



Tamkang
University

Social Media Marketing

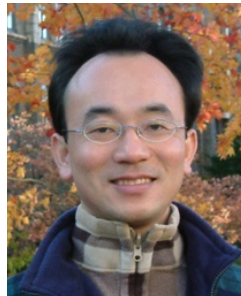
社群網路行銷

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

1022SMM01

TLMXJ1A (MIS EMBA)

Mon 12,13,14 (19:20-22:10) D504



Min-Yuh Day

戴敏育

Assistant Professor

專任助理教授

Dept. of Information Management, Tamkang University

淡江大學 資訊管理學系

<http://mail.tku.edu.tw/myday/>

2014-02-17



淡江大學102學年度第2學期 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)

課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
10	103/04/21	期中報告 (Midterm Presentation)
11	103/04/28	社群網路行銷計劃 (Social Media Marketing Plan)
12	103/05/05	行動 APP 行銷 (Mobile Apps Marketing)
13	103/05/12	社群網路評量指標 (Social Media Metrics)
14	103/05/19	社群網路行銷個案研究 II (Case Study on Social Media Marketing II)
15	103/05/26	社群網路海量資料分析 (Big Data Analytics of Social Media)
16	103/06/02	端午節 放假一天 (Dragon Boat Festival)(Day off)
17	103/06/09	期末報告 I (Term Project Presentation I)
18	103/06/16	期末報告 II (Term Project Presentation II)

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)

教材課本與參考書籍

- 參考書籍 (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.
- The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly, David Meerman Scott, Wiley, 2011.
- The Social Media Management Handbook, Robert Wollan, Nick Smith, Catherine Zhou, John Wiley, 2011.
- The Social Media Bible: Tactics, Tools, and Strategies for Business Success, Lon Safko, Wiley, 2012
- The Complete Social Media Community Manager's Guide: Essential Tools and Tactics for Business Success, Marty Weintraub, Lauren Litwinka, Sybex, 2013

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



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Dave Evans with Jake McKee

Foreword by Susan Bratton, CEO, Personal Life Media, Inc.

Social Media Marketing

The Next Generation of Business Engagement





Social Media

Strategies for Engaging in Facebook, Twitter & Other Social Media

Marketing



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A **BUSINESSWEEK** BESTSELLER

OVER A QUARTER MILLION COPIES IN PRINT
IN MORE THAN 25 LANGUAGES

The **NEW RULES** of **MARKETING** & **PR**

HOW TO USE SOCIAL MEDIA,
ONLINE VIDEO, MOBILE
APPLICATIONS, BLOGS,
NEWS RELEASES & VIRAL
MARKETING TO REACH
BUYERS DIRECTLY

Completely
Revised & Updated
Third Edition



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Dave Evans

Foreword by Susan Bratton, CEO of Personal Life Media

Social Media Marketing

AN HOUR A DAY

SECOND
EDITION



 SYBEX **SERIOUS SKILLS.**

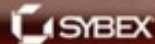
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Greg Jarboe

Foreword by Brian Cusack, Head of Display, Retail, and Canada, Google

YouTube® and Video Marketing

AN HOUR A DAY

SECOND EDITION



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Online Video Marketing for Any Business

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

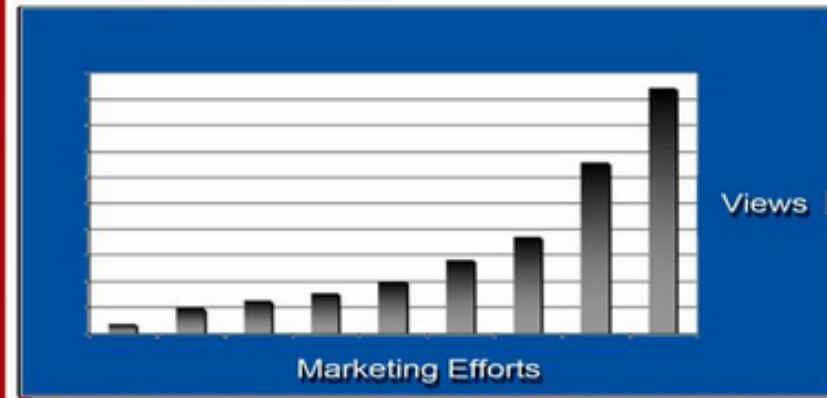
—Rey Ybarra, Host/Producer of “The New Media Radio Hour”
www.newmediaradiohour.com

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YouTube Marketing Handbook

Marc Bullard - YouTube Marketing Handbook

infomarketingexperts 1 book Subscribe



0:00 / 5:19 360p Like Add to Share 443,731

Uploaded by infomarketingexperts on Mar 25, 2011
Step by step instruction on how to use and market with just about every single feature of YouTube. Learn how to market, analyze, and research potential customers with FREE tools provided by YouTube.

by Marc Bullard

Video Marketing Specifically for YouTube

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THE

SOCIAL MEDIA MANAGEMENT HANDBOOK

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



STRATEGY, CULTURE,
METRICS, POLICIES,
ROLES, AND
RESPONSIBILITIES

NICK SMITH & ROBERT WOLLAN

WITH

CATHERINE ZHOU

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THE SOCIAL MEDIA



BIBLE

LON
SAFKO

THIRD
EDITION

TACTICS, TOOLS & STRATEGIES
FOR BUSINESS SUCCESS



The Complete Social Media Community Manager's Guide

Essential Tools and Tactics for Business Success



SYBEX

SERIOUS SKILLS.

