

# Social Media Marketing

## 社群網路行銷



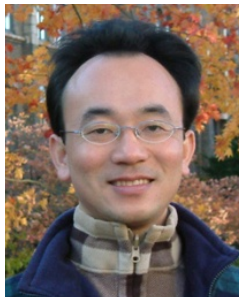
Tamkang  
University

## 行銷傳播研究 (Marketing Communications Research)

1022SMM06

TLMXJ1A (MIS EMBA)

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



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2014-04-07



# 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)

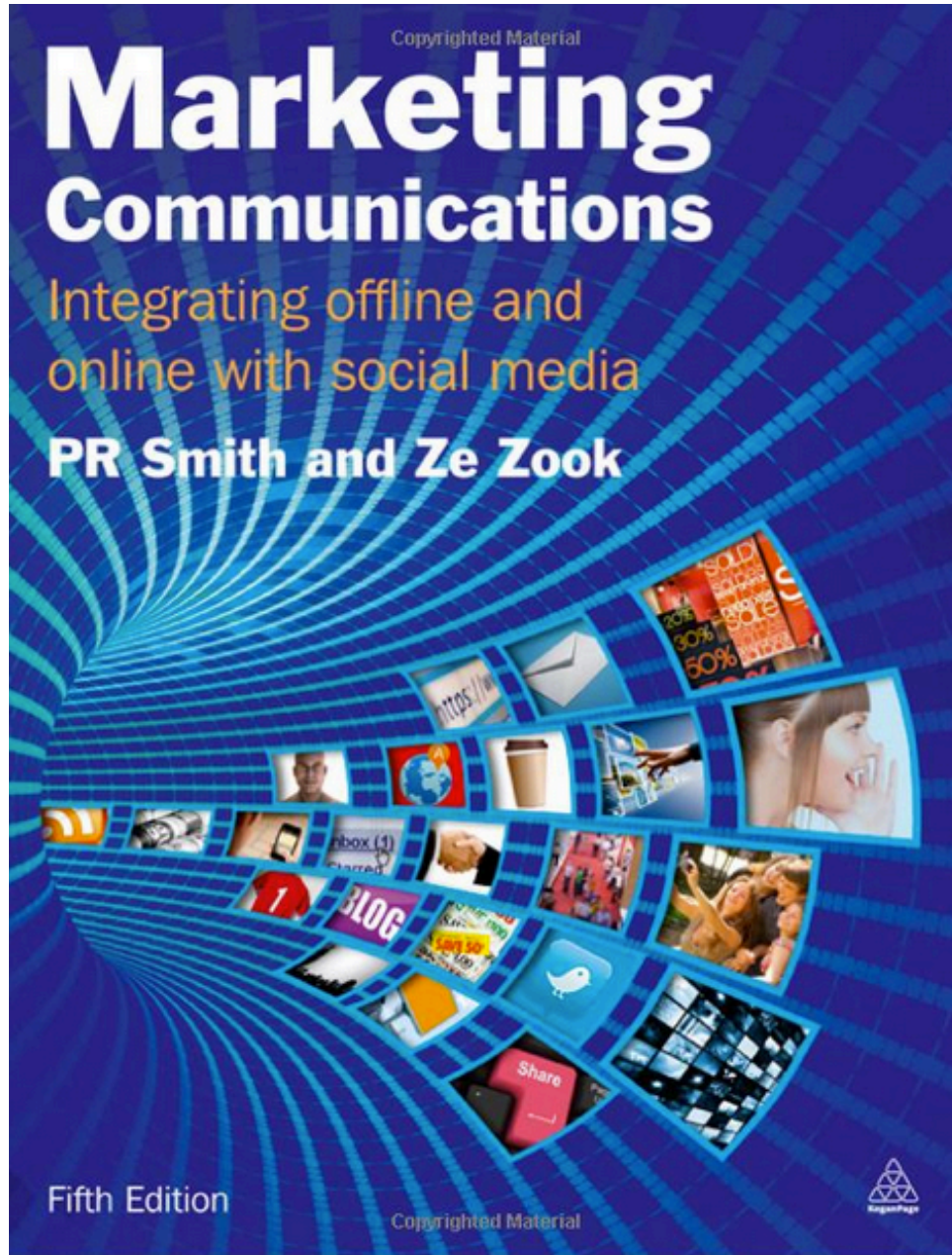
週次 (Week)	日期 (Date)	內容 (Subject/Topics)
10	103/04/21	期中報告 (Midterm Presentation)
11	103/04/28	社群網路行銷計劃 (Social Media Marketing Plan)
12	103/05/05	行動 APP 行銷 (Mobile Apps Marketing)
13	103/05/12	社群網路評量指標 (Social Media Metrics)
14	103/05/19	社群網路行銷個案研究 II (Case Study on Social Media Marketing II)
15	103/05/26	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)

