Course Orientation of Social Media Marketing
(社群網路行銷課程介紹)

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課程教學計畫表
(Spring 2014) (2014.02 - 2014.06)

• 課程名稱：社群網路行銷
  (Social Media Marketing)

• 授課教師：戴敏育 (Min-Yuh Day)

• 開課系級：資管一碩專班A (TLMXJ1A) (MIS EMBA)

• 開課資料：選修 單學期 3 學分 (3 Credits, Elective)

• 上課時間：週一12, 13, 14 (Mon 19:20-22:10)

• 上課教室：D504
課程簡介

• 本課程介紹社會網路行銷基本概念與研究議題。

• 課程內容包括
  - 社群網路商業模式、
  - 顧客價值與品牌、
  - 社群網路消費者心理與行為、
  - 社群網路行銷蜻蜓效應、
  - 行銷傳播研究、
  - 社群網路策略、
  - 社群網路行銷計劃、
  - 行動 APP 行銷、
  - 社群網路評量指標
  - 社群網路海量資料分析、
  - 社群網路行銷個案研究。
Course Introduction

• This course introduces the fundamental concepts and research issues of social media marketing.

• Topics include
  – Business Models of Social Media,
  – Customer Value and Branding,
  – Consumer Psychology and Behavior on Social Media,
  – The Dragonfly Effect of Social Media Marketing,
  – Marketing Communications Research,
  – Social Media Strategy,
  – Social Media Marketing Plan,
  – Mobile Apps Marketing,
  – Social Media Metrics,
  – Big Data Analytics of Social Media, and
  – Case Study on Social Media Marketing.
課程目標

• 瞭解及應用社群網路行銷
  基本概念與研究議題。

• 進行社群網路行銷
  相關之資訊管理研究。
Objective

• Understand and apply the fundamental concepts and research issues of social media marketing.

• Conduct information systems research in the context of social media marketing
課程大綱 (Syllabus)

週次 (Week) 日期 (Date) 內容 (Subject/Topics)
1 103/02/17 社會網路行銷課程介紹 (Course Orientation of Social Media Marketing)
2 103/02/24 社群網路商業模式 (Business Models of Social Media)
3 103/03/03 顧客價值與品牌 (Customer Value and Branding)
4 103/03/10 社群網路消費者心理與行為 (Consumer Psychology and Behavior on Social Media)
5 103/03/17 社群網路行銷蜻蜓效應 (The Dragonfly Effect of Social Media Marketing)
6 103/03/24 社群網路行銷個案研究 I (Case Study on Social Media Marketing I)
7 103/03/31 教學行政觀摩日 (Off-campus study)
8 103/04/07 行銷傳播研究 (Marketing Communications Research)
9 103/04/14 社群網路策略 (Social Media Strategy)
<table>
<thead>
<tr>
<th>週次 (Week)</th>
<th>日期 (Date)</th>
<th>內容 (Subject/Topics)</th>
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<tbody>
<tr>
<td>10</td>
<td>103/04/21</td>
<td>期中報告 (Midterm Presentation)</td>
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<td>11</td>
<td>103/04/28</td>
<td>社群網路行銷計劃 (Social Media Marketing Plan)</td>
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<tr>
<td>12</td>
<td>103/05/05</td>
<td>行動 APP 行銷 (Mobile Apps Marketing)</td>
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<tr>
<td>13</td>
<td>103/05/12</td>
<td>社群網路評量指標 (Social Media Metrics)</td>
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<tr>
<td>14</td>
<td>103/05/19</td>
<td>社群網路行銷個案研究 II (Case Study on Social Media Marketing II)</td>
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<td>15</td>
<td>103/05/26</td>
<td>社群網路海量資料分析 (Big Data Analytics of Social Media)</td>
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<tr>
<td>16</td>
<td>103/06/02</td>
<td>端午節 放假一天 (Dragon Boat Festival) (Day off)</td>
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<td>17</td>
<td>103/06/09</td>
<td>期末報告 I (Term Project Presentation I)</td>
</tr>
<tr>
<td>18</td>
<td>103/06/16</td>
<td>期末報告 II (Term Project Presentation II)</td>
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教材課本與參考書籍

• 教材課本 (Textbook)
  • 講義 (Slides)
  • 社群網路行銷相關個案與論文
    (Cases and Papers related to Social Media Marketing)
参考書籍 (References)

- Social Media Marketing: The Next Generation of Business Engagement, Dave Evans, Susan Bratton, Jake McKee, Sybex, 2010
- Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media, Liana Evans, Que, 2010.
學期成績計算方式

• 期中評量：30.0 %
• 期末評量：30.0 %
• 課堂參與及報告討論表現：40.0 %
#1 Activity on the Web?

Social Media

Source: Social Media Business, [http://www.youtube.com/watch?v=X9sTq3pzNQQ](http://www.youtube.com/watch?v=X9sTq3pzNQQ)
FACEBOOK MARKETING
Third Edition
Leveraging Facebook for Your Marketing Campaigns
JUSTIN LEVY

Michael Miller

BESTSELLER!