Marty Weintraub and Lauren Litwinka

THE DRAGONFLY EFFECT

QUICK, EFFECTIVE, AND POWERFUL WAYS
TO USE SOCIAL MEDIA
TO DRIVE SOCIAL CHANGE



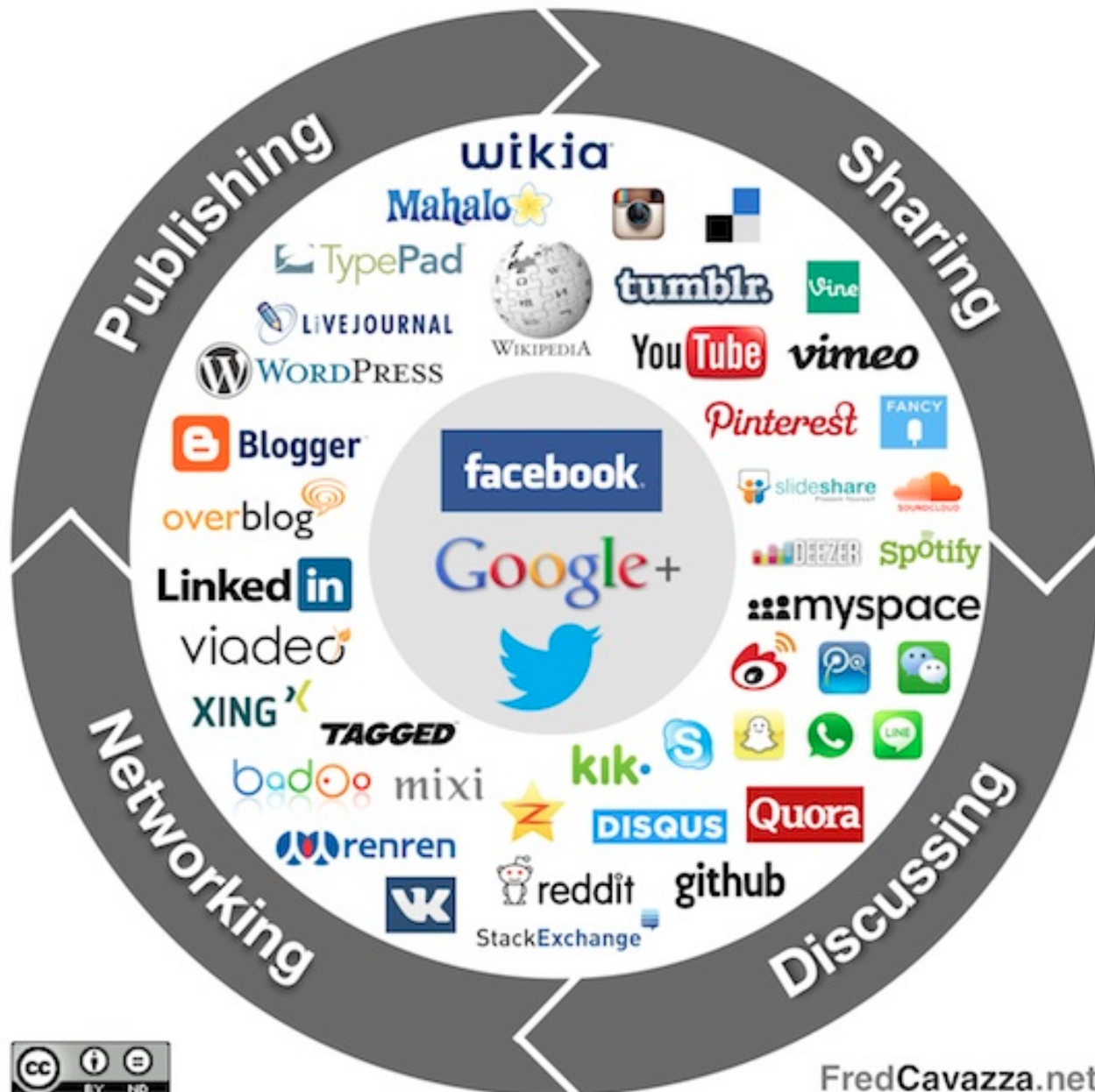
JENNIFER AAKER

ANDY SMITH WITH CARLYE ADLER

FOREWORD BY CHIP HEATH, AUTHOR OF *MADE TO STICK*

AFTERWORD BY DAN ARIELY, AUTHOR OF *PREDICTABLY IRRATIONAL*

Social Media Landscape 2013



FredCavazza.net

Social Media Management Pyramid



Social Media Marketing For Business

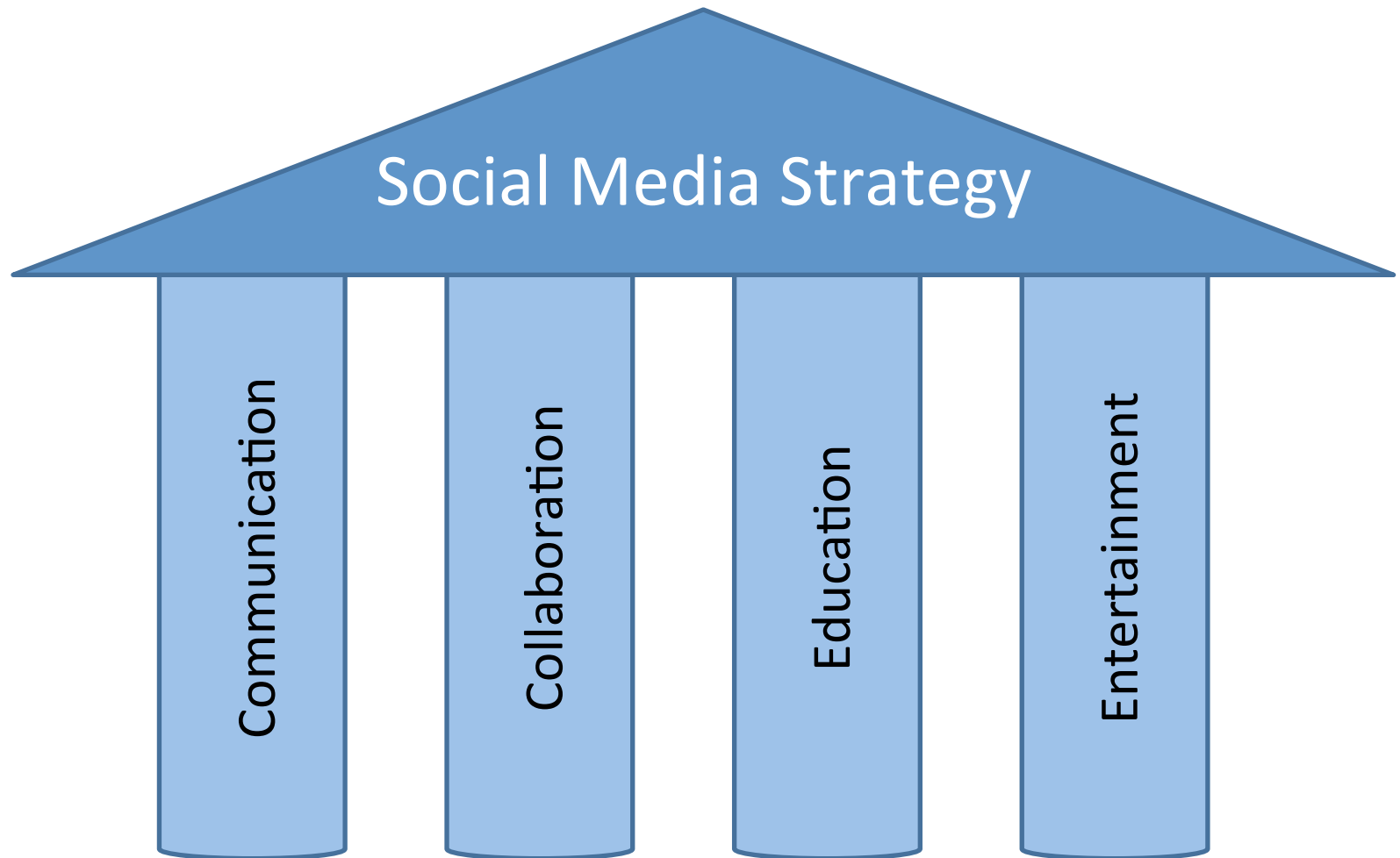


Marketing 4P to 4C

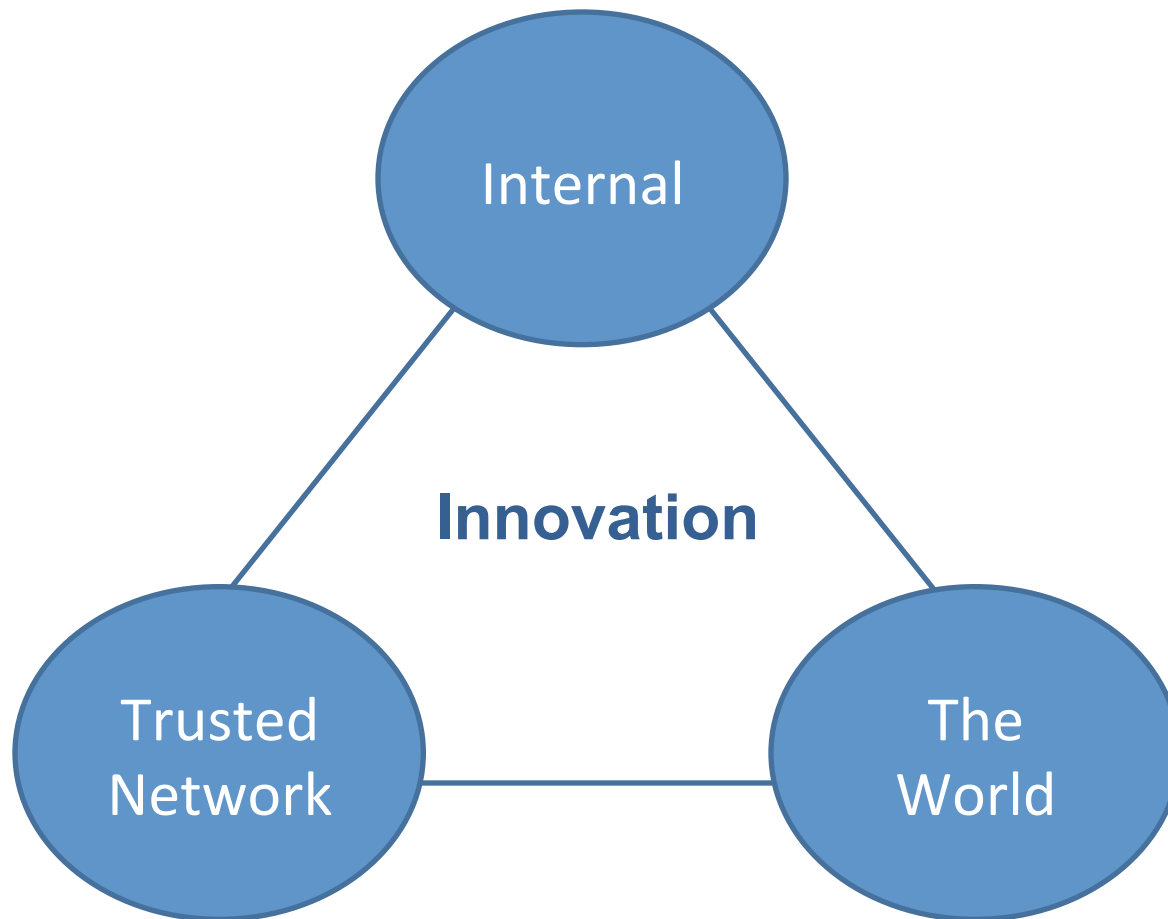
- **Product** → **Customer solution**
- **Price** → **Customer Cost**
