



## CBSA Business Information

### Strategic Objectives

Access the CBSA Business Plan and the CBSA Marketing plan and review the organisational strategic objectives. Then determine three (3) objectives and priorities for social media use for CBSA and explain how they align with the strategic objectives.

[Approximate word count: 130 - 180 words]

**Assessor instructions:** Candidates must provide the three strategic objectives found in the CBSA Marketing Plan. They need to determine one social media use objective/priority for each strategic objective. In their explanation of how each social media objective/priority aligns with the respective strategic objective, they will need to have one (1) argument that supports their opinion.

An exemplary answer is provided below.

Strategic objectives	Social media use objectives/priorities	How do they align?
To become Australia's largest business consultancy firm	Increase sales by 5%	By increasing the sales by 5%, the business will grow bigger and achieve the strategic objective of becoming Australia's largest business consultancy firm.
To support business owners and their immediate and future needs	Create brand awareness by showing an increase in post engagement of 20%	Creating brand awareness will ensure more and more business owners are being made aware of the services CBSA can offer and also how they can get assistance to cover all their immediate and future needs.
To deliver a first-class customer experience to ensure high levels of customer satisfaction	Ensure client satisfaction through positive reviews on every social media platform	Promoting posts and suggesting to the client to leave reviews will give an opportunity to refine customer service and ensure first-class customer experience and customer satisfaction.



## Target Market

Source and analyse information about CBSA's target market, its social media use, behaviours and preferred platforms and provide an explanation as to why they think it is a preferred platform.

[Approximate word count: 200 – 250 words]

**Assessor instructions:** Candidates must source CBSA's target market from the CBSA Marketing plan.

- When discussing social media use, they need to provide a specific amount of time spent as well as the purpose of the use of social media.
- When discussing behaviours, they need to explain the businesses usually operate when using social media.
- When discussing the preferred platforms, they need to provide an explanation as to why they believe each platform will be beneficial for a business.

An exemplary answer is provided below.

Target Market	Social media use (Amount of usage and purpose)	Behaviours	Preferred Platforms [Explain why you think it is a preferred platform]
<p>Small, medium, and enterprise-size organisations.</p> <p>All business owners, of any gender, small to medium size businesses and enterprises, size of business can vary from 2 to over 1,500. Locations of business can be anywhere in Australia.</p> <p>Incomes will vary depending on the type of business \$45K to over \$250K.</p> <p>Languages – usually English</p>	<p><b>Amount of usage</b></p> <p>Businesses use social media multiple times a day often more than 30% of their day is spent engaging through social media.</p> <p><b>Purpose of use</b></p> <ul style="list-style-type: none"> <li>➤ Brand awareness</li> <li>➤ Promotion of services/products.</li> <li>➤ To provide customer service and respond to client's enquiries</li> <li>➤ Assess the competition</li> <li>➤ Create informational or promotional videos</li> </ul>	<ul style="list-style-type: none"> <li>➤ Regular business hours usage unless the business operates 24/7.</li> <li>➤ Use of professional language when responding and engaging with followers.</li> <li>➤ Comments and shares of other posts usually relate to business operations.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Facebook To promote their services/products, assess their competition, read and respond to reviews to improve their customer services, provide instant customer service and respond to clients' enquiries.</li> <li>➤ Instagram To promote their services/products, assess their competition, read and respond to reviews to improve their customer services, provide instant customer service and respond to clients' enquiries.</li> <li>➤ Twitter Mainly used for brand awareness and</li> </ul>



			<p>occasionally for promoting services/products,</p> <ul style="list-style-type: none"> <li>➤ LinkedIn To promote their services, assess competition, and search for potential candidates to join their team.</li> <li>➤ YouTube To create promotional or educational videos such as webinars/short workshops.</li> </ul>
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## Emerging Trends

Identify and analyse three (3) emerging trends in social media platform use using the following link:

[17 Social Media Trends for 2022 and Beyond \[influencermarketinghub.com\]](https://influencermarketinghub.com)

In the second column, your analysis, you need to explain how the chosen trend can assist CBSA to achieve the social media objective/s identified in Activity 1.

[Approximate word count: 70 – 120 words depending on the choice of the emerging trend]

**Assessor instructions:** Candidates must identify and analyse three (3) emerging trends in social media platform use using the following link:

[17 Social Media Trends for 2022 and Beyond \[influencermarketinghub.com\]](https://influencermarketinghub.com)

In the second column, students need to explain how the chosen trend can assist CBSA to achieve the social media objective/s identified in Activity 1.

