



Social Media Marketing

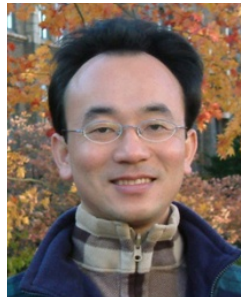
社群網路行銷

社群網路行銷蜻蜓效應 (The Dragonfly Effect of Social Media Marketing)

1022SMM05

TLMXJ1A (MIS EMBA)

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



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2014-03-17



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)

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*

Designing Happiness



Jennifer Aaker

Connect with Jennifer:



A social psychologist and marketer, Jennifer Aaker is the General Atlantic Professor of Marketing at Stanford University's Graduate School of Business.



Andy Smith

Connect with Andy:



A career tech marketer, Andy Smith is a Principal of Vonavona Ventures where he advises and bootstraps technical and social ventures with guidance in marketing and customer strategy.

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



- ✓ **FOCUS:** on a clear goal
- ✓ **GRAB ATTENTION:** look at me
- ✓ **ENGAGE:** tell a great story

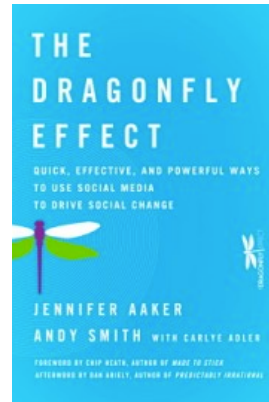
Dragonfly Effect



- How to tap **social media** and **consumer psychological insights** to achieve a single, concrete goal.
- Named for the only insect that is able to move in any direction when its four wings are working in concert.

Happiness

Dragonfly Effect



**How to harness
the incredible power of
social media
to make a difference**

Dragonfly Effect

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



The Dragonfly Effect

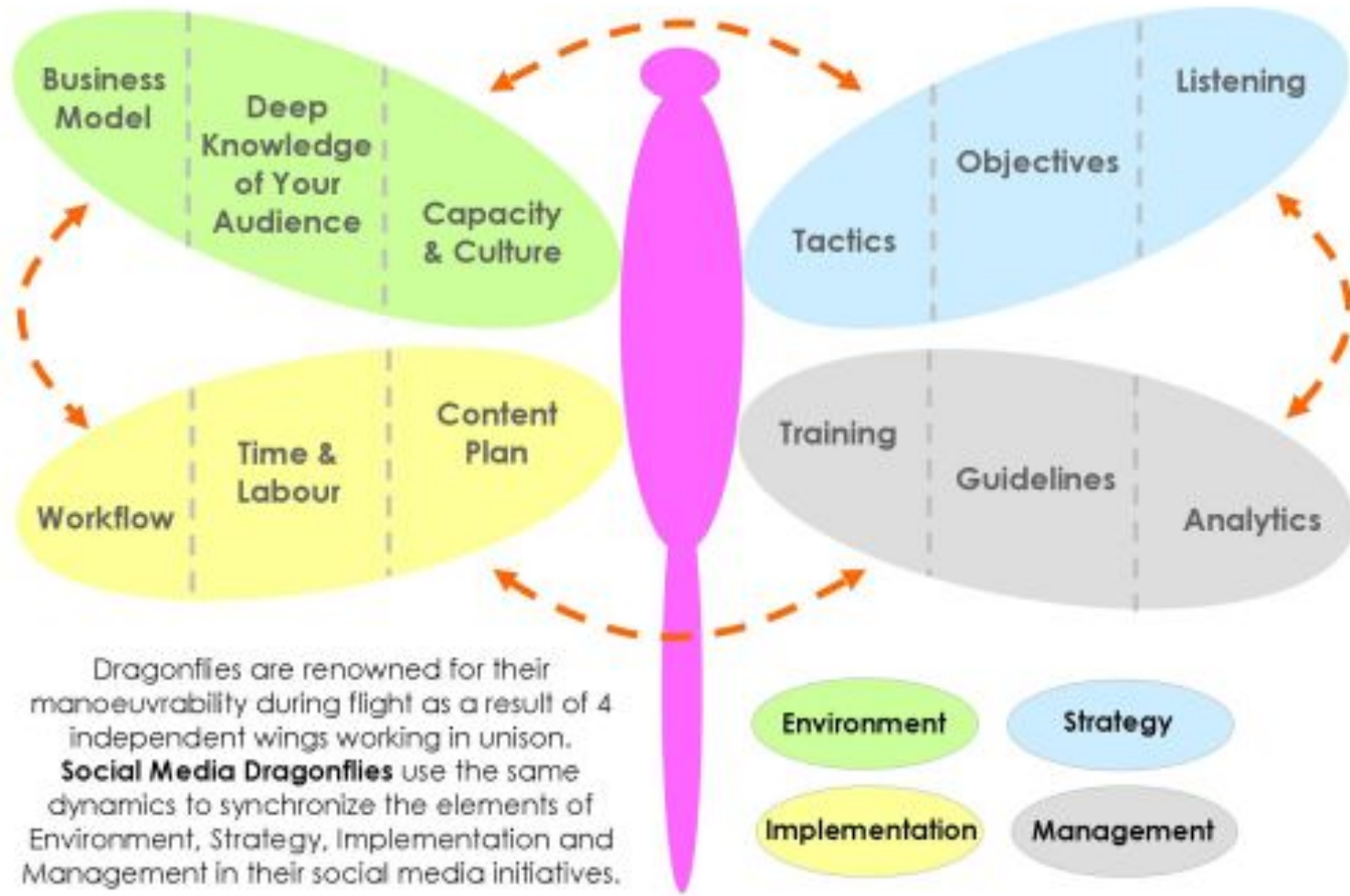
How to use social media for social good.