- **Place** → **Convenience**
- **Promotion** → **Communication**

Four Pillars of **Social Media Strategy**

C²E²



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



Social Media takes TIME



Original concept by Beth Kanter

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**)。

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)

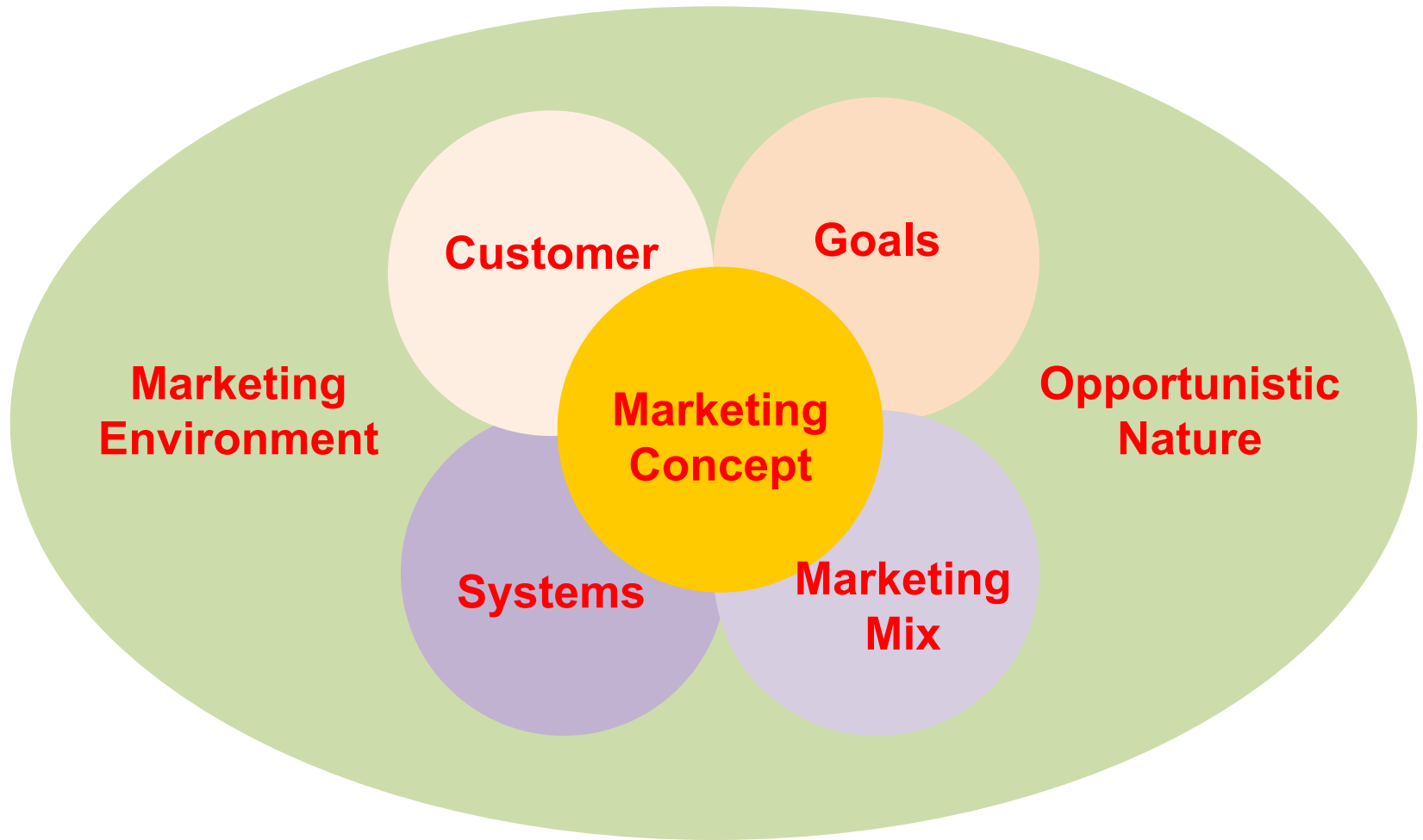
Marketing Management

- “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

Stanford **SOCIAL**
INNOVATION Winter 2011 Volume 9, Number 1 **REVIEW**



The Dragonfly Effect

How to use social media for social good.