Students' words will vary but their choice of trends must come from the table below.

An exemplary answer is provided below.

Emerging Trend	Analysis
<u>1. TikTok Will Become Huge</u>	The company is not currently using Tik Tok. The use of Tik Tok can help CBSA with increasing sales and creating brand awareness.



<u>2. Smaller Networks Will Become Popular for Ads</u>	The company is not currently using smaller networks such as Pinterest and Snapchat. Pinterest and Snapchat can create more brand awareness.
<u>3. Social Commerce Will Continue to Expand</u>	Offering online services can help increase CBSA's sales
<u>4. Reaching New Audiences Will Become a Primary Goal</u>	Reaching new audiences can help CBSA with increasing sales and creating brand awareness.
<u>5. Video Content Will Continue to Dominate</u>	Creating videos can help CBSA create brand awareness and promote its services
<u>6. Social Audio Will Become More Popular</u>	Social Audio such as podcasts can help CBSA create brand awareness and promote its services and increase sales
<u>7. Paid Advertising Will Become a Necessity</u>	The company is not currently using paid ads. Paid ads can increase CBSA's sales
<u>8. Augmented Reality Will Become More Mainstream</u>	Not applicable for CBSA's services
<u>9. Influencer Marketing Will Continue to Soar</u>	Social media influencers can help CBSA create brand awareness and promote its services and increase sales
<u>10. Increase in the Use of Social Media for Customer Service</u>	Many customers try to reach out to the companies on social media as it is a more direct way to reach them. CBSA can benefit from offering customer service through social media in order to increase customer satisfaction and gain positive reviews.
<u>11. Personalization Will Be Paramount</u>	Customising CBSA's social media ads for different target segments, for example, different for small enterprises and different for large enterprises can be very beneficial in order to increase sales.
<u>12. User-generated Content Will Continue to Be Popular</u>	Promoting user-generated content will ensure an increase in brand awareness and a potential increase in sales.
<u>13. Local Targeting Will Become More Prevalent</u>	Using location-based targeting to reach out to and attract people from a specific geographic location, can help CBSA target local enterprises.
<u>14. More Brands Will Incorporate Social Listening</u>	CBSA will benefit from using Social listening to understand what the target market wants and adjust the social media strategy to achieve all three social media objectives.
<u>15. Instagram and Twitter Will Remain Popular</u>	CBSA is using Twitter but not Instagram. Given the popularity of these platforms, CBSA can achieve brand awareness through them.
<u>16. Inclusivity Will Be Key</u>	Commitment to promoting inclusivity is paramount and can assist CBSA's brand awareness and customer service satisfaction.
<u>17. Social Media Communities Will Continue to Increase</u>	CBSA does not have a social media community just yet. Creating a social media community can increase sales and customer satisfaction.



## Social Media Platform Review

Review and compare the five [5] social media platforms provided in the table below and select those that meet organisational and target market needs.

**Assessor instructions:** Candidates must meet the requirements stated in column 1 of the table. They also need to be able to identify and state that Pinterest does not meet the organisational and target market needs.

An exemplary answer is provided below.

	Facebook	Twitter	LinkedIn	Pinterest	YouTube
<b>Key features</b> <i>[Number of key features expected:            Facebook: 10            Twitter: 10            LinkedIn: 3            Pinterest: 3            YouTube:10]</i>	<ul style="list-style-type: none"> <li>• News Feed</li> <li>• Friends</li> <li>• Wall</li> <li>• Timeline</li> <li>• Likes and Reactions</li> <li>• Comments</li> <li>• Messages and inbox</li> <li>• Notifications</li> <li>• Groups</li> <li>• Photo application</li> <li>• Video application</li> <li>• Groups application</li> <li>• Events application</li> <li>• Marketplace</li> <li>• Posted items application</li> </ul>	<ul style="list-style-type: none"> <li>• Tweets</li> <li>• Content</li> <li>• Format</li> <li>• Hashtags, usernames, retweets and replies</li> <li>• Twitter Lists</li> <li>• Using SMS</li> <li>• Character limits</li> <li>• URL shortener</li> <li>• Trending topics</li> <li>• Moments</li> <li>• Adding and following content</li> <li>• Verified accounts</li> <li>• Mobile</li> <li>• Third-party applications</li> <li>• Related headlines feature</li> <li>• Polls</li> </ul>	<ul style="list-style-type: none"> <li>• Personal branding</li> <li>• Job seeking</li> <li>• Advertising and for-pay research</li> <li>• Business Manager</li> <li>• Publishing platform</li> </ul>	<ul style="list-style-type: none"> <li>• Exploring</li> <li>• Visual search</li> <li>• Shopping and catalogues</li> </ul>	<ul style="list-style-type: none"> <li>• Home</li> <li>• Explore</li> <li>• Shorts</li> <li>• Subscriptions</li> <li>• Library</li> <li>• History</li> <li>• Your movies</li> <li>• Watch Later</li> <li>• Liked videos</li> <li>• YouTube Premium</li> <li>• Creator studio</li> <li>• YouTube Music</li> <li>• YouTube Kids</li> <li>• YouTube TV</li> </ul>



