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)

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TLMXJ1A (MIS EMBA)
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http://mail.tku.edu.tw/myday/
2014-03-17
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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.

Source: http://www.dragonflyeffect.com/blog
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

Source: http://fatimanaveed.wordpress.com/tag/the-dragonfly-effect/
The Dragonfly Effect

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

Source: http://www.dragonflyeffect.com/blog
• 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

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
How to harness the incredible power of social media to make a difference

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
Dragonfly Effect

Dragonfly Effect

The Dragonfly Effect Model

Focus
Grab Attention
Take Action
Engage

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
The Dragonfly Model

Focus + GET

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
The Dragonfly Model

Focus + GET

Grab Attention
Engage
Take Action

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
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 meaningful

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

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
The Dragonfly Model

Focus + GET

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

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
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

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
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.

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
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

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
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?

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
Five Design Principles to **Focus**

**HATCH**

1. **Focus**

   - **Humanistic**
   - **Actionable**
   - **Testable**
   - **Clarity**
   - **Happiness**

Source: Jennifer Aaker & Andy Smith (2010), *The Dragonfly Effect*
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.

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
Yes We Can!

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
Yes We Can!
How Obama Won with Social Media

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
How Obama Won with Social Media

Source: http://www.dragonflyeffect.com/blog/dragonfly-in-action/case-studies/the-obama-campaign/
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

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
Ripple Effect: Small Acts Contribute to Big Changes

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
Three Tips for Facebook Presence

Virality

Video

Insights

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
WING 1: Focus

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

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
Four Design Principles to **Grab Attention**

**PUVV**

2. **Grab Attention**

- **Personal**
- **Unexpected**
- **Visual**
- **Visceral**

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
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

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
WING 3: Engage

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

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
Characteristics of Highly Engaging Campaigns

- Transparency
- Interactivity
- Immediacy
- Facilitation
- Commitment
- Cocreation
- Collaboration
- Experience
- Trust

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
Four Design Principles to Engage TEAM

Tell a Story
Empathize
Be Authentic
Match the Media

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
WING 4: Take Action

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

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
From Newsletters to Social Media: The Story of Alex’s Lemonade Stand Foundation

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

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
Case Study:

Alex’s Lemonade
ALEX’S LEMONADE STAND FOUNDATION: ERADICATING CANCER, ONE CUP AT A TIME
Sponsors

Grand Alex's Lemonade Stand
Fighting Childhood Cancer, One Cup at a Time
Proudly sponsored by Country Time

Lemonade Stand for Life

As of today, 207,781 cups have been purchased.

Alex's Lemonade Stand

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

Source: https://gsbapps.stanford.edu/cases/documents/M331.pdf
Read more

http://www.youtube.com/user/AlexsLemonade
WING 4: Take Action

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

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
How to Ask

Emotional Intensity

- Low (Climate change)
- High (Life or Death)

Social Distance

- Far (Celebrity)
- Close (Family)

- Invite
- Require
- Ask
- Tell

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
Ask for Time (Before Money)

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

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
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

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
How to Make Behavior Change Easy

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

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
Four Design Principles to Enable Others to Take Action

EFTO

4. Take Action

- Easy
- Fun
- Tailored
- Open

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
You’re Flying! Now What?

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

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
You’re Flying! Now What?

Social Good

Profitability

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
The Fear Factor

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

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
Samasource: Applying the Dragonfly Model

• Focus
  – Help women, young people, and refuges in impoverished countries earn a viable living through dignified work.

• Grab Attention

• Engage

• Take Action

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
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

% people who pass on the story
X
% invitations accepted
X
Average number of people invited
=
Viral

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
Dragonfly Effect: Long term

If you want to go far, go together.

Source: Jennifer Aaker & Andy Smith (2010), The Dragonfly Effect
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
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

Help Vinay!
URGENT! JOIN THE MARROW REGISTRY!!!

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
Help Vinay
Sameer receives transplant
Send Sameer support

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/
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