By Jennifer Aaker & Andy Smith

PAGE 30

Collective Impact

By John Kanis & Mark Kramer
PAGE 36

Disseminating Orphan Innovations

By Susan H. Evans & Peter Clarke
PAGE 42

Microfinance Needs Regulation

By Anael Karami
PAGE 48

Dragonfly Effect

WING ONE · FOCUS »

Identify a single, concrete, measurable goal

WING TWO · GRAB ATTENTION »

Make someone look



WING THREE · ENGAGE »

Foster personal connection

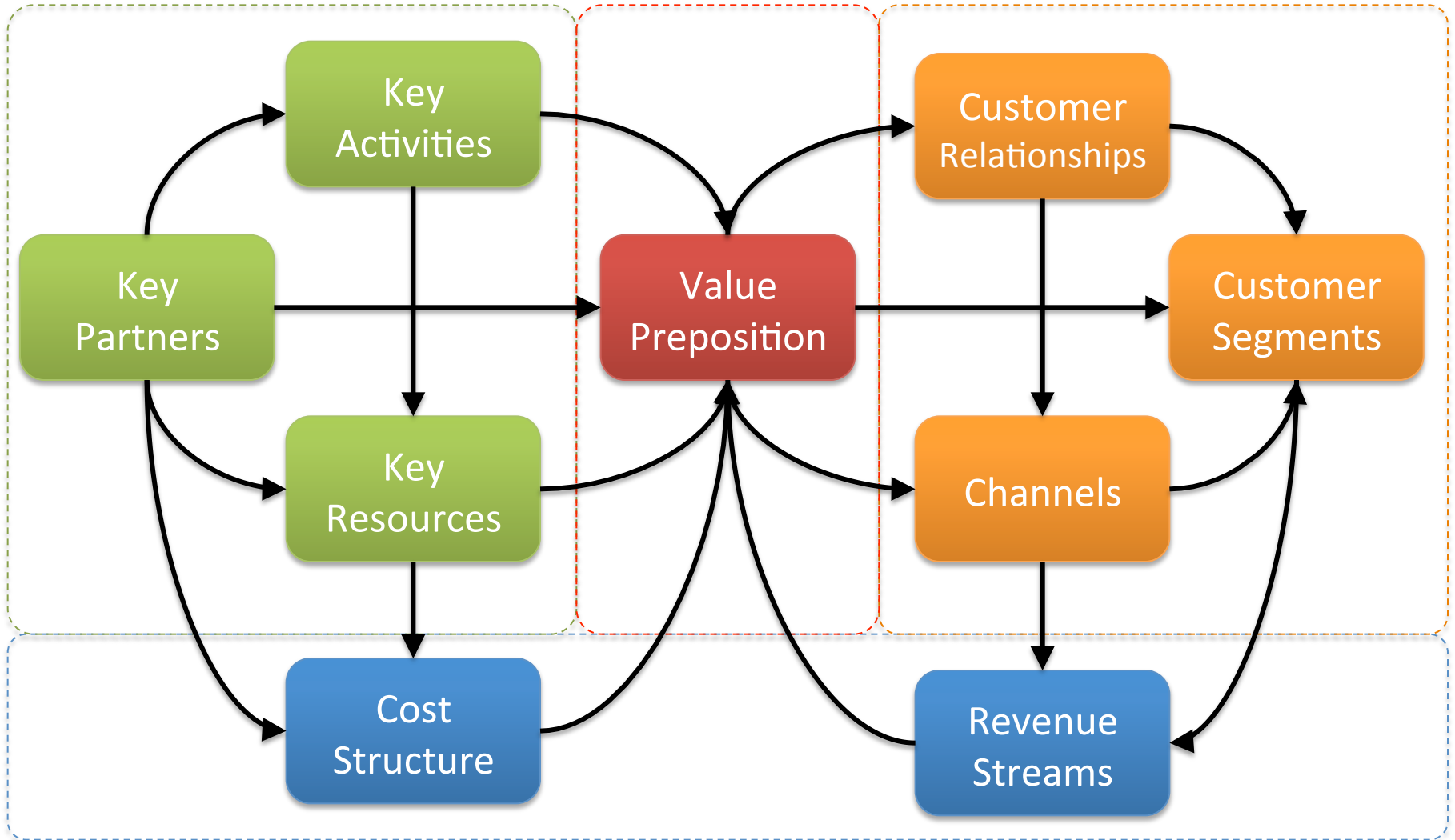
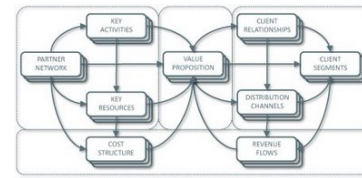
WING FOUR · TAKE ACTION »

Enable and empower other

Definition of Business Model

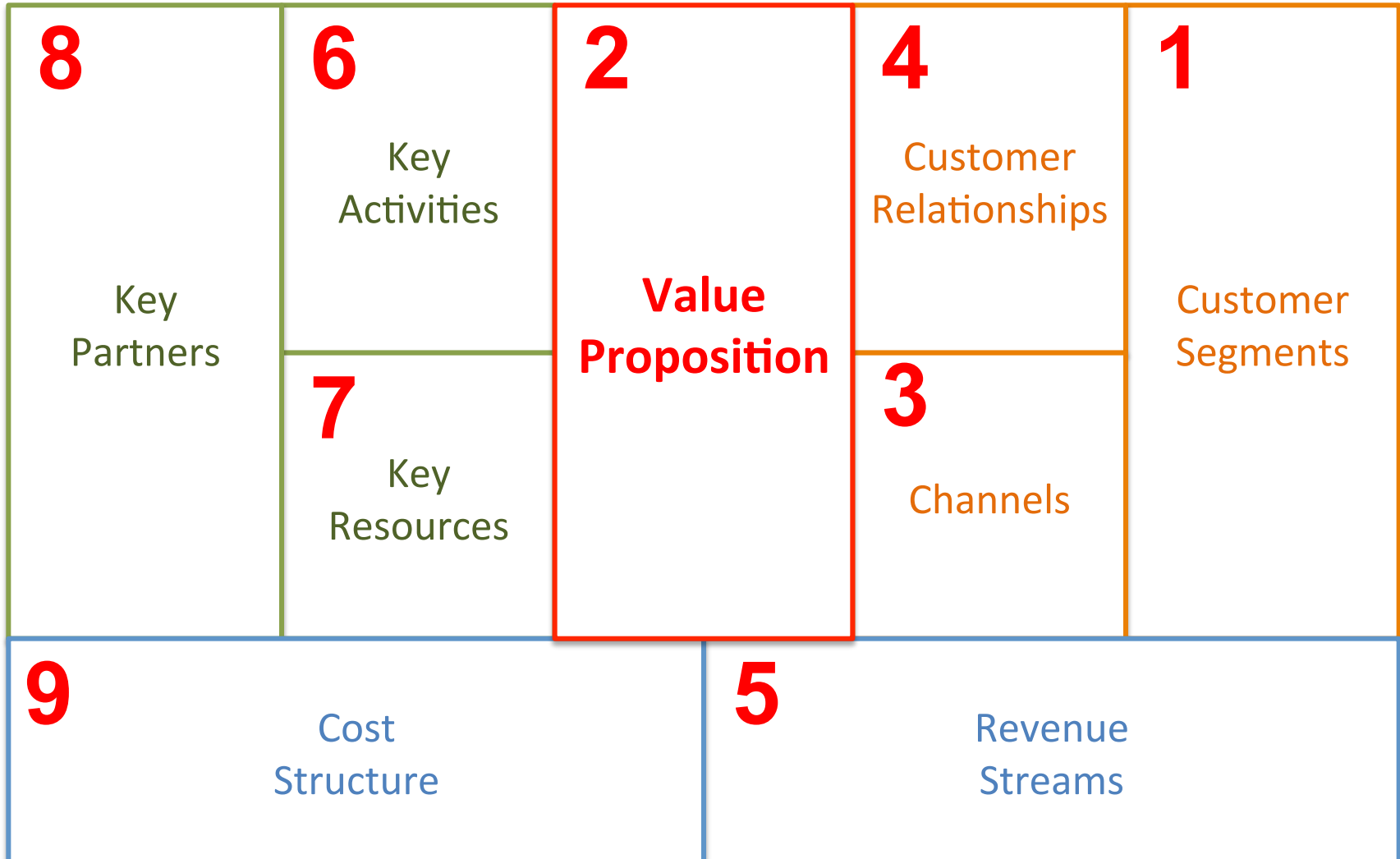
A business model
describes the rationale of
how an organization
creates, delivers, and captures
value.

