Social Media Marketing
社群網路行銷

顧客價值與品牌
(Customer Value and Branding)

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http://mail.tku.edu.tw/myday/
2014-03-03
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)
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Marketing

“Meeting needs profitably”

Value

the sum of the tangible and intangible benefits and costs

Value

Customer perceived value

Total customer benefit

Total customer cost

Customer Value Triad

Quality, Service, and Price (qsp)

Value and Satisfaction

• Marketing
  – identification, creation, communication, delivery, and monitoring of customer value.

• Satisfaction
  – a person’s judgment of a product’s perceived performance in relationship to expectations.

Building Customer Value, Satisfaction, and Loyalty

Modern Customer-Oriented Organization

Customer Perceived Value

Customer Perceived Value

Product benefit
Services benefit
Personnel benefit
Image benefit

Total customer benefit

Monetary cost
Time cost
Energy cost
Psychological cost

Total customer cost

Customer perceived value

Satisfaction

“a person’s feelings of pleasure or disappointment that result from comparing a product’s perceived performance (or outcome) to expectations”

Loyalty

“a deeply held commitment to rebuy or repatronize a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behavior.”

Customer Perceived Value, Customer Satisfaction, and Loyalty

Customer Value Analysis

1. Identify the major attributes and benefits customers value
2. Assess the quantitative importance of the different attributes and benefits
3. Assess the company’s and competitors’ performances on the different customer values against their rated importance
4. Examine how customers in a specific segment rate the company’s performance against a specific major competitor on an individual attribute or benefit basis
5. Monitor customer values over time

The Marketing Funnel

Developing Compelling Customer Value Propositions

1. Internal engineering assessment
2. Field value-in-use assessment
3. Focus-group value assessment
4. Direct survey questions
5. Conjoint analysis
6. Benchmarks
7. Compositional approach
8. Importance ratings

Customer Value, Brand, and Product

• At the heart of a great brand is a great product.
• Product is a key element in the market offering.
• To achieve market leadership, firms must offer products and services of superior quality that provide unsurpassed customer value.

Brand
Volvo - Safety

Welcome to Volvo

www.VolvoGroup.com

» Volvo Trucks

» Volvo Buses

» Volvo Construction Equipment

» Volvo Penta

» Volvo Financial Services

» Volvo Group

www.VolvoCars.com

VOLVO OCEAN RACE
Learn more on www.volvoceanrace.com

Volvo provides transportation related products and services with focus on quality, safety and environmental care. Founded more than 80 years ago, a solid position and reputation worldwide has been built up over the decades. The brand is shared between Volvo Group and Volvo Cars - we welcome you to explore our worlds!

Source: http://www.volvo.com/
Components of the Marketing Offering

Value-based prices

Attractiveness of the market offering

Product features and quality

Services mix and quality

Product Levels:
The Customer-Value Hierarchy

- Core benefit
- Basic product
- Expected product
- Augmented product
- Potential product

Branding

Creating Brand Equity

Creating Brand Equity

• One of the most valuable intangible assets of a firm is its brands, and it is incumbent on marketing to properly manage their value.

• Building a strong brand is both an art and a science.

• It requires careful planning, a deep long-term commitment, and creatively designed and executed marketing.

• A strong brand commands intense consumer loyalty—at its heart is a great product or service.

What is a Brand?
Brand

• “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.”

(The American Marketing Association)
What is Branding?
Branding is endowing products and services with the power of a brand.

Branding
creating differences between products

Branding

Marketers need to teach consumers “who” the product is—by giving it a name and other brand elements to identify it—as well as what the product does and why consumers should care.

Branding

Branding creates mental structures that help consumers organize their knowledge about products and services in a way that clarifies their decision making and, in the process, provides value to the firm.

Branding

Coca-Cola learned a valuable lesson about its brand when it changed its formula without seeking sufficient consumer permission.

Branding

• Business-to-business technology leader NetApp has made a concerted effort to build its brand through a variety of marketing communications and activities.

Brand Equity

• **Brand equity** is the *added value* endowed on products and services.

• It may be reflected in the way consumers think, feel, and act with respect to the brand, as well as in the prices, market share, and profitability the brand commands.
BrandAsset Valuator Model

The Universe of Brand Performance

These brands have low brand strength but high potential. They have built some energy and relevance, but are known to only a relatively small audience. Consumers are expressing curiosity and interest.