	<ul style="list-style-type: none"> <li>• Gifts application</li> </ul>	<ul style="list-style-type: none"> <li>• Integrated photo-sharing service</li> <li>• Streaming video</li> </ul>			
<b>Benefits</b> <i>(Four [4] for each platform)</i>	<ul style="list-style-type: none"> <li>• Affordability</li> <li>• Reach</li> <li>• Brand Strengthen</li> <li>• Communication</li> <li>• Analysis</li> <li>• Media support</li> </ul>	<ul style="list-style-type: none"> <li>• Valuable customer insights</li> <li>• Build brand personality and awareness</li> <li>• Deliver customer support and gather feedback</li> <li>• Cultivate a brand community</li> </ul>	<ul style="list-style-type: none"> <li>• Networking Opportunity</li> <li>• News Updates</li> <li>• Profile Updates [enabling you to see professional profiles]</li> <li>• Search Engine Friendly</li> <li>• Cost-effective</li> </ul>	<ul style="list-style-type: none"> <li>• Incredible source of the traffic to websites.</li> <li>• Boost rankings of your website in search engines.</li> <li>• Traffic has a high conversion rate yet for free.</li> </ul>	<ul style="list-style-type: none"> <li>• Free</li> <li>• YouTube allows you to associate your Google AdSense account with it and give you an opportunity to earn the money from your uploaded videos</li> <li>• Easy to use</li> <li>• Easy to share</li> <li>• YouTube accounts for more than 25% of total worldwide mobile traffic.</li> </ul>
<b>Limitations</b> <i>(Three [3] for each platform)</i>	<ul style="list-style-type: none"> <li>• Control</li> <li>• Maintenance</li> <li>• Privacy</li> <li>• Advertising is expensive</li> </ul>	<ul style="list-style-type: none"> <li>• Maintaining a presence on Twitter requires a time commitment</li> <li>• Negative criticism</li> </ul>	<ul style="list-style-type: none"> <li>• Spam Connections</li> <li>• Investment of Initial Time</li> </ul>	<ul style="list-style-type: none"> <li>• Copyright infringement.</li> <li>• Time-consuming process.</li> </ul>	<ul style="list-style-type: none"> <li>• The maintenance costs like the digital cameras,</li> </ul>



	<ul style="list-style-type: none"> <li>• Fake profiles</li> <li>• Negative feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Time sensitive: Unless you tweet at the right time, when your followers are online, your tweets could easily be missed</li> <li>• 280-character limit</li> </ul>	<ul style="list-style-type: none"> <li>• Posting Rules are Confusing Sometimes</li> <li>• Privacy Concerns</li> <li>• The Premium Can be Costly</li> </ul>	<ul style="list-style-type: none"> <li>• Confined to a few niches and audience types.</li> </ul>	<ul style="list-style-type: none"> <li>• hiring skilled people, and investment for buying some costly instruments all require money</li> <li>• It is public, so anyone can see and access your videos</li> <li>• Privacy invasion</li> <li>• Copyright issues</li> <li>•</li> </ul>
<p><b>Functionality</b>  <i>[Approx. Word count:          Facebook: 70 – 90 words          Twitter: 50 – 60 words          LinkedIn: 110 – 130 words          Pinterest: 30 – 40 words          YouTube: 70 – 90]</i></p>	<p>Facebook can be accessed from devices with Internet connectivity, such as personal computers, tablets and smartphones. After registering, users can create a profile revealing information about themselves. They can post text, photos and multimedia which are shared with any other users who have</p>	<p>Twitter is a microblogging and social networking service on which users post and interact with messages known as "tweets", Registered users can post, like, and retweet tweets, while unregistered users only have a limited ability to read public tweets. Users interact with Twitter through browser or mobile frontend software, or programmatically via its APIs.</p>	<p>LinkedIn allows users to create profiles, which for employees typically consist of a curriculum vitae describing their work experience, education and training, skills, and a personal photo. Employers can list jobs and search for potential candidates. Users can find jobs, people and business</p>	<p>Pinterest is an image-sharing and social media service designed to enable the saving and discovery of information on the internet using images, and on a smaller scale, animated GIFs and videos, in the form of pinboards.</p>	<p>YouTube is a web-based video platform that enables individuals, bloggers and enterprises to discover, host and share audio and videos on a centralized hub. Video creators can create a YouTube channel to upload content, subscribe to other channels,</p>



