Assignment:

In the age in digital marketing, consumers hold the power.  As individual consumers, we control what we hear, see, and interacts with one finger swipe. With just a quick skip, swipe, or scroll consumers hold a high authority as to what they choose to engage or disengage, like or dislike.

It's apparent that traditional marketing strategies are becoming less effective and less relevant to capture the target market. Brand marketing strategist seek to drive sales in the digital age by actively watching their social footprint and listening to their customers.

**SOCIAL LISTENING**

Utilizing online resources such as SALESFORCE can help with scanning the web’s social media channels for consumer conversation in regards to your brand.

* As a consumer, has a brand every responded to your positive or negative social media post, please share?

Classmate response:

I have never posted anything positive or negative regarding a brand no my social media. I have seen many posts online about people that do and get a respond back. I think this is a great way of creating a positive image. Brands that acknowledge that they made a mistake and offer a way to fix it look trustworthy. Personally, I prefer when companies are honest about their mistakes because that shows they care and are willing to improve.   The only times a brand/seller has replied to me was when I direct message them with questions. I follow a lot of yoga profiles on my Instagram and have direct message or commented on their posts before. One time someone responded was when I sent a direct message to one of the profiles asking if they could do a certain exercise for their yoga practice videos. They responded with a direction to an old video they posted with what I was looking for. I appreciated that they took the time to look through their content to find an answer to my question. Although they are not like the typical brands/companies that we know, these yoga influencers in social media are still selling a product and many of them have created a brand. I have witness them reply to negative comments on social media regarding their product and usually they are very apologetic.