YouTube
Online Video Marketing for Any Business

for Business
Second Edition

This latest edition is a must-read book for any business owner wanting to implement a successful inbound video marketing campaign.

— Rey Ybarra, Host/Producer of “The New Media Radio Hour”
www.newmediaradiohour.com

YouTube Marketing Handbook

Marc Bullard - YouTube Marketing Handbook

THE SOCIAL MEDIA MANAGEMENT HANDBOOK
EVERYTHING YOU NEED TO KNOW TO GET SOCIAL MEDIA WORKING IN YOUR BUSINESS

NICK SMITH & ROBERT WOLLAN
WITH CATHERINE ZHOU

The Complete Social Media Community Manager’s Guide

Essential Tools and Tactics for Business Success

Marty Weintraub and Lauren Litwinka
Marketing 4P to 4C

- **Product** $\rightarrow$ **Customer solution**
- **Price** $\rightarrow$ **Customer Cost**
- **Place** $\rightarrow$ **Convenience**
- **Promotion** $\rightarrow$ **Communication**

Source: Kotler and Keller (2008)
Four Pillars of **Social Media Strategy**

$C^2E^2$

Source: Safko and Brake (2009)
Social Media Can Help Orchestrate Three Spheres to Influence to Boost a Company’s Innovation Efforts

Examples of Social Media Selling Strategies in the Market Today

Strategy #1 – “Accessing social Consumers”: Use Social Media as a New Channel to Individuals

Strategy #2 – “Engaging the Hive”: Get Customers to Mobilize Their Personal Networks

Strategy #3 – “Appealing to Influencers”: Target Influencers Who Can Move the Masses

Engaging the Advocates

“Pro-sumer” collaboration

Influencer-Led Development

Social Media Community

User Reviews

Social Media Wildfire

Creating Urgency/Spontaneous Selling

“Pass it along” promptions

Recruiting others/Group Sales

Customers as “Community Organizers”

Social Media takes TIME

Listen  
No Engagement  
Google alerts
socialmention
ATTENSITY 360
ScoutLabs
radian

Promote 
Broadcast/Share  
digg
twitter
BizSugar
hello.txt
Ping.fm
ShareThis
AddThis
dlvr.it

Participate  
Low Engagement  
facebook
LinkedIn
twitter
hootsuite
seesmic
TweetDeck
TypePad
flickr
YouTube

Publish  
Content Intensive  
Blogger
WordPress
Ning

Build Community
High Engagement
facebook
LinkedIn

15 min/day + 20 min/day + 30 min/day + 3-5 hrs/wk + 5-10 hrs/wk

Original concept by Beth Kanter

Source: http://www.tintup.com/blog/how-to-increase-sales-with-social-media/
社會媒體 (social media) 的定義
(Kaplan & Haenlein, 2010)

建立在 Web 2.0 概念與技術的基礎上，
以網路為平台的應用系統
(Internet-based applications)，
讓網路使用者可以
方便產生與交流使用者建立的內容
(user generated content; UGC)。

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社會媒體服務
(Social Media Services)

提供使用者在網路環境中使用
社會媒體應用系統的線上服務
(online services)
Google+, Youtube, Facebook, Plurk
Social Media Marketing-
Marketing and Sales in Social Media

• Social Media and the Voice of the Customer
• Integrating Social CRM Insights into the Customer Analytics Function
• Using Social Media to Drive Product Development and Find New Services to Sell
• Social Community Marketing and Selling

Marketing

• “Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.” (Kotler & Keller, 2008)
Marketing Management

• “Marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.” (Kotler & Keller, 2008)
Marketing Research

• Marketing Research is the planning, collection, and analysis of data relevant to marketing decision making and the communication of the results of this analysis to management.

The Nature of Marketing Research

Dragonfly Effect

Dragonfly Effect

WING ONE • FOCUS »
Identify a single, concrete, measurable goal

WING TWO • GRAB ATTENTION »
Make someone look

WING THREE • ENGAGE »
Foster personal connection

WING FOUR • TAKE ACTION »
Enable and empower other

Definition of Business Model

A business model describes the rationale of how an organization creates, delivers, and captures value.

Business Model Canvas

Key Activities

Key Partners

Key Resources

Value Proposition

Customer Relationships

Customer Segments

Channels

Revenue Streams

Cost Structure

https://www.youtube.com/watch?v=QoAOzMTLP5s
Business Model

1. Customer Segments
2. Value Proposition
3. Channels
4. Customer Relationships
5. Revenue Streams
6. Key Activities
7. Key Resources
8. Key Partners
9. Cost Structure

Social Media Management Framework

Value
CEO CIO CFO

CEO
Strategy and Sales (Leading)

CFO-COO
Finance and Operations (Lagging)

CIO
Enterprise Technology Integration

Source: http://www.r3now.com/what-is-the-proper-relationship-for-the-cio-ceo-and-cfo/
CEO  CIO  CMO

CEO
Strategy and Sales (Leading)