Business Model Canvas

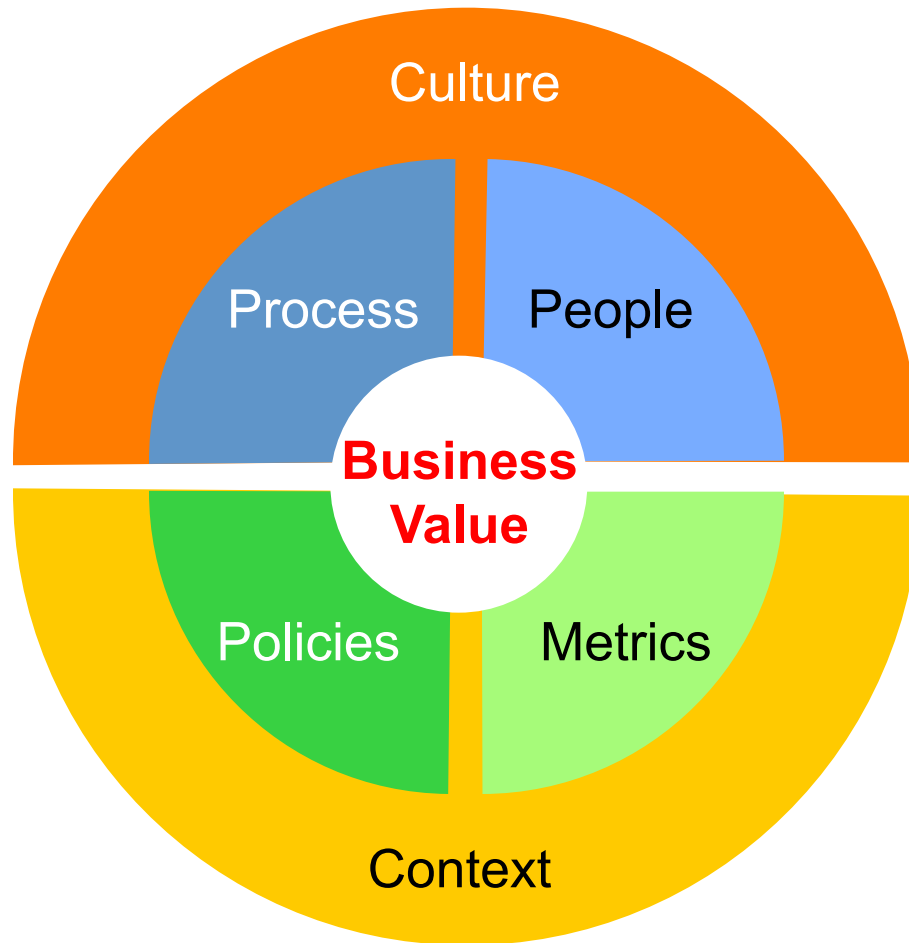


Source: http://nonlinearthinking.typepad.com/nonlinear_thinking/2008/07/the-business-model-canvas.html
<https://www.youtube.com/watch?v=QoAOzMTLP5s>

