

Chapter 19 Social Media and Marketing

MKTG9
Lamb, Hair, and McDaniel



LEARNING OUTCOMES

- 19-1 Describe social media, how they are used, and their relation to integrated marketing communications
- 19-2 Explain how to create a social media campaign
- 19-3 Evaluate the various methods of measurement for social media
- 19-4 Explain consumer behavior on social media

LEARNING OUTCOMES

- 19-5 Describe the social media tools in a marketer's toolbox and how they are useful
- 19-6 Describe the impact of mobile technology on social media
- 19-7 Understand the aspects of developing a social media plan

What Are Social Media?

19-1

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

What Are Social Media?

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

© 2016 Cengage Learning. All Rights Reserved.

5

Social Media Tools and Platforms

Social networks

Blogs

Microblogs

Media sharing sites

© 2016 Cengage Learning. All Rights Reserved.

6

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.

© 2016 Cengage Learning. All Rights Reserved.

7

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:
 - 350 million photos are uploaded on Facebook
 - 400 million tweets are written
 - Five million photos and eighty-six million comments are uploaded to Instagram
 - More than 50,000 hours of video are uploaded to YouTube

© 2016 Cengage Learning. All Rights Reserved.

8

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.

© 2016 Cengage Learning. All Rights Reserved.

9

Social Media and Integrated Marketing Communications

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

© 2016 Cengage Learning. All Rights Reserved.

10

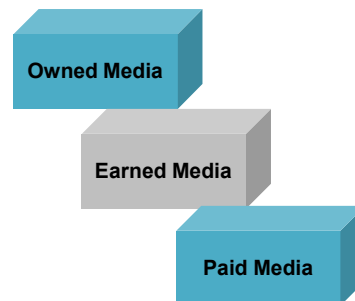
19-2

Creating and Leveraging a Social Media Campaign

Explain how to create a social media campaign

© 2016 Cengage Learning. All Rights Reserved.

Categorizing Media Types



© 2016 Cengage Learning. All Rights Reserved.

12

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.

© 2016 Cengage Learning. All Rights Reserved.

13

The Listening System

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

LISTEN!

© 2016 Cengage Learning. All Rights Reserved.

14

19.1

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

© 2016 Cengage Learning. All Rights Reserved.

15

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.

© 2016 Cengage Learning. All Rights Reserved.

16

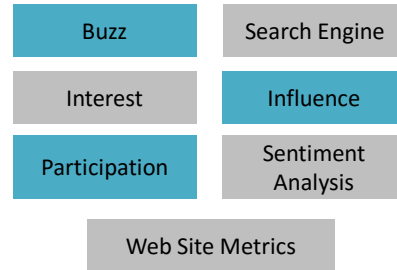
19-3

Evaluation and Measurement of Social Media

Evaluate the various methods of measurement for social media

© 2016 Cengage Learning. All Rights Reserved.

Social Media Metrics



© 2016 Cengage Learning. All Rights Reserved.

18

19-4

Social Behavior of Consumers

Explain consumer behavior on social media

© 2016 Cengage Learning. All Rights Reserved.

Categories of Social Media Users



© 2016 Cengage Learning. All Rights Reserved.

20

Categories of Social Media Users

A study of social media users determined that:

- **24** percent functioned as creators
- **36** percent functioned as critics
- **23** percent functioned as collectors
- **68** percent functioned as joiners
- **73** percent functioned as spectators
- **14** percent functioned as inactive

© 2016 Cengage Learning. All Rights Reserved.

21

19-5

Social Media Tools: Consumer- and Corporate-Generated Content

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

© 2016 Cengage Learning. All Rights Reserved.

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

© 2016 Cengage Learning. All Rights Reserved.

23

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.

© 2016 Cengage Learning. All Rights Reserved.

24

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.

© 2016 Cengage Learning. All Rights Reserved.

25

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

© 2016 Cengage Learning. All Rights Reserved.

26

19.2 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
Public, searchable	Privacy options, not searchable unless user enabled

© 2016 Cengage Learning. All Rights Reserved.

27

Media Sharing Sites

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

© 2016 Cengage Learning. All Rights Reserved.

28

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.

© 2016 Cengage Learning. All Rights Reserved.

29

Location-Based Social Networking Sites

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

© 2016 Cengage Learning. All Rights Reserved.

30

Review Sites

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

© 2016 Cengage Learning. All Rights Reserved.

31

Virtual Worlds and Online Gaming

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

© 2016 Cengage Learning. All Rights Reserved.

32

19-6

Social Media and Mobile Technology

Describe the impact of mobile technology on social media

© 2016 Cengage Learning. All Rights Reserved.

Mobile and Smartphone Technology

- Worldwide, there are more than 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.

© 2016 Cengage Learning. All Rights Reserved.

34

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.

© 2016 Cengage Learning. All Rights Reserved.

35

Common Mobile Marketing Tools

SMS

MMS

Mobile Web Sites

Mobile ads

Bluetooth

Smartphone Apps

© 2016 Cengage Learning. All Rights Reserved.

36

Applications and Widgets

Apps	Widgets
<ul style="list-style-type: none"> • Harness mobile technology • Platform-specific or convert existing content to mobile format • Can generate buzz and customer engagement 	<ul style="list-style-type: none"> • Also called “gadgets” and “badges” • Run within existing online platforms • Cheaper to develop • Extend reach beyond existing platforms

© 2016 Cengage Learning. All Rights Reserved.

37

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?

© 2016 Cengage Learning. All Rights Reserved.

38

19-7

The Social Media Plan

Understand the aspects of developing a social media plan

© 2016 Cengage Learning. All Rights Reserved.

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

© 2016 Cengage Learning. All Rights Reserved.

40

The Changing World of Social Media

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

© 2016 Cengage Learning. All Rights Reserved.

41

19.3 Social Media Trends

Trend	Change	Where Is It Now?
Facebook	Bigger, unified News Feed	
Google+	Animated GIF support	
Twitter	Broader support for Cards feature	
Bing	Rewards program offers prizes for using Bing Search	
Spotify	The ability to follow friends and musicians	
Google Wallet, Bitcoin, and NFC-enabled payment options	Replace credit cards with various forms of digital payment	
Gilt, Locket, and other social shopping sites	Integration with Facebook	
Groupon, LivingSocial, and other deal-a-day Web sites	The mainstreaming of social couponing	
HTML5	Flash and other proprietary platforms giving way to Web-based media and apps	

© 2016 Cengage Learning. All Rights Reserved.

42

Chapter 19 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.

[CLICK TO PLAY](#)

43

© 2016 Cengage Learning. All Rights Reserved.

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.

[CLICK TO PLAY](#)

44

© 2016 Cengage Learning. All Rights Reserved.