Copyrighted Material

# Marketing Communications

Integrating offline and online with social media

PR Smith and Ze Zook



Fifth Edition

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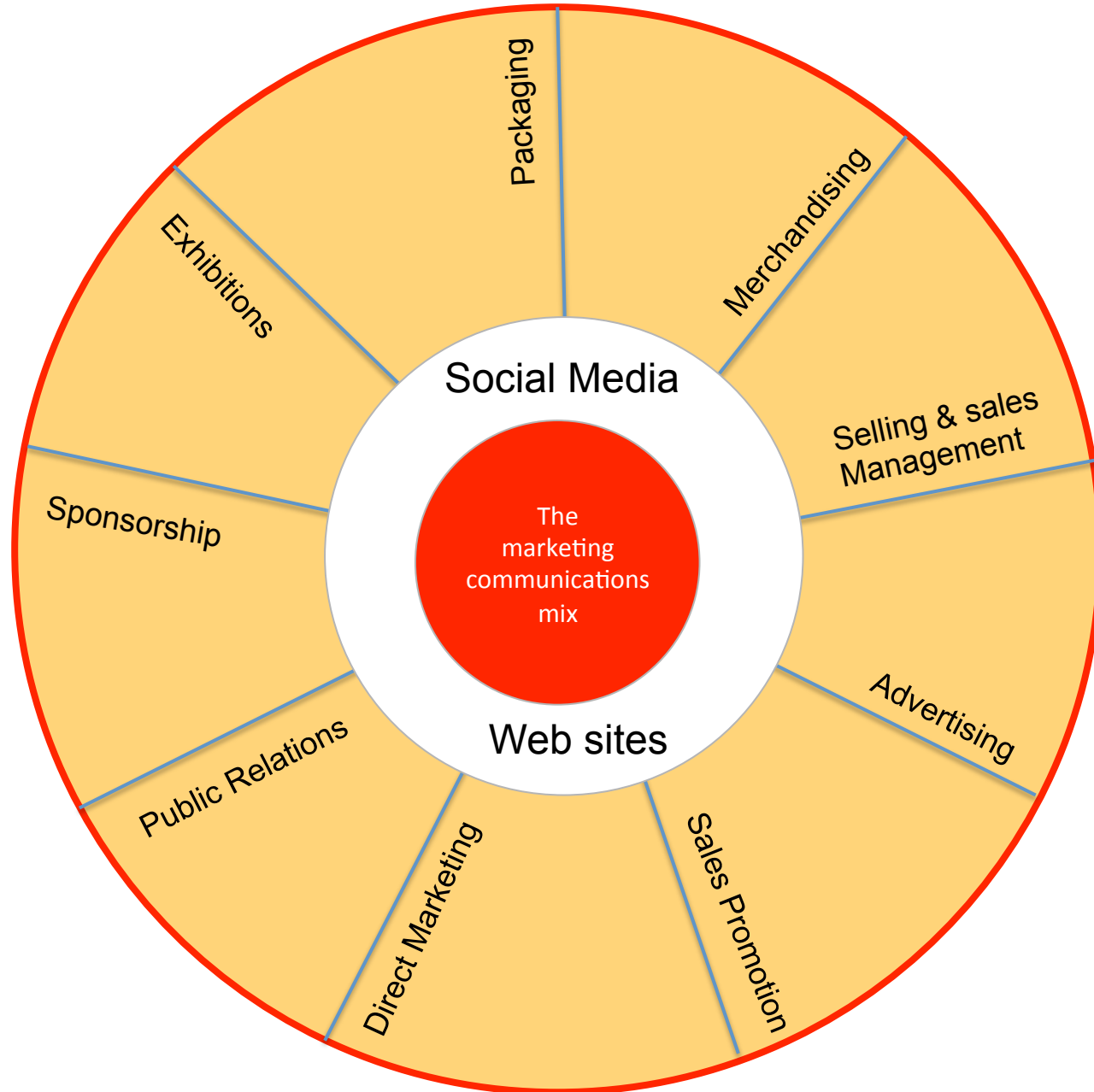


