USAWebTV - Social Media Marketing Research Report

USAWebTV needs to create a comprehensive social media marketing plan. However, before a specific plan can be created, they want to learn more about best practices in social media marketing so that they can be convinced before budgeting significant resources towards a plan. They've asked you to come up with a research report on social media marketing. Here is what should be covered in the report: Define social media marketing. Provide specific benefits of social media marketing. Cite industry examples of effective social media marketing. Current statistics on social media marketing efforts. Challenges/drawbacks of social media marketing. Typical costs involved. MUST BE ABOUT USAWEBTV.