**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 3: Activity 11**

**GROUP ACTIVITY**

**Social ties**

Marketers use Facebook to tap in to personal social networks.

Review: <https://www.socialmediaexaminer.com/10-successful-facebook-marketing-examples/>

Critically evaluate techniques marketers in the examples use to build brand advocacy.

Use the internet to research other examples of brands that use the concept of social networks and homophily to build long-term customer relationships.

Be prepared to share your thoughts with your fellow learners.