By Jennifer Aaker & Andy Smith
PAGE 30

- 
Collective Impact
By John Kania & 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

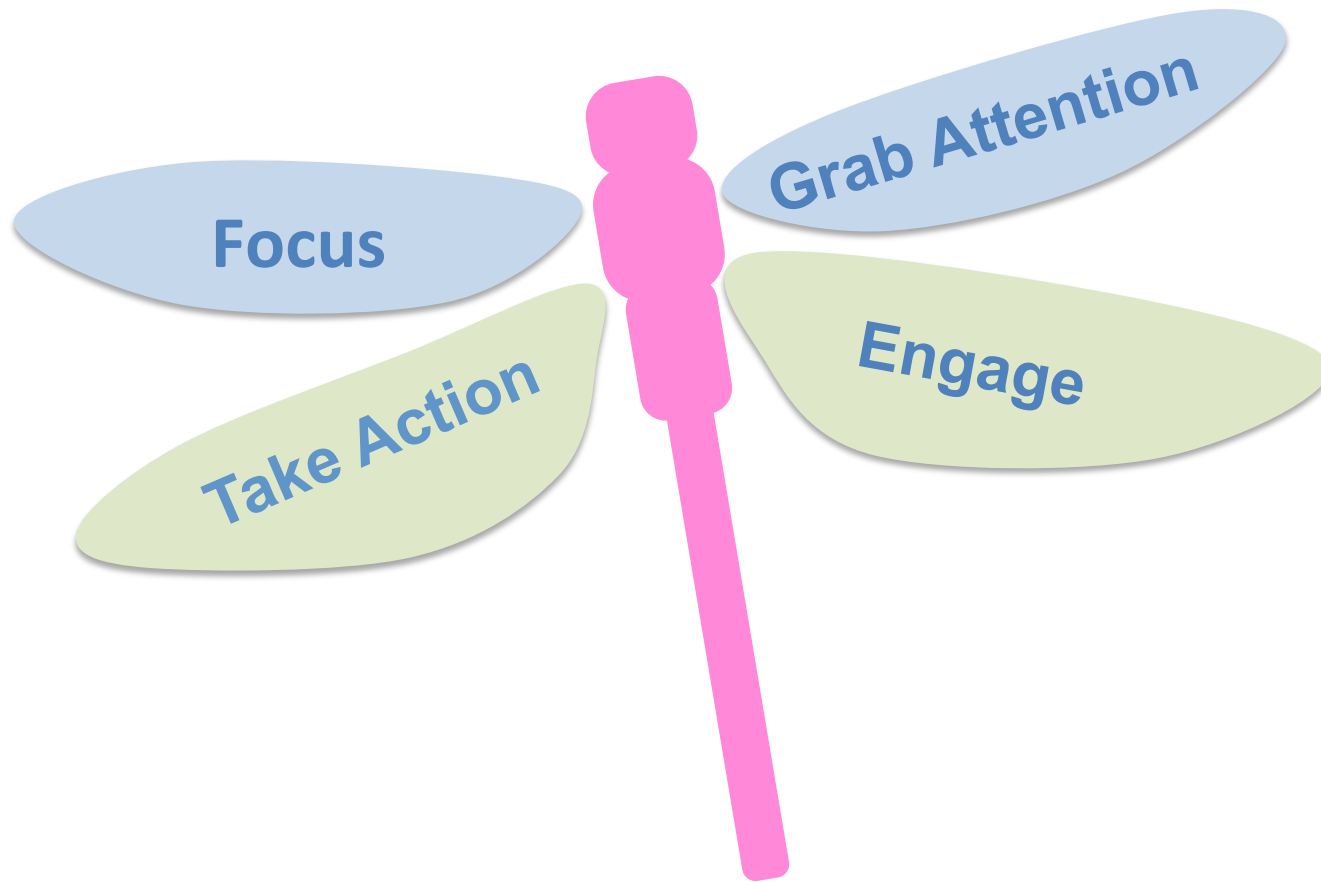
Social Media Dragonfly



Dragonflies are renowned for their manoeuvrability during flight as a result of 4 independent wings working in unison. **Social Media Dragonflies** use the same dynamics to synchronize the elements of Environment, Strategy, Implementation and Management in their social media initiatives.

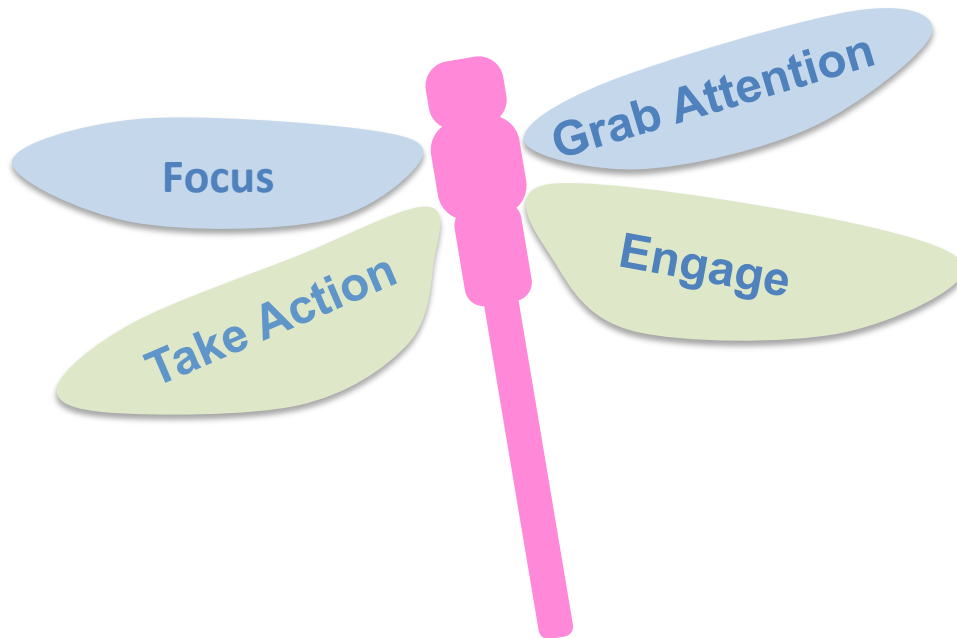
Inspired by The Dragonfly Effect, Jennifer Aaker, Andy Smith © Mark Smiciklas, Digital Strategist, IntersectionConsulting.com/blog