Business Model

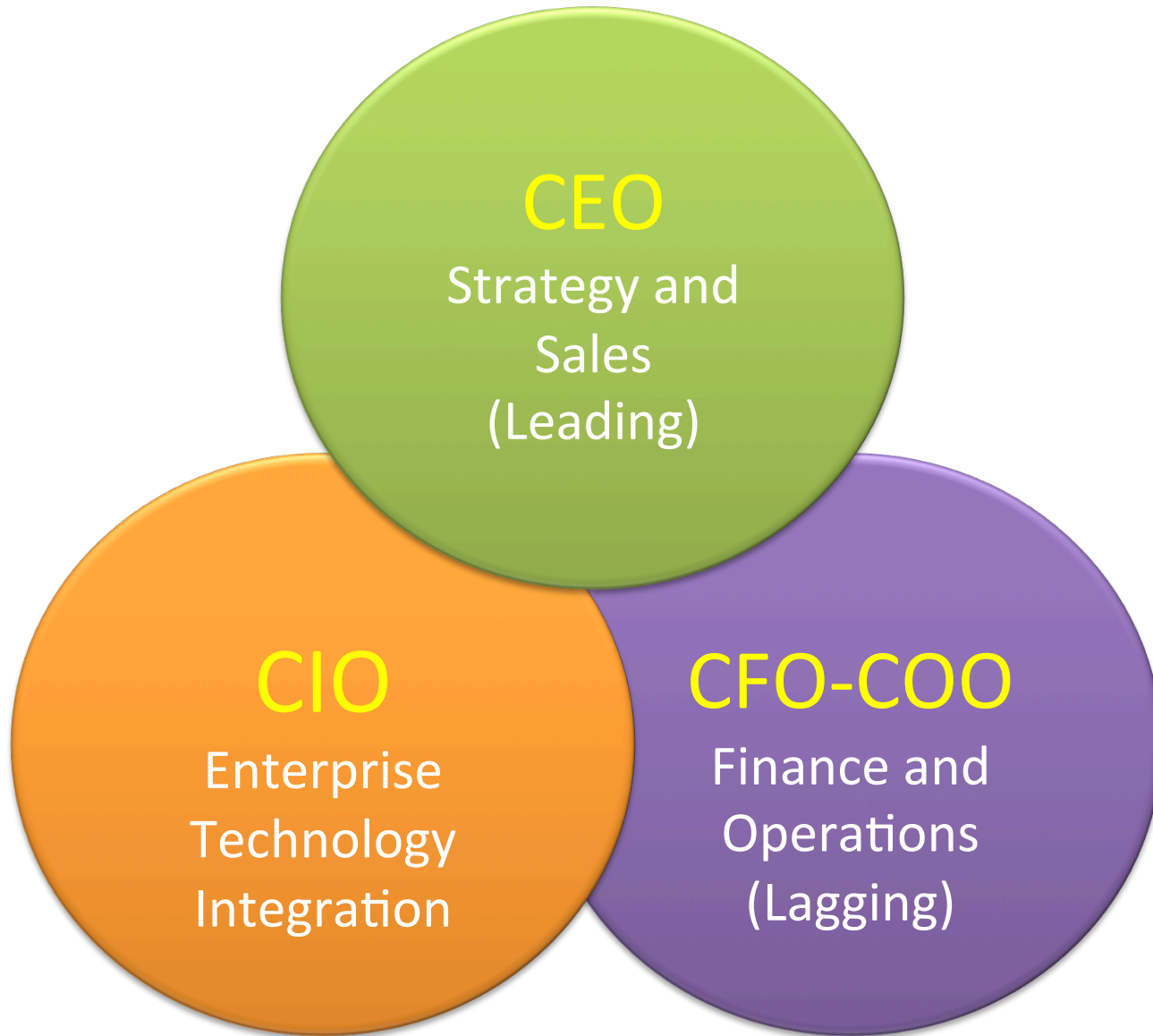


Social Media Management Framework



Value

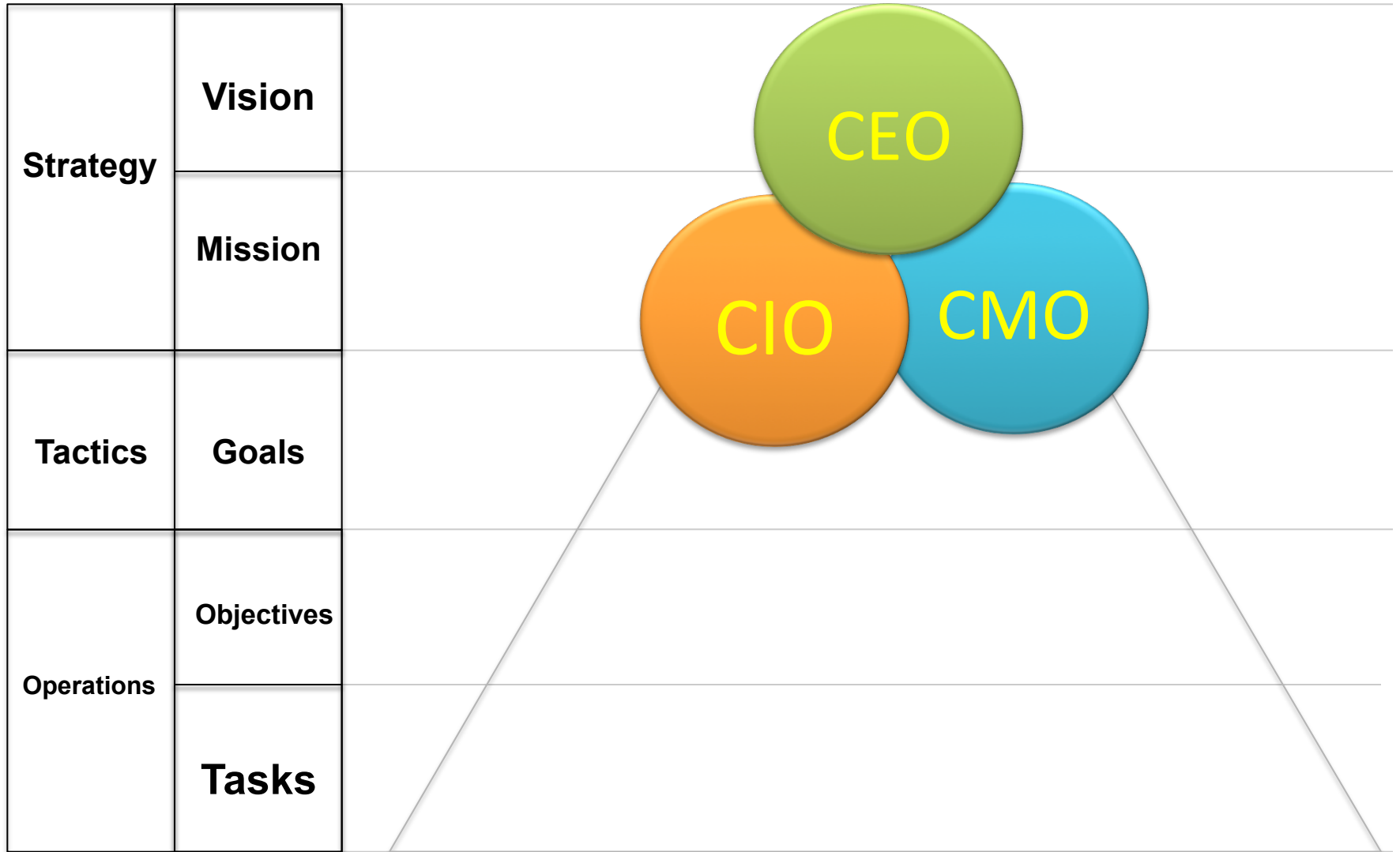
CEO CIO CFO



CEO CIO CMO



CEO CIO CMO



CIO

Chief Information Officer



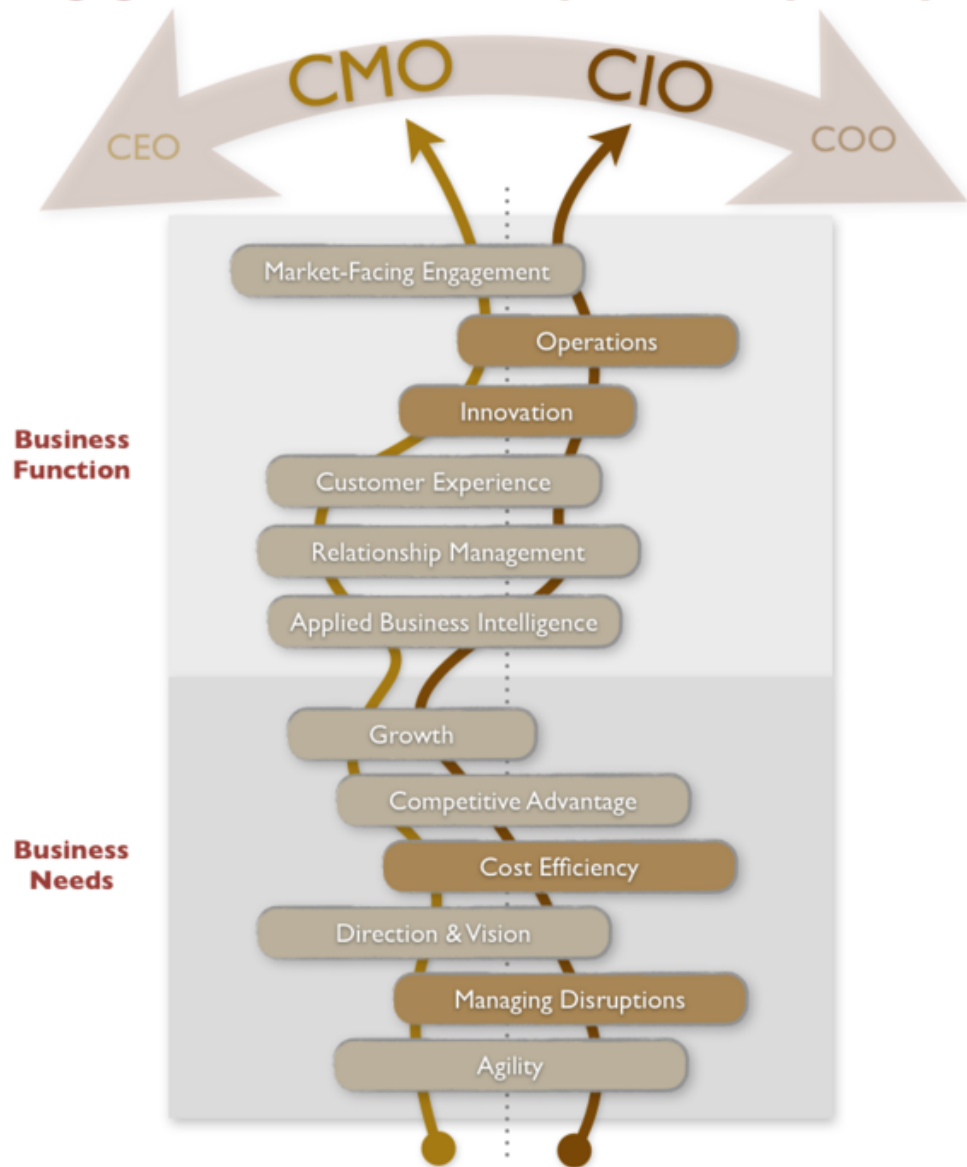
CMO

Chief Marketing Officer



CMO:
Chief
Marketing
Officer
CIO:
Chief
Information
Officer

Overlapping roles as data-driven engagement becomes a top business priority



Shifting Balance of Responsibility

From <http://zdnet.com/blog/hinchcliffe> on 

SOCIAL LUMAscape

MARKETER

CONSUMER

Social Marketing Management

BUDDY#MEDIA shoutlet vtrue SYNCAPSE
 Context Optional Spredfast thismoment
 votigo sprinklr involver

Social Publishing Platforms

hootsuite awareness social marketing software
 CO tweet tapit viralheat

Social Promotion Platforms

offerpop SocialAppsHQ Strutta SnapApp
 Social Amp! Social Factory
 heyo Seesmic extole Ambassador
 Fanzilla NORTH SOCIAL Zuberance BuzzAgent crowdtop

URL Shorteners

bity tiny arrows
 TinyURL.com

Stream Platforms

UberMedia TweetDeck
 twhair AOL Lifestream...

Twitter Apps

twitpic tweetmeme
 wefollow StockTwits
 chirpify Cadmus
 Listorious twitvid

Analytics

awe.sm bluefin
 kontagent Campaignst
 mixpanel OMNITURE
 webtrends Simply Measured

Content Curation

hunch memolane
 BuzzFeed summary
 Flipboard SkyGrid Storify

Facebook Apps

LIKESTER BranchOut
 SNAP smule
 causes booshaka

Social Advertising Platforms

nanigans Adaptly spruceMEDIA Involved Media
 Marin Taykey Ampush BLING! CIALTYZE
 SocialWire TBG
 SHIFT SAMI KENSHOOD UNIFIED Alchemy
 optima Compuze Labs Lexity EfficientFrontier

Social Brand Engagement

socialvibe Cralogy
 adly appsocial
 mylikes socialicious
 Alphabird SponsorPay
 virool sharethrough

Social Commerce Platforms

SHOP TAB
 live gamer dotbox
 STORENVY inFluive
 FLUID miyoni

Facebook Gaming

playfish zynga MetroGames
 Playdom WABAM CrownStar
 socialpoint DIGITAL
 WildNeedleGames

Social Ad Networks

OneRiot rockyou
 LIFESTREET 33 across

Social Data

LiveRamp DATA SIFT TOPSY
 GNIP

Social Search & Browsing

TOPSY wink
 Aardvark StumbleUpon
 spokeo cue

Social Intelligence

PostRank Trendrr ATTERUNITY infegy TRAACKR
