

INFLUENCE OF SOCIAL MEDIA OF CONSUMER BEHAVIOR



LAILA MOHSEN - RAWAN BASSEM - YOUSSEF EL SEDAWY - EHAB SABRY.

AGENDA

- SOCIAL MEDIA & CONSUMER BEHAVIOR, WHERE IS THE CONNECTION?
- THE INFLUENCE ITSELF
- 5 REASONS WHY CONSUMERS LIKE OR FOLLOW BRANDS ON SOCIAL MEDIA
- 4 REASONS WHY CONSUMERS UNLIKE OR UNFOLLOW BRANDS ON SOCIAL MEDIA
- WHAT TO DO NOW? AND WHERE TO START FROM?
- POINTS TO DISCUSS



WHERE IS THE CONNECTION?

Social Media is a channel on which Consumer Behavior is reflected directly and is visible to everyone on the real time daily basis.

Hence, that's the connection between social media and Consumer Behavior.



THE INFLUENCE

INFLUENCE OF SOCIAL MEDIA ON CONSUMER BEHAVIOR

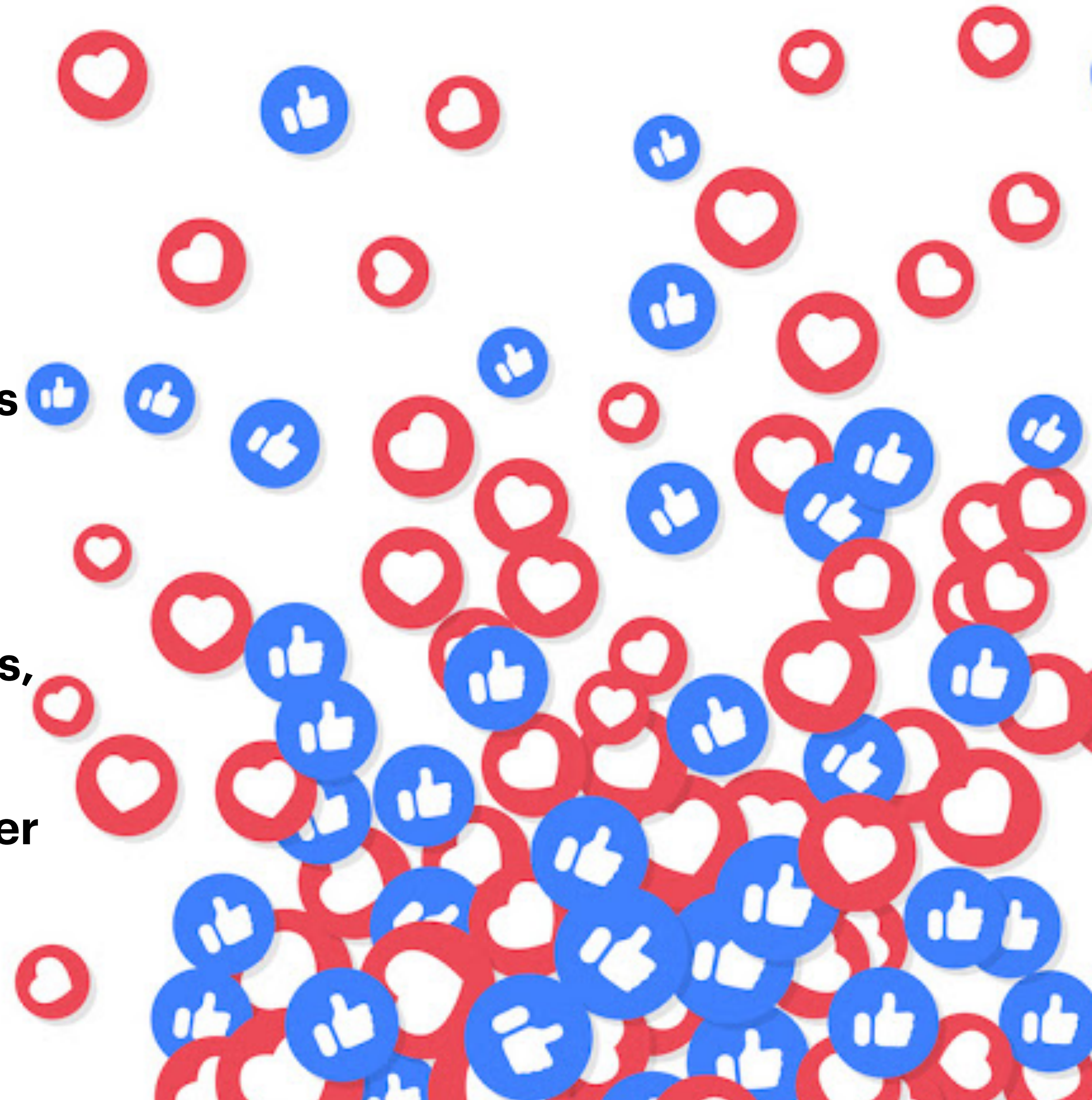
- Social media gives the opportunity to communicate with customers.
- It allows greater 'reach' with targeted communication that guarantees companies message is received by the consumers.
- Social media has given power to consumers resulting into empowered consumerism.



WHY CONSUMERS LIKE OR FOLLOW BRANDS ON SOCIAL MEDIA?

TOP FIVE REASONS.

- Easy access to product/company information, available 24/7 and monitor new products/services or future releases.
- Receive discounts, coupons, or giveaways.
- Networking and relationship building with brands, feels more humanised.
- Using the products currently, So easy to avail after sales services and product information.



WHY CONSUMERS UNLIKE OR UNFOLLOW BRANDS ON SOCIAL MEDIA?

TOP FOUR REASONS.

- High promotions or too much of posts regarding products.
- Organizations do not listen or respond to the complaint posted.
- No new content provided.



PROVEN FACTS

- Consumers have become the part of building a Brand's Reputation.
- Customers are your true brand advocates.
- Social media is now an effective way to provide an excellent customer service.
- Traditional marketing is still has its place, but there is a need to engage the 'always connected consumers' as every touch point and in real time, anticipating their needs and responding at each step.



WHAT TO DO NOW? WHERE TO START FROM?

THE SEVEN STEP PROCESS

It is important to have your own model
rather than copying others.

Social media success depends on how well
you understand your customers.

Understand the social media fundamentals.



THANK YOU



MARKETING MAJOR STUDENTS