

**Chapter 19**  
Social Media and  
Marketing

MKTG9  
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## 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

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## 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

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19-1

### 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:
  - 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

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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:

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>

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19-2

### 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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**19.1**

## Eight Stages of Effective Listening

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

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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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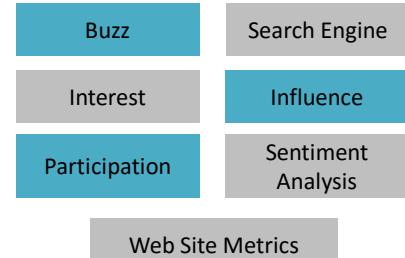
19-3

## 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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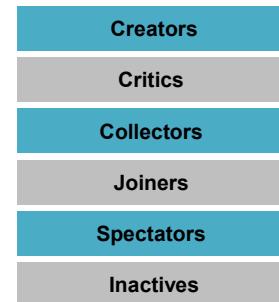
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## Social Behavior of Consumers

**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
- **36** percent functioned as critics
- **23** percent functioned as collectors
- **68** percent functioned as joiners
- **73** percent functioned as spectators
- **14** 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
- Corporate Blogs
- Non-corporate Blogs

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

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

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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## 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

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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 (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.

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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 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.

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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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19-7

## 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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## 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, JackThreads, 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	

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## 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](#)

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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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