 synthesio actionly quantifind
 buzzmetrics bottlenose colligent
 trackur NETWORKED INSIGHTS
 M brandprotect
 backtype
 ALTERIAN conversion NETBASE

Social Scoring

KLOUT
 empireavenue
 PeerIndex
 Kred

Social TV

tunerfish GelGlue
 INTO NOW FLINGO
 viggie

Social Networks - Other

Linked in TAGGED
 ploxio Path FLUB
 meet me orkut Google+ #hashable
 renren friend.ly

Social Business Software

pagenger lithium jive telligent
 nexu gator

External (Customer) Facing

ingage satisfaction mzingo

Internal (Employee) Facing

Assistly Tick Apps
 huddle acquia IGLOO
 cubetree Watchboo Yammer
 moxie Socialtext nrmble SOCIALCAST

Blogging Platforms

WordPress
 tumblr
 posterous
 Blogger
 Squarespace
 Joomla!

Social/Mobile Apps & Games

waze ingmoco
 RADIUS
 toopt

Social Shopping

Giantmedia Swipely Zaarly
 Wanelo FANCY
 SUPPLY

Content Sharing (Reviews/Q&A/Docs)

Dropbox Pinterest fotopea Scribd
 box Quora Answers topix
 yelp Angliis list KlubPages reddit
 everplaces

Community Platforms

GROUPS
 buddyPress
 mixxt Groupstg

Social Referral

ShopSociality
 soofriends TurnTo
 curebit

Image/Video Sharing

imgur
 SnugMag
 flickr

Social Content & Forums

DISQUS

Traditional Publishers

DAILY CANDY CNN
 THE WALL STREET JOURNAL
 Hearst Corporation
 AOL. CONDÉ NAST

twitter
 facebook



Denotes acquired company Denotes shuttered company

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MARKETING TECHNOLOGY LUMAscape

Sales & Marketing

Email Optimization
 RevealPath, RapLeaf, MobileLink, AdStack, CaunSee, Livebites, 800client

Integrated Mktg Mgmt
 Oracle, Aprimo, SAS, MarketShare, Nielsen, ThinkView, QlikView

Marketing Modeling
 MarketShare, Nielsen, ThinkView, QlikView

DB Mktg
 Axiom, Merkle, Epsilon, Allant, KBM Group, Targetbase, Quero

Social Marketing Management
 Buddy Media, Shoutlet, Vitruve, Spreadlast, Thismoment, Sprinklr, Involver

Email Service Providers
 Experian, Responsys, DeCircle, Silverpop, Dialog, Constant Contact, Yesmail, VerticalResponse, Lyris, iContact, Emailvision, Omnia, RedEye, MailChimp

Sales Automation
 Salesforce, Oracle Siebel, Microsoft Dynamics CRM, Nimbie, SAP, Sugar CRM, Pega, Creativelly, Zoho, Sage, Highrise, CDC Software

