



# Capstone Case Analysis: Feedback

Student's Name:

Name of Institution:



# Introduction

Among developments in the information technology is the use of computers in the social media. This has been very important in the achievement of several issues in the world. This is especially in the internet usage. It has also come with lots of effects both positive and negative to the welfare of individuals therein. Several individuals are concerned about what kind of information you relay to them on the internet. These individuals may comprise but not be limited by the following. This includes people like consumers, business partners, stock holders, marketers, journalists, prospective employers and co-workers. This development indeed caused a lot of panic to Foley, the brand manager of the UnME Jeans.

## The Problem

Margaret Foley, the Brand manager of UnME Jeans, wants to use Web 2.0 to promote her products in a modern way. Social media offers entrepreneurs to use virtual shops, YouTube, Facebook, and Twitter, as the new advertising technique. Many well-known companies are using Web 2.0 to promote their brands. However, this type of advertising is risky and unpredictable. Foley wants to increase sales, share brand with young girls aged 12-24 and make a dialog with customers about the brand. She needs to decide on the effective advertising strategy in order to meet the goals.

## Initial Steps

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is risky and unpredictable. Foley wants to increase sales, share brand with young girls aged 12-24 and make a dialog with customers about the brand. She needs to decide on the effective advertising strategy in order to meet the goals.

The customers are the biggest source of help in making a marketing plan. Young girls like to share their daily lives and discuss what they like the most. Foley should monitor online conversations about UnME Jeans' products. She can start an online dialogue with her customers and ask them directly if they want to see UnME Jeans on Facebook, Twitter or YouTube. To communicate with them effectively, she should blog regularly. To get started, Foley should write the titles of a few items she would like to post on UnME Jeans blog. She should provide valuable information about UnME Jeans' products to keep customers interested and coming back (Borges, 2009).

## Solutions

After selection of the right group to involve in the whole exercise of social media marketing, it is important to change the company's strategy. Foley should use Facebook and YouTube as the best way to promote UnME Jeans' products. She should film an educational video and place it on YouTube. UnME Jeans can teach their customers how to look after their brand jeans, how to make their own design featuring jewels, glitter and metal work. Using this strategy UnME Jeans will raise brand awareness. While showing that they care about their clients, they can easily increase in sales. Foley should otherwise use qualified personnel to execute this advertisement in the social network in the internet.

To build the UnME Jeans' Facebook page, Foley needs to abide several rules. First of all, she should describe her company in "About" section. She should

write the timeline with milestones in UnME Jeans' history. Second, she should post her working hours. This way her customers will know when they can receive an answer on their questions. Third, Foley should focus on visual items, such as pictures and videos. Fourth, to foster engagement she should ask questions. At the beginning, Foley will probably answer on her own questions or use the help of other employees. It will take some time to get questions from real customers. Fifth, Foley should post the items that will lead her customers to UnME Jeans' corporate site. Sixth, Foley should post twice per day. According to the survey, Facebook users are fine only with two posts a day, while Twitter user with five. Seventh, she should use the things that trigger emotions. Facebook is a place for joy and fun, but the main topic should not be forgotten. Eights, Foley should track her progress on Facebook using Insights. Ninth, UnME Jeans must be easy to contact. When clients are ready to buy jeans they should easily make an order (Procopio, 2012).

Foley can create an UnME Jeans widget, which would encourage young girls to design their own UnME Jeans and share their designs with their friends. Friends could consider the design, make comments to it, or add their own design. UnME Jeans can choose the best designs, use them to create new models, and post them on UnME Jeans' corporate site. Clients will be happy to know that the brand values their ideas.

Facebook often changes capabilities of their website. Foley needs to keep up with changes. To make it possible and become successful on the Facebook Foley should hire an agency that will help to develop UnME Jeans brand profile page for Facebook, a widget and banner ads.

The budget for the Facebook program included a one-time charge of \$350,000 for creative development of the profile page, widget, and banner ads. Foley will pay \$150,000 for a three-month advertising program on Facebook, which includes a brand profile page and targeted banner

advertising (Steenburgh, 2011).

To crown up issues in this paper, Margaret Foley, the Brand manager of UnME Jeans, wants to use Web 2.0 to promote her products in a modern way. Facebook and YouTube will help to increase sales, to share brand with young girls aged 18 -24 and to make a dialog with customers about the brand. Foley is ready to execute innovative changes. In order to promote UnME Jeans products, Foley will create accounts on Facebook and YouTube. To make this process easier, she will hire a social media marketing manager. To make UnME Jeans brand successful Foley will hire an agency that would help to develop UnME Jeans' brand profile page for Facebook, a widget and banner ads. The agency will help her to post and regularly update the news in the created accounts. UnME Jeans brand will encourage customers to create new designs of jeans using a widget. A follow-up of about a fortnight gave some 70% improvement in the effects of social media after such a research was conducted.

# References

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