The Dragonfly Effect Model



The Dragonfly Model

Focus + GET



The Dragonfly Model



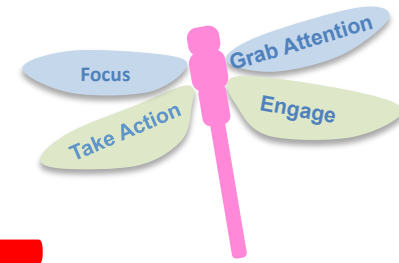
Focus + GET

Grab
Attention

Engage

Take
Action

The Dragonfly Model



Focus + GET

Grab Attention

- Make our message bold, crisp, & human
- Use MANY channels

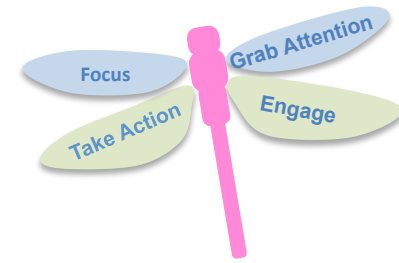
Engage

- Funnel traffic to a single destination
- Be personally meaning

Take Action

- Clear call to action in all communication (K.I.S.S)
- Track metrics & collective impact

The Dragonfly Model



FOCUS + GET

The Dragon Effect relies on **four distinct wings**;
when **working together**,
they achieve **remarkable results**

The Dragonfly Model

Focus + GET



- **Focus**
 - Identify a single concrete and measurable goal
- **Grab Attention**
 - Make someone look
 - Cut through the noise of social media with something personal unexpected visceral, and visual
- **Engage**
 - Create a personal connection, accessing higher emotions through deep empathy, authenticity, and telling story.
- **Take Action**
 - Enable the power others to action

How to Do Something Seismic and Create a Movement

1. Stay focused; develop a single goal.
2. Tell your story.
3. Act, then think.
4. Design for collaboration.
5. Employ empowerment marketing.
6. Measure one metric.
7. Try, fail, try again, succeed.
8. Don't ask for help; require it.

Cultivating a Human-Centered Approach

- What is she like?
- What keeps her up at night?
- What do you want her to do?
- How might she resist?
 - Shared experiences
 - Shared values
 - Shared goals

Building Three Bridges

- Shared experiences:
 - What do you have in common: memories, historical events, interests?
- Shared values:
 - What do you value personally and collectively: beliefs, norms, and driving desires?
- Shared goals:
 - Where are you headed in the future?
 - What outcomes are mutually desired?

Five Design Principles to **Focus**

HATCH

1. Focus



Humanistic

Actionable

Testable

Clarity

Happiness

Five Design Principles to **Focus**

HATCH

- Humanistic
 - Focus on understanding your audience rather than making assumptions about quick solutions.
- Actionable
 - Use short-term tactical micro goals to achieve long-term macro goals.
- Testable
 - Before you launch, identify metrics that will help evaluate your progress and inform your actions.
 - Establish deadlines and celebrate small wins along the way.
- Clarity
 - Keep your goal clear to increase your odds of success and generate momentum.
- Happiness
 - Ensure that your goals are meaningful to you and your audience.

Yes We Can!

Yes We Can!

How Obama Won with Social Media

How Obama Won with Social Media

The image shows a screenshot of the Obama-Biden campaign website. At the top, there is a navigation bar with links for 'Get Local', 'Create Your MyBO Account', 'Email Address', 'Zip Code', and 'Get Started'. The main header features the Obama-Biden logo, a photo of Barack Obama and Joe Biden, and the slogan 'I'M ASKING YOU TO BELIEVE. Not just in my ability to bring about real change in Washington ... I'm asking you to believe in yours.' A prominent 'CHANGE' button is visible, along with a 'FIND YOUR POLLING LOCATION' button and a 'DONATE AND GET A GIFT' button.

The main content area is divided into several sections. On the left, there is a 'VOLUNTEER NEAR YOU' section with a large 'YOU' graphic. In the center, there is a 'FIND YOUR LOCAL VOLUNTEER EVENT' section with a 'Zip Code' input field and a 'LEARN MORE' button. On the right, there is a '5 THINGS YOU CAN DO' section with a 'VOLUNTEER' heading and four sub-sections: 'KNOCK ON DOORS', 'MAKE CALLS', 'FIND EVENTS', and 'LOGIN MyBO'.