	<p>agreed to be their "friend" or, with different privacy settings, publicly. Users can also communicate directly with each other with Facebook Messenger, join common-interest groups, and receive notifications on the activities of their Facebook friends and the pages they follow.</p>		<p>opportunities recommended by someone in one's contact network. Users can save jobs that they would like to apply for. Users also have the ability to follow different companies.</p> <p>The site also enables members to make "connections" to each other in an online social network which may represent real-world professional relationships. Members can invite anyone to become a connection. Users can obtain introductions to the connections of connections (termed second-degree connections) and connections of second-degree connections (termed third-degree connections).</p>		<p>create playlists and post comments on videos posted by other community members.</p> <p>It offers YouTube Advertising, which allows businesses to create campaigns in multiple formats including skippable/non-skippable video ads, bumper ads and overlay ads.</p> <p>YouTube allows businesses to embed sign-up forms in videos and link videos to other channels, facilitating collaboration.</p>
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<p><b>Target audience and key users</b></p> <p><i>[Approx. Word count for each column: 50 – 100 words]</i></p>	<p>A study done by Pingdom in 2012 showed that 65 percent of users on Facebook are 35 or older.</p> <p>As of the date of publication, about 60 percent of Facebook users are female and 40 percent are male.</p> <p>Facebook has a social presence in 137 countries -- and it beats out all other social networks in 127 of those countries, as of the date of publication.</p>	<p>Most of Twitter's audience is 25 to 34 years old [38.5%.]</p> <p>27% Twitter users live in urban areas, while only 18% come from rural areas.</p> <p>People who use Twitter mostly have college degree or more [33%.] 25% of U.S. Twitter users are males and 22% of U.S. Twitter users are female.</p> <p>34% of Americans who use Twitter earn \$75k+, while 29% of them earn \$30k-\$49.999.</p>	<p>LinkedIn's target audience is mainly 25- to 34-year-olds who are already in or looking to enter a professional career. 59.1% of LinkedIn users are between 25 and 34 years of age, 20.4% are between 18 and 24 years old, and 17.7% are between 35 and 54 years old. An additional 2.9% are 55 or older.</p>	<p>Pinterest has largely appealed to women, especially with its early user base. A 2020 report found that over 60% of the global users are women. Although men have not been a primary audience on Pinterest, it's been found that their usage has increased 48%. In terms of age distribution, users between the ages of 18-25 have grown twice as fast as those over the age of 25. However, both users between the ages of 18-25 and users between the ages of 25-40 have been driving the growth of Pinterest.</p>	<p>YouTube is the second most visited website in the world. <a href="#">[Hootsuite]</a></p> <p>YouTube has 2+ billion users, making up almost one-third of the entire internet. <a href="#">[YouTube for Press]</a></p> <p>These 2+ billion users are present in over 100 countries and consume content in 80 different languages. <a href="#">[YouTube for Press]</a></p> <p>70% of viewers bought from a brand after seeing content on YouTube. <a href="#">[Google Ads]</a></p> <p>49.3% of all YouTube viewing time in 2022 will be mobile. <a href="#">[eMarketer]</a></p> <p>YouTube is the top video streaming app, and the average user spends 23.2 hours per</p>
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					month watching content. ( <a href="#">App Annie</a> )
<b>Terms of use</b> <i>(Insert Link)</i>	<a href="#">Facebook Terms and Policies</a>	<a href="#">The Twitter rules: safety, privacy, authenticity, and more</a>	<a href="#">LinkedIn Service Terms</a>	<a href="#">Terms of service   Pinterest Policy</a>	<a href="#">Terms of Service [youtube.com]</a>
<b>Does it meet organisational and target market needs?</b> <i>(Yes/No)</i>	Yes	Yes	Yes	No	Yes



## Social Media Integration

Explain the existing systems and procedures used by CBSA and identify two [2] opportunities for social media integration and explain how it will work in the table below using the information provided in the CBSA Marketing Plan.