# Background to the communications process

## The changing communications environment



# The marketing communications mix



# Marketing Communications Research: **Communicating Value**

# Communicating Value

- Designing and Managing  
**Integrated Marketing Communications**
- Managing **Mass Communications**:  
Advertising, Sales Promotions,  
Events and Experiences, and Public Relations
- Managing **Personal Communications**:  
Direct and Interactive Marketing,  
Word of Mouth, and Personal Selling

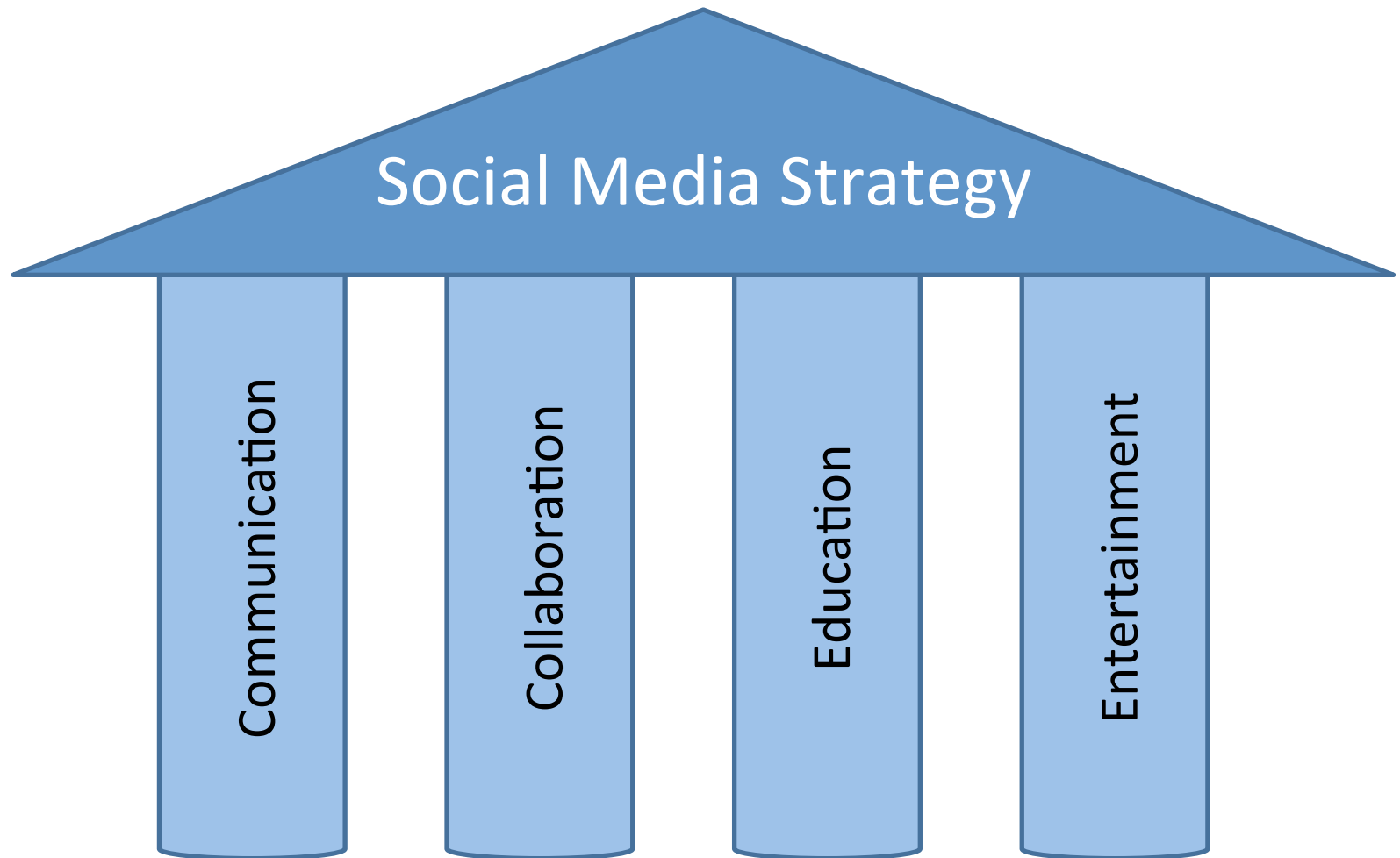


# Marketing 4P to 4C

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

# Four Pillars of **Social Media Strategy**

C<sup>2</sup>E<sup>2</sup>



# Marketing Communications Mix

Advertising

Direct Marketing