These brands have become irresistible, combining high brand strength with high brand stature. They have high earnings, high margin power, and the greatest potential to create future value.

BrandDynamics Pyramid

- **Presence**: Do I know about it?
- **Relevance**: Does it offer me something?
- **Performance**: Can it deliver?
- **Advantage**: Does it offer something better than the others?
- **Bonding**: Nothing else beats it

- Weak relationship/ Low share of category expenditure
- Strong relationship/ High share of category expenditure

Brand Resonance Pyramid

MasterCard’s “Priceless” campaign reinforces the emotional rewards of the brand

Secondary Sources of Brand Knowledge

Brand Communities

• a specialized community of consumers and employees whose identification and activities focus around the brand

• companies are interested in collaborating with consumers to create value through communities built around brands.

The Process of Collective Value Creation in Brand Communities

Value Creation Practices
How Brand Community Practices Create Value

Social Networking
- Welcoming
- Empathizing
- Governing

Community Engagement
- Staking
- Milestoning
- Badging
- Documenting

Impression Management
- Evangelizing
- Justifying

Brand Use
- Grooming
- Customizing
- Commoditizing

# Brand

2014 Brand Keys Customer Loyalty Engagement Index

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Source: [http://brandkeys.com/](http://brandkeys.com/)
# The World's Most Valuable Brands

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<tr>
<th>Rank</th>
<th>Brand</th>
<th>Brand Value ($bil)</th>
<th>1-Yr Value Change (%)</th>
<th>Brand Revenue ($bil)</th>
<th>Company Advertising ($mil)</th>
<th>Industry</th>
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<td>20</td>
<td>156.5</td>
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<td>4</td>
<td>77.8</td>
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Apple

Market Cap $416.62 B
As of May 2013

Follow (2095)

At a Glance
Industry: Computer Hardware
Founded: 1976
Country: United States
CEO: Timothy Cook
Website: www.apple.com
Employees: 72,800
Sales: $164.69 B
Headquarters: Cupertino, California

Forbes Lists
#1 World's Most Valuable Brands
#79 Innovative Companies (#26 in 2012)
#15 Global 2000
#15 in Sales
#2 in Profit
#141 in Assets
#1 in Market value

Source: http://www.forbes.com/companies/apple/
Coca-Cola

Market Cap $173.05 B
As of May 2013

+ Follow (510)

At a Glance

Industry: Beverages
Founded: 1892
Country: United States
CEO: Muhtar Kent
Website: www.thecoca-colacompany.com
Employees: 150,900
Sales: $48.02 B
Headquarters: Atlanta, Georgia

Forbes Lists

#3 World's Most Valuable Brands
#79 Global 2000
#182 in Sales
#49 in Profit
#285 in Assets
#26 in Market value

Source: http://www.forbes.com/companies/coca-cola/
Google

Market Cap $268.44 B
As of May 2013

+ Follow (1709)

At a Glance

Industry: Computer Services
Founded: 1998
Country: United States
CEO: Larry Page
Website: www.google.com/corporate/index.html
Employees: 53,861
Sales: $50.18 B
Headquarters: Mountain View, California

Forbes Lists

#5 World's Most Valuable Brands
#47 Innovative Companies (#24 in 2012)
#68 Global 2000
#176 in Sales
#38 in Profit
#263 in Assets
#3 in Market value

Source: http://www.forbes.com/companies/google/
Constructing a Brand Positioning Bull’s-eye

Interbrand Brand Valuation Method

Marketing Organization

Brand/Product Manager Interaction

Vertical Product Team

PM
(Product Manager)

APM
(Associate Product Manager)

PA
(Product Assistant)

Triangular Product Team

PM
(Product Manager)

R
(Market Researcher)

C
(Communication Specialist)

Horizontal Product Team

PM
(Product Manager)

R
(Market Researcher)

C
(Communication Specialist)

S
(Sales Manager)

D
(Distribution Specialist)

F
(Finance/Accounting Specialist)

E
(Engineer)

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

Four Pillars of Social Media Strategy

C²E²

Social Media Strategy

Communication

Collaboration

Education

Entertainment

The Customer Engagement Cycle

Building lifetime customer relationships on relevant marketing information

Source: http://blog.competingoninformation.com/2012/07/20/from-summer-love-till-death-do-us-part/
References

• Philip Kotler & Kevin Lane Keller, Marketing Management, 14th ed., Pearson, 2012