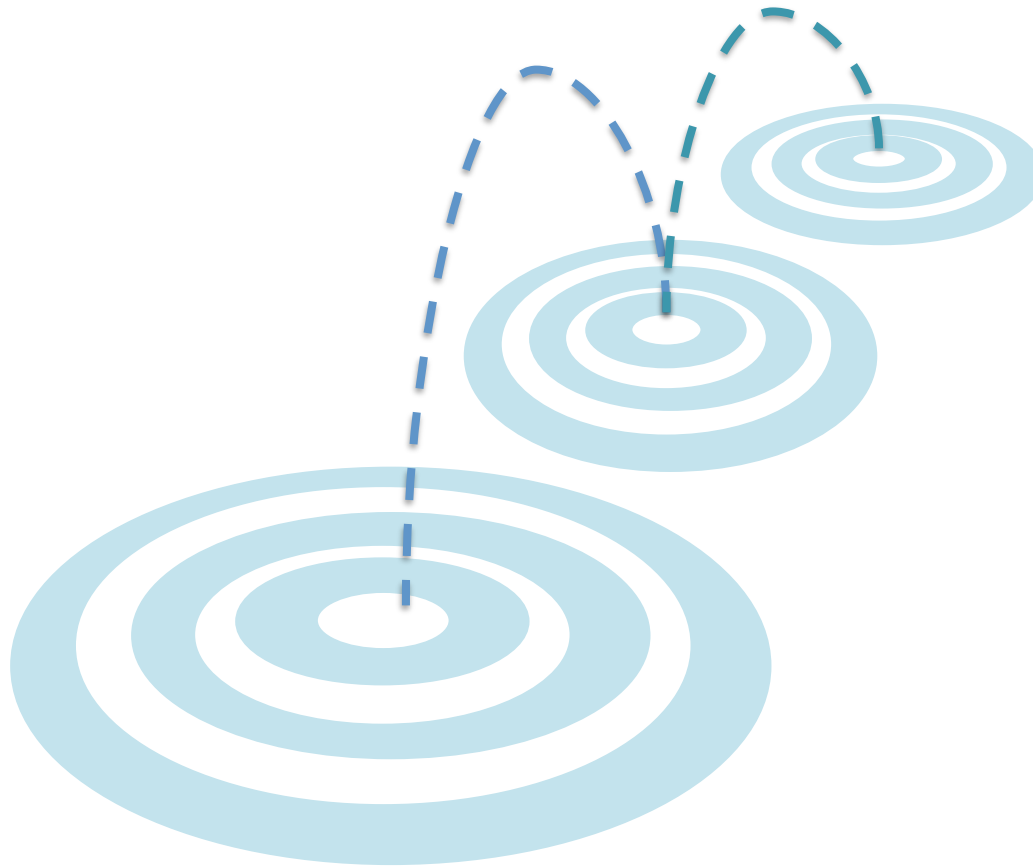
At the bottom, there is a 'Volunteer Near You' section with links to 'Obama-Biden Tax Calculator', 'American Solutions', and 'Voter Protection Center'. There is also an 'OBAMA BLOG' section and a 'LIVE NOW' section with an 'ON AIR' button and a date 'OCTOBER 31'.

Lessons from Obama's Campaign

- Present a **focused message** and vision
 - Obama focused on three key words:
 - Hope
 - Change
 - Action
- Map out your digital landscape
 - Know social influencers, the top bloggers, the top social networks, and central communications hubs
- Build relationships
 - Listen, be authentic, and ask questions
- Have a clear call to action
- Empower brand ambassadors



Ripple Effect: Small Acts Contribute to Big Changes



Three Tips for Facebook Presence

Virality

Video

Insights



WING 1: Focus

- Single, concrete goal
- Clear micro goals and metrics
- Prototype and design for feedback
- Update your plan based on prototype tests

Four Design Principles to **Grab Attention**

PUVV

2. Grap Attention



Personal

Unexpected

Visual

Visceral

WING 2: Grab Attention

PUVV

- Personal
 - Create with a personal hook in mind
- Unexpected
 - People like consuming and then sharing new information.
- Visual
 - Show, don't tell.
 - Photos and videos
- Visceral
 - Use music to tap into deep, underlying emotions

WING 3: Engage

- How to Make People Connect with Your Goal
- How to Engage Your Audience Through Social Media

Characteristics of Highly Engaging Campaigns

Transparency

Interactivity

Immediacy

Facilitation

Commitment

Cocreation

Collaboration

Experience

Trust

Four Design Principles to Engage TEAM

Tell a Story

Empathize

Be Authentic

Match the Media



3. Engage

WING 4: Take Action

- How to Empower Others, Enable Them - and Cultivate a Movement

From Newsletters to Social Media: The Story of Alex's Lemonnade Stand Foundation

- Turning is everything
- Facebook and Twitter are different species
- Less is more

Case Study: Alex's Lemonade





ALEX'S LEMONADE STAND FOUNDATION:
ERADICATING CANCER, ONE CUP AT A TIME



Sponsors



Lemonade Stand for Life

4th Friend!

We're selling some very special cups of lemonade to raise money for the great work that Alex's Lemonade Stand Foundation (ALSF) is doing to find a cure for pediatric cancer. For only \$1 a cup, you can purchase official cups of lemonade to share with your family and friends and make the foundation aware of the important work that ALSF is doing, so you are helping in a big way.

4th Grade \$1.00
 5th Grade \$1.00
 6th Grade \$1.00
 7th Grade \$1.00
 8th Grade \$1.00
 9th Grade \$1.00
 10th Grade \$1.00
 11th Grade \$1.00
 12th Grade \$1.00

As of today, 207,701 cups have been purchased.

With the team's efforts, we'll raise \$1.00 for every cup we sold off the grand opening of the stand by purchasing the first 200,000 cups. So it's not just their gift that makes it special, it's yours. It's the greatest fundraiser for pediatric cancer ever.

Go! History of ALSF and more!

ALEX'S LEMONADE STAND

THE GREAT CRUSADE

Any child can take a stand and help raise money for the foundation to find childhood cancer.

