتصادية و علوم التسيير.

جامعة باجي مختار – عنابة
قسم العلوم المالية والتجارية

Master 1 Marketing	2nd Lesson	Dr. GOURI M

Social networking

Use of different social media platforms:

Social networks are websites and apps that allow users and organizations to connect, communicate, share information and form relationships. People can connect with families, friends, others in the same area, and those with the same interests.

Popular social networking sites, such as Facebook, X (formerly Twitter), Instagram, LinkedIn and TikTok, help individuals maintain social connections, stay informed and access or share information. These platforms have become indispensable tools for marketers to reach their target audiences with tailored content and advertising.

Several social media tools:

SOCIAL MEDIA	
Networking media	**Other media**
-Facebook –Instagram –LinkedIn -Twitter -Youtube –Tiktok –Viber -WhatsApp -Snapchat –Messenger –Telegram	-Sharing media, ex : WordPress, wikipédia -Collaborative media, ex : Pinterest, zoom -Discussion media : Skype

Social Media and social Network:

The difference between a social media and a social network is in the interaction. On social media, content is shared without the possibility of sometimes interacting, while the social network allows sharing and interaction between Internet users.

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E-mail marketing:

Emails from companies to their customers can be **promotional** in nature, to stimulate short-term purchases, or **relational** in nature, for customer relationship management (CRM) and brand-building objectives. Emails are also sent when customers have opted in to **receive alerts** and notifications.

These different types of emails (promotional, CRM, alerts) reflect both explicit and more subtle persuasion attempts and are associated with different levels of persuasion knowledge.

Advantages	Disadvantages
-To different customers, you can customize messages and provide content and offers that suit their profile. -Measurability- You can simply find the no. of e-mail sent through e-mail marketing, the number of e-mails opened and the number of people opened, etc. -E-mail marketing has "auto responder" feature. -It's quick and efficient. -Cost-effective The costs of email marketing can be much lower than many other forms of marketing. There are no advertising fees, printing or media space costs. -Flexible design You can send plain text, graphics or attach files - whichever suits your message best. A choice of design options gives you scope to convey your business branding and make your email visually appealing.	-Spam -Undelivered emails Poorly designed emails may not get delivered. Emails that use certain spam keywords or characters in the subject heading or content of the email are likely to be filtered out by email software and internet service providers. If you don't keep your marketing lists up to date, you will find incorrect email addresses mean your messages won't reach the right person. -Design problems Your email must be designed so that it appears as it should across multiple devices and email providers. You may encounter a trade-off between design and functionality. Some people opt to receive text-only emails, consider how your message will look if this is the case. -Size issues Files need to be small enough to download quickly. Emails containing many images may take too long to load, frustrating your audience and losing their interest.