Visualization
 Cognos, Tableau, GoodData, Chartio

Sales/ Mktg BI
 SAS, SPSS, IBM, Collective, PhorLink, QlikView

DMPs
 Bluekai, Akamai, Everlate, Turn, Lotame, Demand

Data Warehouses
 Teradata, Cloudera, Oracle, SAP, Microsoft, Greenplum, IBM, Data

Marketing Data
 Experian, Acxiom, Nielsen, Comscore, Epsilon, Comscore

Social Publishing Platforms
 Hootsuite, Expion, Awareness, GoTweet, Tapit, Socialware, Hearst, Social Dynamix, SocialVot, Sprout Social, Argyle Social

Social Promotion Platforms
 Offerpop, Seismic, Strutta, Extole, SocialAppsHQ, SnapApp, Zuberance, BzzAgent, Social Amo

Mktg Automation
 Eloqua, Marketo, VIZ, Pardot, Genieus, Ivtranz, ClickSquared, HubSpot, Demandforce, Action, Manticore, Infusionsoft, Copify, Sitecore

Website

Recommendation
 RichRelevance, Sailthru, ChoiceStream, Mybuys, Baynote, Certora

B2B Personalization
 Demandbase, Insigntera, Enecto

SEO Platforms / Tools
 Bloomreach, Rio SEO, SEOmoz, Epity, Conductor, Bright Edge, Wordtracker, Rankabove, GinzaMetrics, GShift

Website Personalization & Optimization
 Touch, Liveperson, [24]7, Needia, Steelhouse, Applegic

Real-time Message/Offers
 Commerce Sciences, Telspan, Applegic

AB/MV Testing
 Monetate, Optimizely, Qubit, SiteSpect, Wingify, Maximizer, Conversion

Landing Pages
 Unbounce, Lander, Insta Page, iOn

E-Commerce Technology

E-Commerce Platform/Storefront (Enterprise)
 Demandware, Escalate, Gai Commerce, Atg, Intershop, Vanda, Elasticpath, Hybris, Amazon Services, NetSuite, Jagged Peak, MWG, Commerce, Goodsite, ChannelAdvisor, Redelivery Agent, Magento, Decrbridge, Digital River, MarketLive, Volusion, Shopify, Commerce vs, Ultracart, ProStores, GoCart

Social Referral
 B2B Bridge, 500 Friends, ShopSocially, Curebit, Extole, Turnio

Payments
 Bill Me Later, Amazon Payments, Mazooma, Recurly, Skrill, PayPal, Braintree, Stripe, First Data

M-Commerce
 Brand Brand, Zappi, Revel, ShopPad, Movylo, Airbrite, Zmags, Mad Mobile, Mobicart, ShopHubs, Retailgenics, Possipable, Skava, Unbound, Moovweb

Merchandising
 Mercadot, Swifttype, KUP, SCA

Online Video Players
 Ooyala, Magnify, Brightcove, OneScreen, VIMIX, Delve, Episodic, Vidyard, Twiststage, Kaltura, Kaltura, Miami, Silverlight, Longtail, Videojuicer

DAM
 OpenText, EMC, IBM, North Plains, Widen, Conid, Colun, Web DAM, DigiEyeZ, Edens

Web Analytics
 Omniture, Nielsen, Inpanel, Google Analytics, Unica, Cloudreach, KISSmetrics, iJento, Kariang, Clicktale, Cliqz, Crazyegg

Website Creation & Mgmt
 WCM, Interoven, Vignette, Day, FatWire, Episerver, Percussion, CrownPeak, Sitecore, Clickability, WordPress, Joomla!, Drupal, Agility

Feedback / Surveys
 Vizu, Opinions, Quicksight, UserVoice, Kanopy, Alligance, Medallia

Translation
 L10N, Smartling, SpeakL10n

Mobile Web
 Snaply, Usablenet, DotMobi, bMenu, Polar, Mobify, Moovweb, Thrillbit Mobile

Community
 Jive, OneSite, Pagenger, Asasatly, Lithium, Ngage, Communispace, Telligent, Cobotation, Neusgator, Mzinga

Social Content & Forums
 Disqus, Chubb, Echo, Facebook, b:disqus, clopic, RebelMouse, Publisys

Tag Mgmt
 Tealium, Man, Enlighten

Site Perf/Opt
 Keynote, Blazens, Strongloop

WCM
 Interoven, Vignette, Day, FatWire, Episerver, Percussion, CrownPeak, Sitecore, Clickability, WordPress, Joomla!, Drupal, Agility

Community
 Jive, OneSite, Pagenger, Asasatly, Lithium, Ngage, Communispace, Telligent, Cobotation, Neusgator, Mzinga

Social Login/Sharing
 Janrain, Conduit, Gigya, Meebo, OneSite, LoginRadius, AddThis, Sharethis, Fynt

Gamification
 Badgeville, Launchball, PunchTab, OpenQuest, Actionable



Denotes acquired company Denotes shuttered company

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CMO Social Media Landscape

WEB SITE	CUSTOMER COMMUNICATION	BRAND EXPOSURE	TRAFFIC TO YOUR SITE	SEO
<p>facebook</p> <p><i>A social-networking site where users can add friends, send messages, and build their own profiles</i></p>	<p>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.</p>	<p>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.</p>	<p>For many Web sites, Facebook has emerged as one of the top traffic sources. While the "viral potential" is lower on Facebook than others, nothing is more consistent at driving a steady flow of traffic to every message or post.</p>	<p>Google and Bing have both indicated that they are using "social signals" as part of their ranking algorithms, pointing to Facebook and Twitter, in particular. While the links themselves are "nofollow," the search benefits exist, especially in instances where "Query Deserves Freshness."</p>
<p>twitter</p> <p><i>A microblogging site that enables users to send "tweets," or messages of 140 characters or less</i></p>	<p>Twitter is the ultimate outbound messaging tool. Inbound customer communications are quick and to the point, allowing for simple monitoring and management of conversations.</p>	<p>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.</p>	<p>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.</p>	<p>As with Facebook, Twitter has been singled out as a component of Google's and Bing's social component. The links are "nofollow," but the social component is real and expected to become more prominent over time.</p>
<p>flickr</p> <p><i>An image-and video-hosting Web site where community members can share and comment on media</i></p>	<p>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).</p>	<p>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.</p>	<p>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 "nofollow."</p>	<p>Flickr is very much indexed in search engines and passes links and page rank. It is also a major part of Google's and Bing's social search component—photos liked by individuals can be seen more prevalently in their friends' searches.</p>
<p>LinkedIn</p> <p><i>A social-networking site for business professionals</i></p>	<p>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.</p>	<p>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.</p>	<p>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.</p>	<p>Very high page rank, almost guaranteed to be a ranking on the first page of search results, especially for your individual employee names. High SEO value for vanity search for your name, but that is about it.</p>
<p>YouTube</p> <p><i>A video-sharing Web site where users can share and upload new videos</i></p>	<p>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 "repair" if things go wrong.</p>	<p>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.</p>	<p>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.</p>	<p>Very good for building links back to your site because the videos rank very well. YouTube channels are a tried-and-true way to send some really good exposure and SEO back to your brand.</p>

GOOD!

OKAY!

BAD!

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,
 - 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.

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