Every child can take a stand and help raise money for the foundation to find childhood cancer. Alex's Lemonade Stand Foundation (ALSF) is a 501(c)(3) nonprofit organization that has raised over \$100 million for pediatric cancer research. ALSF is the largest pediatric cancer research foundation in the world. ALSF's mission is to find a cure for pediatric cancer. ALSF's work is supported by the generosity of children, parents, and the community. ALSF's work is supported by the generosity of children, parents, and the community. ALSF's work is supported by the generosity of children, parents, and the community.

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Alex's Lemonade Stand

WE TAKE PRIDE IN PROTECTING WHAT'S IMPORTANT IN LIFE. LIKE LIFE ITSELF.

Volvo is proud to be the official car of Alex's Lemonade Stand Foundation. We're committed to protecting what's important in life, like life itself. For more information, visit www.volvocars.com.

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Alex's Lemonade Stand Foundation

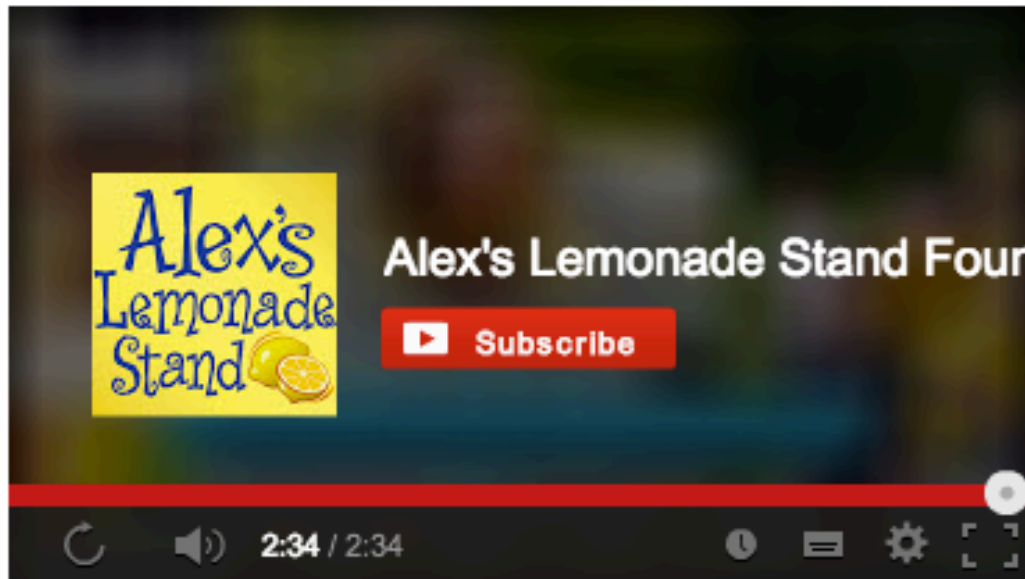
Home

Videos

Playlists

Discussion

About



Alex's Lemonade Stand Foundation 2013 Documentary

8,635 views 8 months ago

Learn more about Alex's Lemonade Stand Foundation →
AlexsLemonade.org

Alex's Lemonade Stand Foundation (ALSF) emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott (1996-2004). In 2000, 4-year-old Alex announced that she wanted to hold a lemonade stand ...

[Read more](#)

WING 4: Take Action

- Inspiring Action
- A Call to Action
- The Psychology of Asking

How to Ask

Emotional Intensity

Low (Climate change) High (Life or Death)

Social Distance

Far (Celebrity)

Invite

Require

Close (Family)

Ask

Tell

Ask for Time (Before Money)

- The American Lung Cancer Foundation and the Time-Ask Effect:
 - Why you Should Ask People to Donate Time!

The Dragonfly Encyclopedia of Asks

- The indirect (implied) ask
- The reciprocity ask
- The concession ask
- The social validation ask
- The competitive ask
- The authoritative ask

How to Make Behavior Change Easy

- Make the ask small and concrete
- Offer a kit that contains templates
- Encourage reuse of material