[Approximate word count:100 - 120 words]

**Assessor instructions:** Candidates must explain what the existing systems and procedure in place are and based on these they need to identify two [2] opportunities for social media integration and explain how it will work in the table below using the information provided in the CBSA Marketing Plan.

An exemplary answer is provided below.

Existing systems and procedures	Opportunities for social media integration
Currently CBSA uses: <ul style="list-style-type: none"><li>➤ Website banner ads</li><li>➤ Newspaper</li><li>➤ Radio</li><li>➤ Television</li><li>➤ Website</li><li>➤ Facebook</li><li>➤ Twitter</li><li>➤ Instagram</li><li>➤ LinkedIn</li><li>➤ Winter sales campaign</li><li>➤ Summer sales campaign</li></ul>	<b>1. Social share and follow buttons</b> The easiest way to start integrating social media on our website is to add follow buttons to your pages. The website header and footer are where you will often find social links, so start there.
	<b>2. Social login</b> Incorporate social buttons by allowing users to sign in through their social media profiles. Providing users with this simple, convenient step can benefit our business by increasing user sign-up rates, as well as gathering social insights that we can use to better market your business.

## Business Exposure through social media

Identify three [3] opportunities to maximise business exposure through social media activity in the table below.

[Approximate word count:200 - 250 words]

**Assessor instructions:** Candidates must identify three [3] opportunities to maximise business exposure through social media activity. Their answers need to be relevant to CBSA's case study and reflect opportunities that will assist the exposure of a business consultancy firm.

An exemplary answer is provided below.



## Opportunities for business exposure

### 1. Choose the Right Networks

The advice from most experts is to join four of the most popular, and choosing the right ones comes down to the audience (and where they are).

### 2. Select Tools to Schedule and Automate Posts

Staying active and present on social media takes time and dedication, but there are plenty of automation tools available we can use to automatically publish posts and schedule posts up to a month in advance.

These tools, which include Hootsuite, Sprout Social, Buffer, MeetEdgar, and BuzzSumo, can save us time by allowing us to plan and schedule batches of posts at once, but they also make it easier to monitor our networks and respond to messages quickly.

### 3. Maintain a Constant Presence

Social media isn't a one and done deal, and it takes time and patience to cultivate a reliable presence. With the right automation tools, we can minimize the time we'll have to dedicate to social media, but even still it will require at least 15 minutes a day to monitor our channels and respond to questions and conversations. In terms of posting frequency, the right number really depends on the platform we're using. For LinkedIn and Facebook, don't post more than once a day, and limit posts to five times a week. Twitter, on the other hand, changes so quickly that the more we post, the better. With Pinterest, 11 pins a day seems to be the magic number.

## Brand Awareness and Online Community

Determine one (1) opportunity for building brand awareness and one (1) opportunity for building an online community through social media use in the table below.

[Approximate word count: 250 - 300 words]

**Assessor instructions:** Candidates identified opportunities for brand awareness and building an online community must be relevant to the CBSA's industry, a business consultancy firm.

An exemplary answer is provided below.

## Opportunities to build brand awareness

### Use email marketing and newsletters

Email marketing is one of the most effective marketing tools for driving conversions. Use our email list and send engaging content on a regular basis to get customers more invested in our brand. We can direct them to sign up for our membership site, where they will receive exclusive content as members.

### Hold giveaway contests



Giveaway contests work well because they generate excitement. They create strong emotions that can help drive engagement. This can increase traffic to our site and enlist people into our brand community. CBSA giveaways could relate to educational content or free consultation or advice.

## Opportunities to build an online community

### **Start a membership site**

We can create a membership website that is entirely dedicated to our brand community. By adding content that only members can view, we can convince users to sign up. A membership site creates an exclusive space that focuses on relevant topics. This encourages discussion and deepens our understanding of our customer's pain points. We can start a WordPress membership site by using a membership site plugin.

### **Build a social media following**

This is an obvious and effective way to start building our online brand community. Set up a business page on relevant platforms such as Facebook, Twitter and LinkedIn. Create the content on other platforms like Medium to make people aware of our business. We'll be able to engage with people and build a following by making our posts interactive. A helpful tip is to create a fun persona on social media and to use casual conversation. Be sure to respond to our audience's comments to make them feel like there's a real person behind the brand.