

Social Media  
and  
Marketing

**MKTG 8**

Chapter 18

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### Learning Outcomes

- Describe social media, how they are used, and their relation to integrated marketing communications
- Explain how to create a social media campaign
- Evaluate the various methods of measurement for social media
- Explain consumer behavior on social media

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### Learning Outcomes

- Describe the social media tools in a marketer's toolbox and how they are useful
- Describe the impact of mobile technology on social media
- Understand the aspects of developing a social media plan

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### What Are Social Media?

Describe social media, how they are used, and their relation to integrated marketing communications

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## What Are Social Media?

Any tool or service that uses the Internet to facilitate conversations.

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## Social Media Tools and Platforms

**Social networks**

**Blogs**

**Microblogs**

**Media sharing sites**

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## Social Media and Consumers

At the basic level, social media consumers want to:

- Exchange information
- Collaborate with others
- Have conversations

It is up to the marketer to **decide** if **engaging** in those conversations will be **profitable** and to find the most effective method of **entering** the conversation.

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## How Consumers Use Social Media

- Before beginning to understand how to leverage social media for brand building, it is important to understand what consumers are using and how they are using it.
- Every day:
  - Two million blog posts are written
  - 4.7 billion minutes are spent on Facebook
  - Half a million tweets are posted
  - More than 860,000 hours of video are uploaded to YouTube

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## Social Commerce

A subset of e-commerce that involves the interaction and user contribution aspects of social online media to assist online buying and selling of products and services.

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## Social Media and Integrated Marketing Communications

Allows marketers to:	Allows consumers to:
<ul style="list-style-type: none"><li>• Have conversations with consumers</li><li>• Forge deeper relationships</li><li>• Build brand loyalty</li></ul>	<ul style="list-style-type: none"><li>• Connect with each other</li><li>• Share opinions</li><li>• Collaborate on new ideas according to interests</li></ul>

- Have conversations with consumers
- Forge deeper relationships
- Build brand loyalty

- Connect with each other
- Share opinions
- Collaborate on new ideas according to interests

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## Creating and Leveraging a Social Media Campaign

Explain how to create a social media campaign

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## Categorizing Media Types

Owned Media

Earned Media

Paid Media

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## Leveraging Different Types of Media

### Key Guidelines

- Maximize owned media by reaching out beyond their existing Web sites to create portfolios of digital touch points
- Recognize that aptitude at public and media relations no longer translates into earned media.
- Paid media must serve as a catalyst to drive customer engagement and expand into emerging channels.

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## The Listening System

The first action a marketing team should take when initiating a social media campaign is simple:

**LISTEN**

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### Exhibit 18.1

#### Eight Stages of Effective Listening

Stage	Description
Stage 1:	Without objective
Stage 2:	Tracking brand mentions
Stage 3:	Identifying market risks and opportunities
Stage 4:	Improving campaign efficiency
Stage 5:	Measuring customer satisfaction
Stage 6:	Responding to customer inquiry
Stage 7:	Better understanding of customers
Stage 8:	Being proactive and anticipating customer demands

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## Social Media Objectives

<i>Listen and Learn</i>	Monitor what is being said about the brand. Develop a listening strategy.
<i>Build relationships and awareness</i>	Open dialogues with stakeholders. Answer customer questions candidly.
<i>Promote products and services</i>	Get customers talking about products and services.
<i>Manage your reputation</i>	Respond to comments and criticisms. Participate in forums and discussions.
<i>Improve customer service</i>	Seek out displeased customers and engage them directly to solve issues.

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## Evaluation and Measurement of Social Media

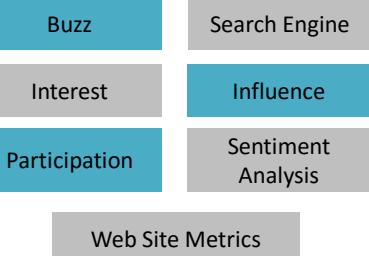
Evaluate the various methods of measurement for social media

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### Social Media Metrics



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## Social Behavior of Consumers

Explain consumer behavior on social media

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### Categories of Social Media Users



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## Categories of Social Media Users

A study of social media users determined that:

- 24 percent functioned as creators
- 37 percent functioned as critics
- 21 percent functioned as collectors
- 51 percent functioned as joiners
- 73 percent functioned as spectators
- 18 percent functioned as inactives

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## Social Media Tools: Consumer- and Corporate-Generated Content

Describe the social media tools in a marketer's toolbox and how they are useful

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## Social Media Tools

Blogs

Microblogs

Social Networks

Media Sharing Sites

Social News Sites

Location-Based Social Networking Sites

Review Sites

Virtual Worlds and Online Gaming

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## Blogs

Blog

A publicly accessible Web page that functions as an interactive journal, whereby readers can post comments on the author's entries.

