Political Resistance in Chinese Mergers and Acquisitions: An interview with Ted Tokuchi

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Walmart Reach

OCTOBER 8TH:
- Facebook = 34,012,091 Likes
- Twitter = 156,017 Tweets
  3,149 Following
  389,701 Followers
- YouTube = 8,978 Subscribers
  22,500,192 Views

OCTOBER 31ST:
- Facebook = 34,017,470 Likes
- Twitter = 162,790 Tweets
  3,144 Following
  405,210 Followers
- YouTube = 9,055 Subscribers
  22,529,877 Views
Target Reach

OCTOBER 8TH:

- Facebook = 22,211,928 Likes.

- Twitter = 868,290 Followers.
  1,386 Following.
  11,652 Tweets.

- Youtube = 18,080 Subscribers.

OCTOBER 31ST:

- Facebook = 22,292,050 Likes.

- Twitter = 929,560 Followers.
  1,389 Following.
  11,872 Tweets.

- Youtube = 18,976 Subscribers.

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Walmart

- Each of the social media outlets were used to promote products such as:
  - seasonal items
  - sales
  - produce
  - special offers.
- Fielded customer questions comments and concerns.
- Did not necessarily try to reach out to people, but was used specifically to promote the store.
Target

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Just like its competitor, Target used their media outlets to promote their sales items. However, unlike Walmart, Target made extensive use out of their YouTube account by making their advertisement fun and interactive!
As far as feedback and the seeking of said feedback there really is none. They normally will post a tweet or post in general where people wind up commenting on it and complaining about it. From there they troubleshoot it by sending them to their website.

Their responses are more professional depending on the customer’s complaint or comment. Normally they post things in a more personal and fun way, but it depends on the response they get from their customer base. They’re very accommodating and very respectful in replies.

They are constantly posting about deals and offers that they have depending on season and stock. They’re constantly asking their followers if they had a good shopping experience and posting questions about their customers lives that directly correlates with their merchandise.
- With Target the interaction and feedback was pretty well rounded.
- They considered as many customers that they could, and tried to find solutions to any problems and complaints that came about.
- Target used all three social media sites to their advantage and full capability to field the customers’ questions, comments and concerns.
- Target’s approach was more fun, personal and professional.
Walmart

- Walmart's mission statement is: we help people save money so they can live better. They reinforce this by constantly posting about deals that they currently have, what merchandise they have on sale as well as "matching the competitors price" if their competitor has a lower price. They are always trying to save people money in the long run and are making it easier to shop for their customers.