Four Design Principles to Enable Others to **Take Action**

EFTO

Easy

Fun

Tailored

Open



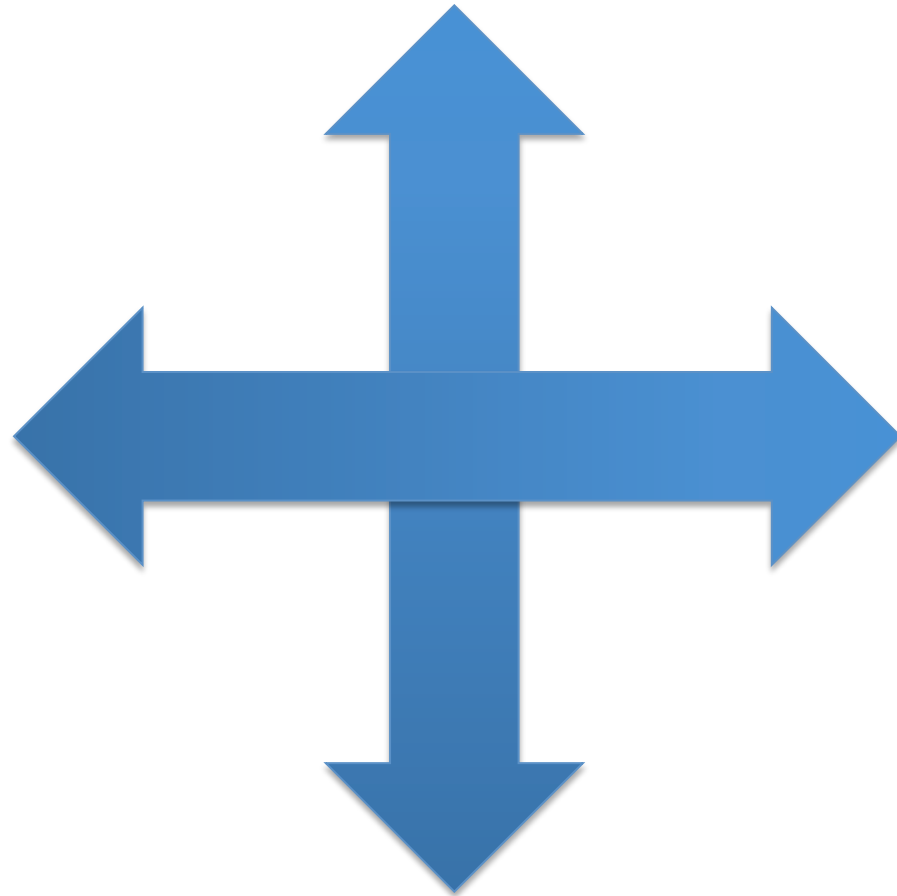
4. Take Action

You're Flying! Now What?

Dual Goals:
Cultivating **Social Good** and **Profitability**
at the Same Time

You're Flying! Now What?

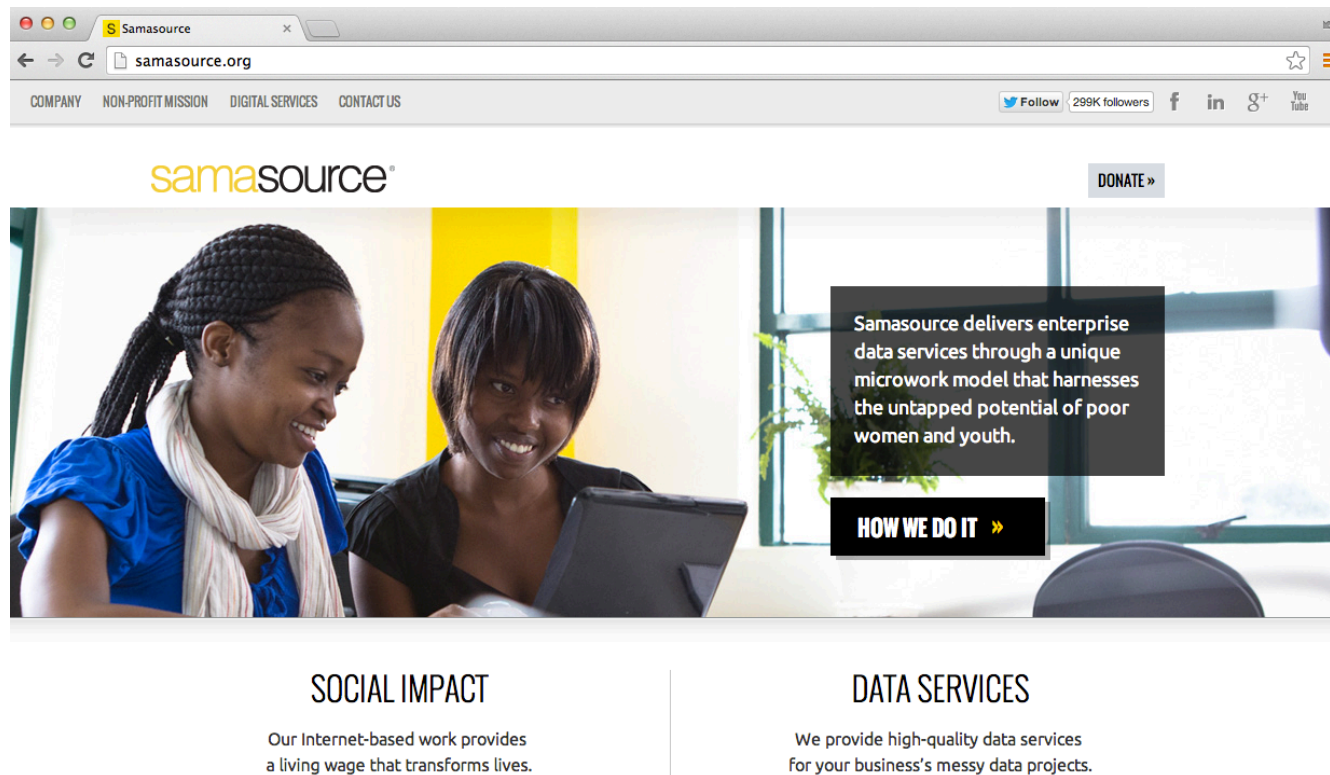
Social Good



Profitability

The Fear Factor

- The fear of failure is worse than failure itself.
- Samasource: Doing Well by Doing Good



samasource

COMPANY NON-PROFIT MISSION DIGITAL SERVICES CONTACT US

Follow 299K followers f in g+ YouTube

DONATE »

Samasource delivers enterprise data services through a unique microwork model that harnesses the untapped potential of poor women and youth.