Corporate Blogs

Blogs that are sponsored by a company or one of its brands and maintained by one or more of the company's employees.

Non-corporate Blogs

Independent blogs that are not associated with the marketing efforts of any particular company or brand.

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## Microblogs

- Microblogs are blogs that entail shorter posts than traditional blogs.
- Useful for disseminating news, promoting longer blog posts, sharing links, announcing events, and promoting sales.
- The ways a business can use Twitter to engage customers are almost limitless.

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## Social Networks

### Marketing Goals for Social Networking Sites

- Increasing awareness
- Targeting audiences
- Promoting products
- Forging relationships
- Highlighting expertise and leadership
- Attracting event participants
- Performing research
- Generating new business

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## Exhibit 18.2

### Facebook Lingo

Non-Individual (Usually Corporate)	Individual
Page	Profile
Fan of a page, tells fan's friends that the user is a fan, creates mini viral campaign	Friend a person, send private messages, write on the wall, see friend-only content

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## Media Sharing Sites

Web sites that allow users to upload and distribute multimedia content like videos and photos.

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### Social News Sites

Web sites that allow users to decide which content is promoted on a given Web site by voting that content up or down.

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### Location-Based Social Networking Sites

Web sites that combine the fun of social networking with the utility of location-based GPS technology.

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### Review Sites

Web sites that allow consumers to post, read, rate, and comment on opinions regarding all kinds of products and services.

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### Virtual Worlds and Online Gaming

- Virtual worlds and online gaming include massive multiplayer online games (DayZ) and online communities (Second Life).
- Almost 800 million people participated in some sort of virtual world experience.
- Annual revenue near \$1 billion.
- Nearly 25 percent of people play games within social networking sites or on mobile devices.

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## Social Media and Mobile Technology

Describe the impact of mobile technology on social media

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## Mobile and Smartphone Technology

- Worldwide, there are almost 6 billion mobile phones in use, 17 percent of which are smartphones.
- The mobile platform is such an effective marketing tool—especially when targeting a younger audience.

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## Reasons for Mobile Marketing Popularity

There is a low barrier to entry.

Consumers are acclimating to mobile privacy and pricing standards.

It is effective at garnering consumer attention in real time.

Mobile marketing is measurable.

It has a higher response rate than traditional media types.

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## Common Mobile Marketing Tools

SMS

MMS

Mobile Web Sites

Mobile ads

Bluetooth

Smartphone Apps

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## Applications and Widgets

Apps	Widgets
• Harness mobile technology	• Also called “gadgets” and “badges”
• Platform-specific or convert existing content to mobile format	• Run within existing online platforms
• Can generate buzz and customer engagement	• Cheaper to develop
	• Extend reach beyond existing platforms

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## Applications and Widgets

The following questions should be considered before investing in a marketing-oriented widget.

- Does my organization regularly publish compelling content?
- Does my content engage individuals or appeal to customer needs?
- Is my content likely to inspire conversations?
- Will customers want to share my content?

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## The Social Media Plan

Understand the aspects of developing a social media plan

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## The Social Media Plan

1. Listen
2. Set social media objectives
3. Define strategies
4. Identify the target audience
5. Select tools and platforms
6. Implement and monitor the strategy

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## The Changing World of Social Media

The rate of change in social media is astonishing—usage statistics often change daily.

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## Exhibit 18.3

### Social Media Trends

Trend	Change
Facebook	Promoted posts by individual users
Twitter	Promoted tweets
Facebook/Bing	Facebook-linked searching in Bing. Search pulls information from your Facebook profile to find more accurate information
Foursquare/Facebook places/location-based applications	Facebook Places, Foursquare gaining popularity away from major cities
Google+	Claimed by some as “Facebook Killer”
Key Ring, CardStar, Google Wallet	Smartphones become single digital wallet
Groupon, LivingSocial, Woot, etc.	Deal-a-day, social coupon trend

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## Chapter 18 Video

### Zappos

Zappos, a large online retailer, has a vibrant culture focused on customer service. The company uses social media to help customers and interact with them personally. Part of each customer reaction involves taking the time to demonstrate individual personality and the Zappos culture, all of which make Zappos one of the top in customer service.

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## Part 5 Video

### Scripps Networks Interactive

#### Promotional Decisions

Scripps Networks Interactive is a media network that runs popular television brands such as Food Network, HGTV, and Cooking Channel.

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