**Social Media in Product Promotion**

Student’s Name

Institutional Affiliation

Course Number and Name

Professor’s Name

Assignment Due Date

**Social Media in Product Promotion**

**Part 1**

**Goal: To increase sales**

Social media platforms offer the best marketing opportunities to increase sales. Organizations use social media to offer present various business messages to the customers. These business messages include promotions and discounts, the latest product information, offer customer support, and receiving feedback from customers (Kim et al., 2016). The hotel industry often uses social media to increase sales through promotions and discounts as the business message.

**Hilton Hotel’s Promotional and Discount Message on Social Media**

Hilton Hotel and Resort is the number one choice for people who want nothing but the best experience away from home since 1927. Our long-term experience in the industry has enabled us to identify business and leisure travelers' needs and how to satisfy those needs by offering quality products and services. We ranked as the best hotel and resort in the world because of our custom-made products and services. Some of our products and services in all our branches include world-class restaurants dedicated to offering delicious and healthy food products according to our client's needs and taste. Our culturally diverse and experienced chefs have what it take to cook meals in different parts of the world. We also offer excellent leisure activities as swimming pools, gyms, sauna, and massage services with professional experts' guidance in each sector. With 584 hotels and restaurants in 94 countries on six continents, we serve customers across the world.

**Part 2**

Facebook is the best social media platform for the business message above. The platform is the largest social media globally, with 2.7 billion monthly users (Chen & Lin, 2019). As a result, the message can reach many people worldwide, particularly those in countries where the Hilton has established its hotels and resorts. Additionally, Facebook's algorithms enable the company to merge the advertisers to potential customers, thus enabling the company to reach its exact audience (Felix et al., 2017). Advertise can use the platform to target people by location, behavior, age, and interest. In the Hilton promotion and discount case, the platform enables the company to reach its previous customers. The other benefit of using the platform is its affordability. It is possible to spend $5 and reach 10,000 people in a different part of the world (Kim et al., 2016). On the contrary, other forms of advertisement such as newspapers, television, and radio ads have geographical limitations because most of them operate within one country.

The other benefit of using Facebook is its ability to measure the business message's success in increasing sales. The platforms allow advertisers to observe the number of clicks, impressions, and the resulting conversations (Kim et al., 2016). Besides, since Facebook offers real-time advertisement, it is possible to see immediate results and determine the campaign's success. In the Hilton advertisement case, the marketing department can monitor the number of impressions and clicks and compare them with the number of new bookings.

References

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