HOW WE DO IT »

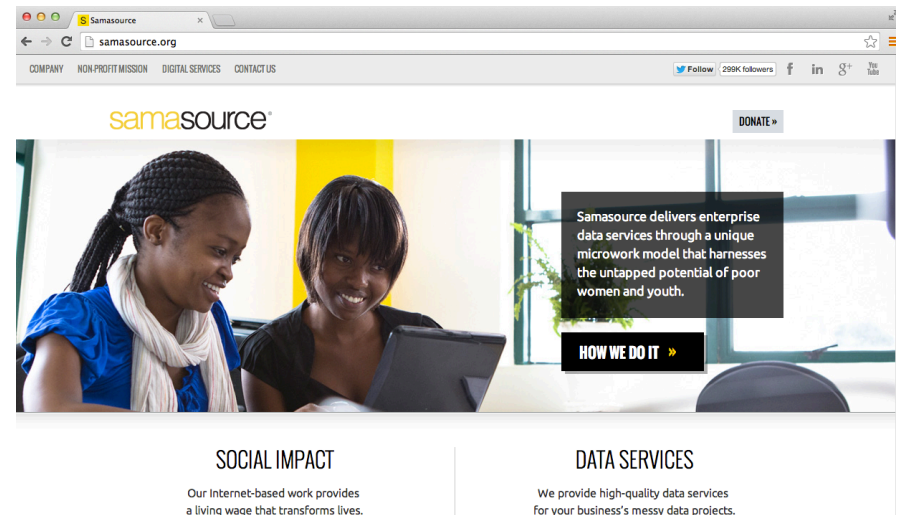
SOCIAL IMPACT
Our Internet-based work provides a living wage that transforms lives.

DATA SERVICES
We provide high-quality data services for your business's messy data projects.

Samasource:

Applying the Dragonfly Model

- Focus
 - Help women, young people, and refugees in impoverished countries earn a viable living through dignified work.
- Grab Attention
- Engage
- Take Action



Distinguishing Between Stretch and Realistic Goals

- Stretch Goals:
 - What do I have to do each day to achieve the aspirational goal?
- Realistic Goals:
 - What do I need to do to not feel defeated when I go to bed?

An Equation for Virality

$$\begin{aligned} & \% \text{ people who pass on the story} \\ & \quad \times \\ & \quad \% \text{ invitations accepted} \\ & \quad \times \\ & \text{Average number of people invited} \\ & \quad = \\ & \text{Viral} \end{aligned}$$

Dragonfly Effect: Long term

If you want to **go far,**
go together.

Case Study:

The Story of Sameer and Vinay

Two friends diagnosed with Leukemia.
Just weeks to find a Bone Donor.

Using Social Media to Save Lives

POWER of SOCIAL TECHNOLOGY

By Robert Chatwarni

The Dragonfly Effect aaker@gsb.stanford.edu

Two friends, diagnosed with Leukemia



- **Sameer Bhatia, 32**
- **Grew up in Seattle**
- **My Co-Founder, prior roommate, best friend**
- **Married Reena in 2006**
- **Stanford undergrad, serial entrepreneur**
- **Diagnosed May 2007**



- **Vinay Chakravarthy, 28**
- **Grew up in Fremont, CA**
- **Married Rashmi in 2005**
- **Berkeley undergrad, MD from Boston University**
- **Diagnosed November 2006**

Built the brands

HelpSameer.org

HelpVinay.org

Help Sameer

Attend an upcoming bone marrow drive and join the registry

[Attend an upcoming drive](#)

[Home](#) [About Sameer](#) [Inspirations](#)



About Sameer

Our friend, Sameer Bhatia, was just diagnosed with Acute Myelogenous Leukemia (AML), which is a cancer of the blood. He is in urgent need of a bone marrow transplant. Sameer is a Silicon Valley entrepreneur, is 31 years old and just got married in 2006. His diagnosis was confirmed just weeks ago and caught us all by surprise.

Another friend of ours, [Vinay](#), was also diagnosed with AML and also requires a transplant (many of you may already be familiar with Vinay's campaign). We have teamed up with Team Vinay in order to build greater awareness of how you can help.

Donor info

- [All upcoming drives](#)
- [Bone marrow donor FAQ](#)
- [How donation works](#)
- [Myths and facts](#)
- [Organize a drive at work](#)

Information

- [Help Vinay](#)
- [Sameer receives transplant](#)
- [Send Sameer support](#)

Help Vinay!

URGENT! JOIN THE MARROW REGISTRY!!!

[Home](#) [Confirm Donor Status](#)

Need To Register?

- [All Upcoming Drives](#)
- [How to Register](#)
- [Donation \(FAQ\)](#)
- [View Videos on Donor Registration](#)
- [Pregnant Women](#)
- [Others In Need](#)
- [Useful Links](#)

Already Registered?

- [How You Can Help](#)
- [Cities Needed For Drives](#)
- [Confirm Donor Status](#)
- [DONOR HEROES](#)
- [How to Organize a Drive](#)
- [I-Believe Drives](#)

Information

[Home](#)

PBS Documentary on Vinay

Vinay is profiled in an upcoming documentary that will air on PBS on...

The Truth About Cancer will feature three stories of Boston-based Ca challenges and navigating the healthcare system to try and obtain the Cancer Center and their vast amount of resources is also featured.

[Details on the program can be found here](#)



God Bless You

On May 3rd, 2008 Anonymous says:

Dear Vinay-
Please post your updated progress as we are all wondering how you

Help Sameer

Attend an upcoming bone marrow drive and join the registry

Attend an upcoming drive

Home

About Sameer

Inspirations



The Legacy of Sameer Bhatia

It's hard to believe that two years have gone by since Sameer left us. Why? It's because his energy was so pervasive that it often feels like he's still here. So many things that surround us serve as a reminder. A photo, a black BMW cruising down Hwy 280 (speeding of course), a visit to Stanford, or brunch at a sidewalk cafe in San Francisco on a Sunday morning.

But more often the reminders are those things that we cannot see. Like his entrepreneurial drive, which taught us to take more risks in life. Or his selflessness, which inspires us to give more of ourselves to others. And his passion for adventurous travel, loud music, and weeknight partying, which reminds us to live in the moment. Sameer taught us to always be our very best.

