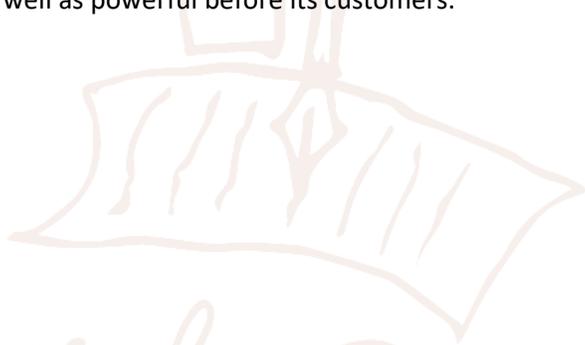


There are innumerable similarities that can be clearly observed between Social media and E-mail marketing strategies. And the similarities in various aspects of an organization's market strategy-making mechanism. Out of all those three similarities are the most pivotal ones that stood out the most. The first among which is their reliance and their end goals. Both the strategies are used for developing rather, building relationships with customers in various ways. For example, through E-mail writing a company can approach its individual potential customers through cold E-mails or newsletters. On the other hand, With the help of social media the very company can do the same thing but for a larger audience or for a larger customer. Through social media posts and advertisements. Secondly, another striking similarity is both the strategies are a half-duplex form of communication or two-way communication. For example, a TV commercial is a simple example of one-way communication as its potential customers can only get to know about the company and their products but can't reach them. But in these kinds of marketing strategies the customers themselves can revert back to the companies directly if they have any query about any of their products or services as the companies are trying to reach their audience through personal E-mails and social media posts. And furthermore, they can even share their advertisements on social media or refer to their products if the customers are satisfied with them same. Lastly and most importantly the effectiveness of both kinds of marketing strategies is where we can observe a significant amount of similarities. Both the marketing strategies are copywriting-heavy strategies. No matter how many cold E-mails the company sends in a single day or how many social media advertisements does it post. Both the strategies can only yield results when the content used in those appear convincing as well as powerful before its customers.



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