CIO
Enterprise Technology Integration

CMO
Marketing Communication

Adapted from: http://www.r3now.com/what-is-the-proper-relationship-for-the-cio-ceo-and-cfo/
<table>
<thead>
<tr>
<th>Strategy</th>
<th>Vision</th>
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<tbody>
<tr>
<td></td>
<td>Mission</td>
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<tr>
<td>Tactics</td>
<td>Goals</td>
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<td></td>
<td>Objectives</td>
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<tr>
<td>Operations</td>
<td>Tasks</td>
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</tbody>
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Adapted from: [http://www.argowiki.com/index.php?title=The_Relationship_Between_the_CEO_and_CIO](http://www.argowiki.com/index.php?title=The_Relationship_Between_the_CEO_and_CIO)
CIO
Chief Information Officer

Source: http://pcdynamix.com/professional-services-2/managed-it-support/virtual-ciocito-services/
CMO
Chief Marketing Officer

CMO
Marketing
Communication
CMO: Chief Marketing Officer
CIO: Chief Information Officer

## CMO Social Media Landscape

<table>
<thead>
<tr>
<th>WEB SITE</th>
<th>CUSTOMER COMMUNICATION</th>
<th>BRAND EXPOSURE</th>
<th>TRAFFIC TO YOUR SITE</th>
<th>SEO</th>
</tr>
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<tbody>
<tr>
<td>facebook</td>
<td>A central and open communication portal, Facebook is the hub through which businesses want to drive social interaction. Positive or negative, companies can use Facebook to get their messages out and to receive customer feedback.</td>
<td>Using pages as a persona allows companies to position their brands on other relevant pages. For example, Starbucks' page itself can now post on large coffee-lovers' pages.</td>
<td>For many Web sites, Facebook has emerged as one of the top traffic sources. While the &quot;viral potential&quot; is lower on Facebook than others, nothing is more consistent at driving a steady flow of traffic to every message or post.</td>
<td>Google and Bing have both indicated that they are using &quot;social signals&quot; as part of their ranking algorithms, pointing to Facebook and Twitter in particular. While the links themselves are &quot;nofollow,&quot; the search benefits exist, especially in instances where &quot;query deserves freshness.&quot;</td>
</tr>
<tr>
<td>twitter</td>
<td>A microblogging site that enables users to send &quot;tweets,&quot; or messages of 140 characters or less</td>
<td>It isn't what you're saying on Twitter that exposes your brand. It's what you can get others to say about you that has the real impact. Getting retweets and interactions can do more for brand exposure than any other social site.</td>
<td>The prevalence of noise and spam have reduced Twitter's ability to send direct traffic. However, it is an exceptional tool for assisting with traffic generation from other sites, like Digg, StumbleUpon, and Facebook.</td>
<td>As with Facebook, Twitter has been singled out as a component of Google's and Bing's social component. The links are &quot;nofollow,&quot; but the social component is real and expected to become more prominent over time.</td>
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<tr>
<td>flickr</td>
<td>An image-and-video-hosting Web site where community members can share and comment on media</td>
<td>As a PR tool, Flickr gives company-sponsored events a pictorial home that can be more professional and better organized than on other social image-sharing sites (including Facebook).</td>
<td>Flickr's improved search rankings and integration with other social sites makes it the high-quality image posting service of choice. Bulk images should go on Facebook. Quality images should go on Flickr.</td>
<td>Even if you get tens of thousands of visits to a photo with your URL hyperlinked below, the click-through rates are among the lowest around. All links are &quot;nofollow.&quot;</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>A social-networking site for business professionals</td>
<td>Not the primary focus, but you can potentially engage customers by encouraging employees to answer industry-related questions people post and become known as an expert in the field.</td>
<td>LinkedIn is great for personal branding and showing the professional prowess in your organization. Encourage employees to maintain complete profiles to show off your solid team.</td>
<td>LinkedIn continues to improve its standing in traffic generation by encouraging sharing through every new feature it has rolled out during the past year. It isn't as consistent as Facebook or as viral as Digg, but it's getting better.</td>
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<tr>
<td>YouTube</td>
<td>A video-sharing Web site where users can share and upload new videos</td>
<td>Whether you seek to entertain, inform, or both, video is a powerful channel for quickly responding to customer complaints and showing your social-media savvy. It is also the best venue for reputation &quot;repair&quot; if things go wrong.</td>
<td>Your YouTube branding is second only to Facebook when people are researching your company. Be certain that the messages are frequent and that they align with what you want as your perceived company persona.</td>
<td>YouTube is growing in the traffic-generation segment, particularly through in-video messaging through annotations and URL branding. Clicks on content links are still minimal, but even those numbers have seen a recent rise.</td>
</tr>
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</table>

Nothing is so practical as a good theory

Summary

• This course introduces the fundamental concepts and research issues of social media marketing.

• Topics include
  – Business Models of Social Media,
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  – Social Media Metrics,
  – Big Data Analytics of Social Media, and
  – Case Study on Social Media Marketing.
Related Papers (1/3)


Contact Information

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