While his departure helped bring us in touch with the reality of life, it also created a large void. Yet it is in this very void where his spirit continues to manifest. Our peace comes from knowing that Sameer lives on in each one of us. And yet, this is only a small part of his great legacy.

<http://www.helpsameer.org/>

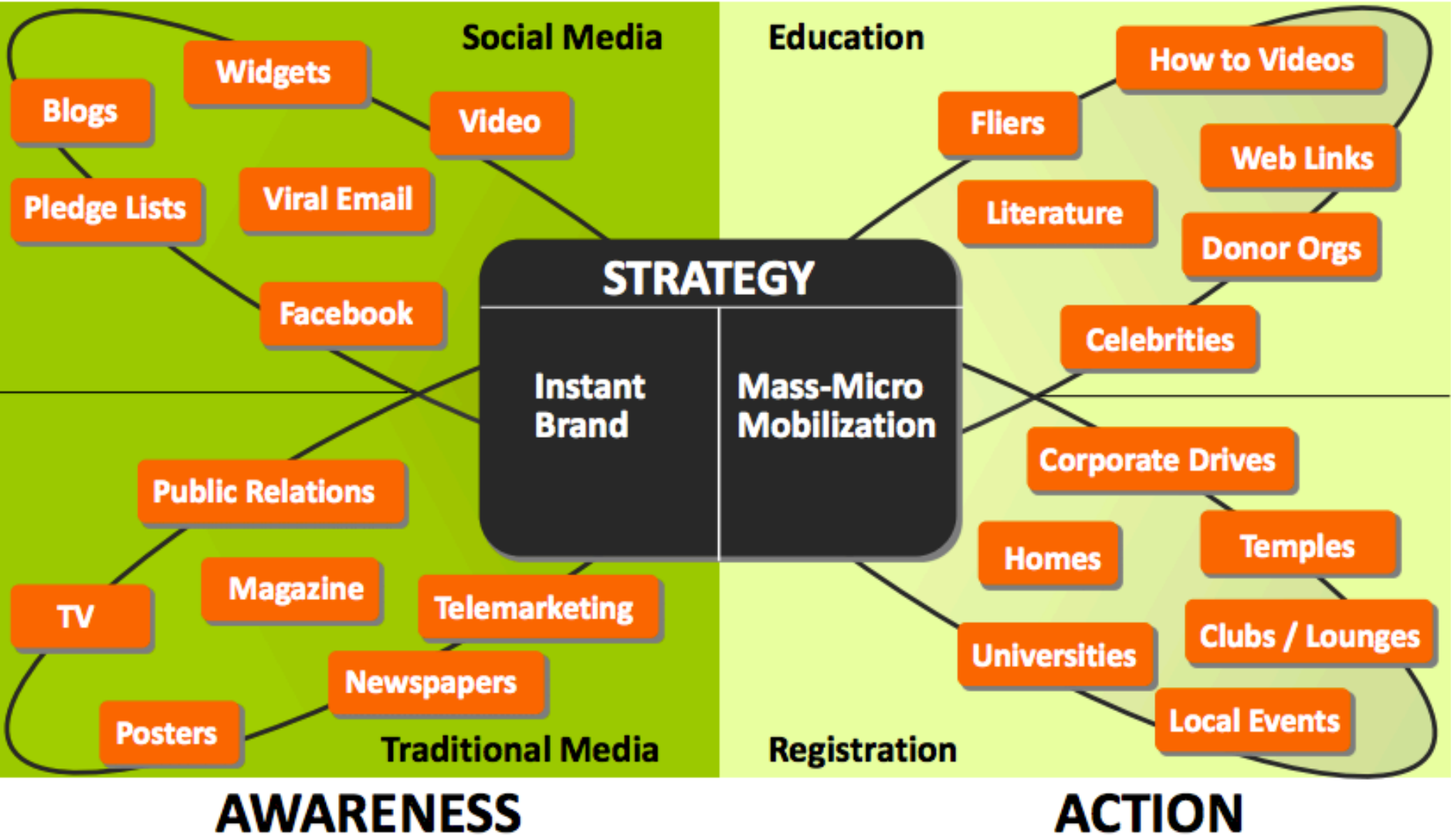
Register as a donor

Every day over 6,000 people desperately search the National Marrow Donor Program (NMDP) Registry for a matching bone marrow donor. You could be the one to save a life.

[Attend an upcoming drive](#)

Donor info

- » [Bone marrow donor FAQ](#)
- » [How donation works](#)
- » [Myths and facts](#)
- » [Organize a drive at work](#)



<http://www.helpsameer.org/strategy/>

Source: <http://faculty-gsb.stanford.edu/aaker/pages/documents/UsingSocialMediatoSaveLives.pdf>

GET: Examples of what we used

Grab attention

- **Celebrities**
- **Tons of media**
- **Bold messages:**
YOU can be the one

Engage

- **Videos & photos:**
 - Newlywed
 - Family
 - Nonprofit work
 - Entrepreneur
 - Indian
- **Powerful stories & blogging**

Take action

- **(1) Register**
- **(2) Hold a drive**
- **(3) Spread the word**
- **Consistent message across all media**
- **Dummies Guide**

Develop a clear goal.

There is elegance in simplicity

Tell a good (truthful) story

Tell stories to connect with
human emotion.

Develop the right voice,
and strike a bond.

Design for the Ripple Effect: How Small Acts Lead to Big Change



Source: <http://www.youtube.com/watch?v=zGoUZoKm3pl>

References

- Jennifer Aaker & Andy Smith, *The Dragonfly Effect: Quick, Effective, and Powerful Ways To Use Social Media to Drive Social Change*, Jossey-Bass, 2010