

ASSESSMENT # 8

Total Marks: 30

Answer the following questions:

1. Earlier, we provided 10 examples of inspiration for tweets – a simple observation, direct messages to other Twitter users etc. Provide two examples of tweets for each of these 10 types of tweets, from the perspective of a business. (15)
2. Convincing influencers to say positive things about your brand could work wonders for your reputation. Describe how you would find, reach out to and ultimately convince an influencer to promote your business (or products) on your behalf. (15)