Sales Promotion

Interactive Marketing

Events and Experiences

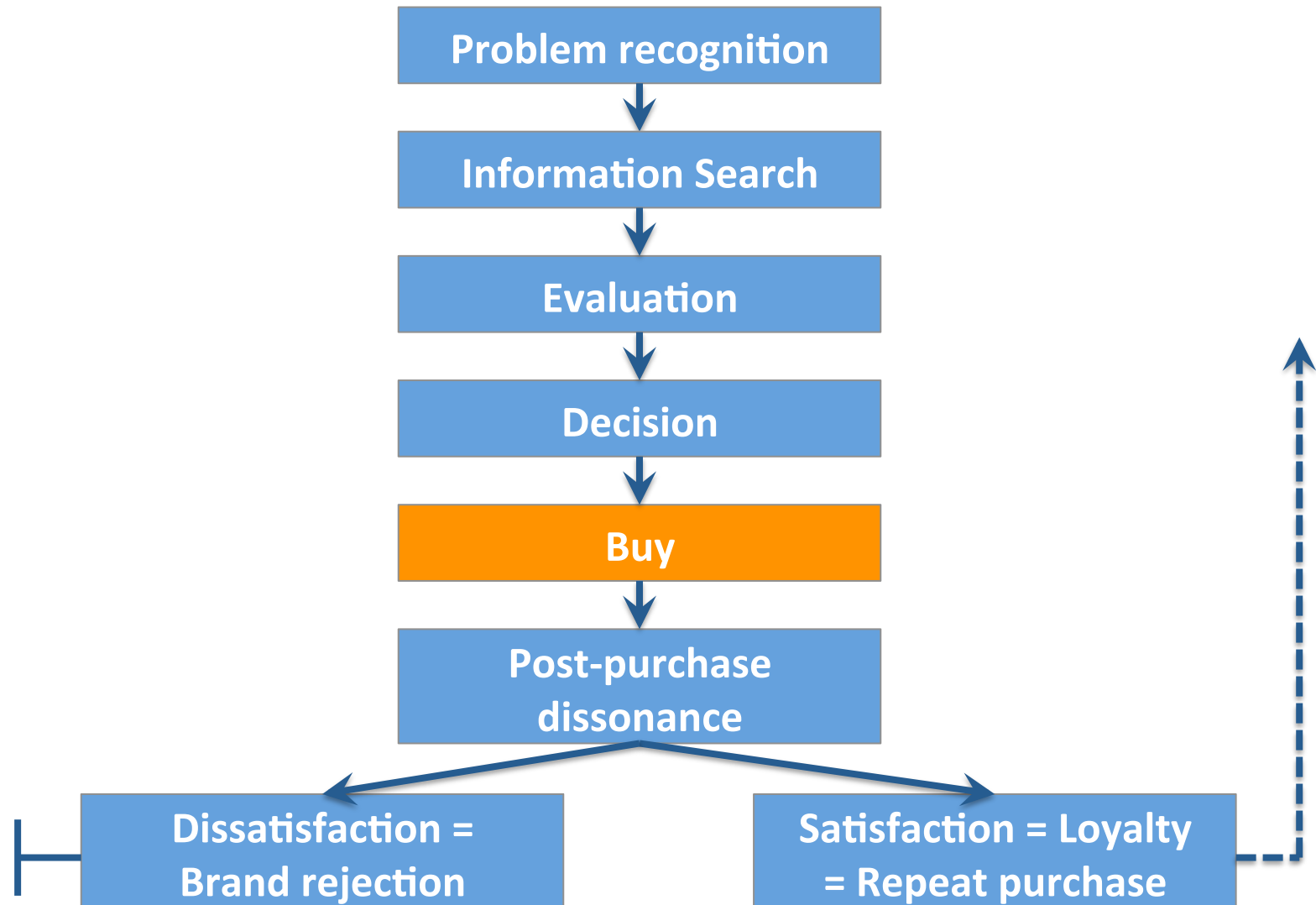
Word-of-Mouth  
Marketing

Public Relations and  
Publicity

Personal Selling

# Models of buyer behaviour

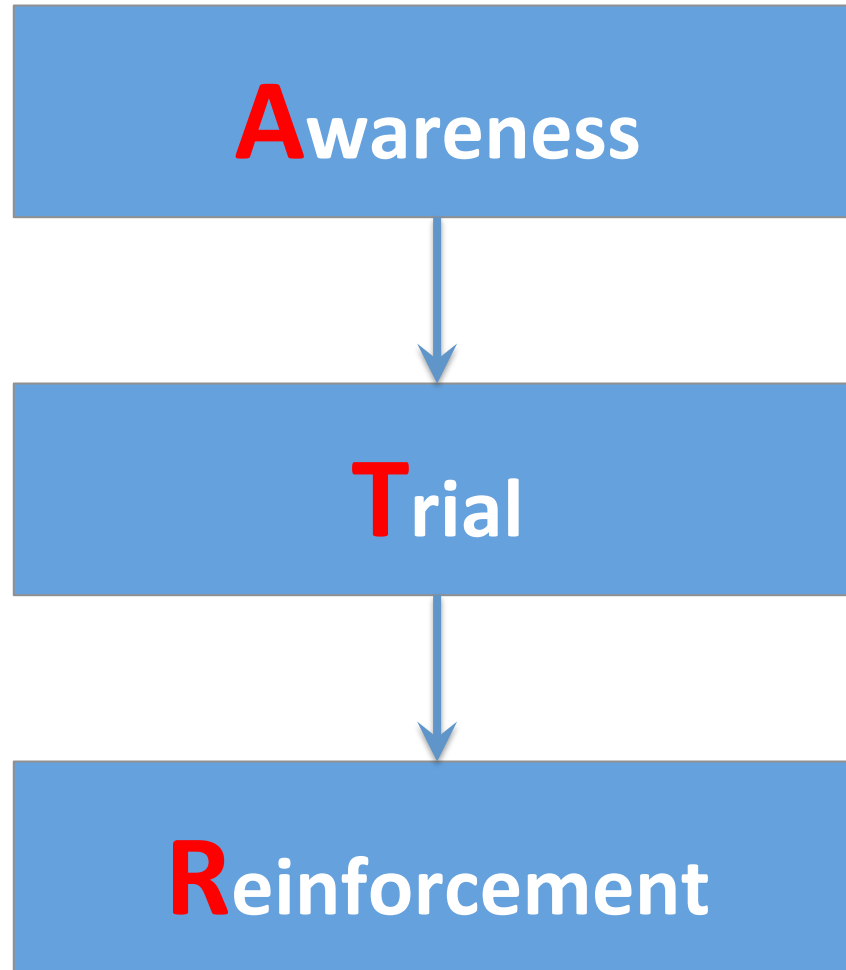
buying process for a high-involvement purchase



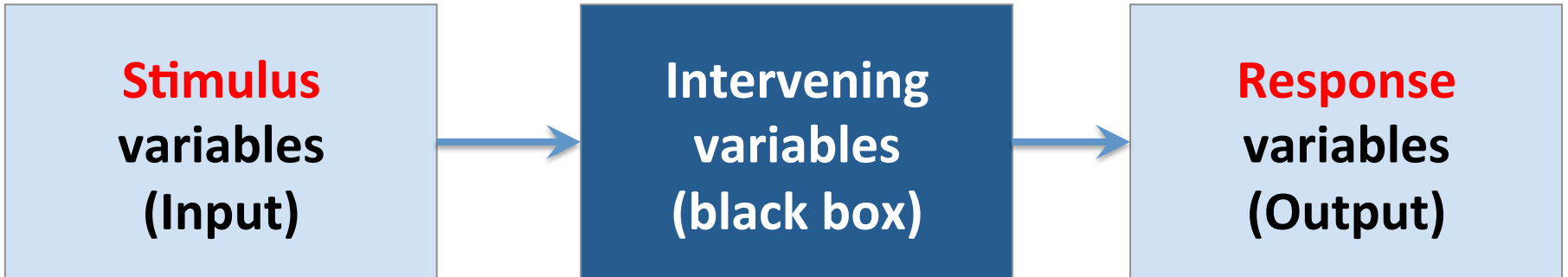
# The ladder of loyalty



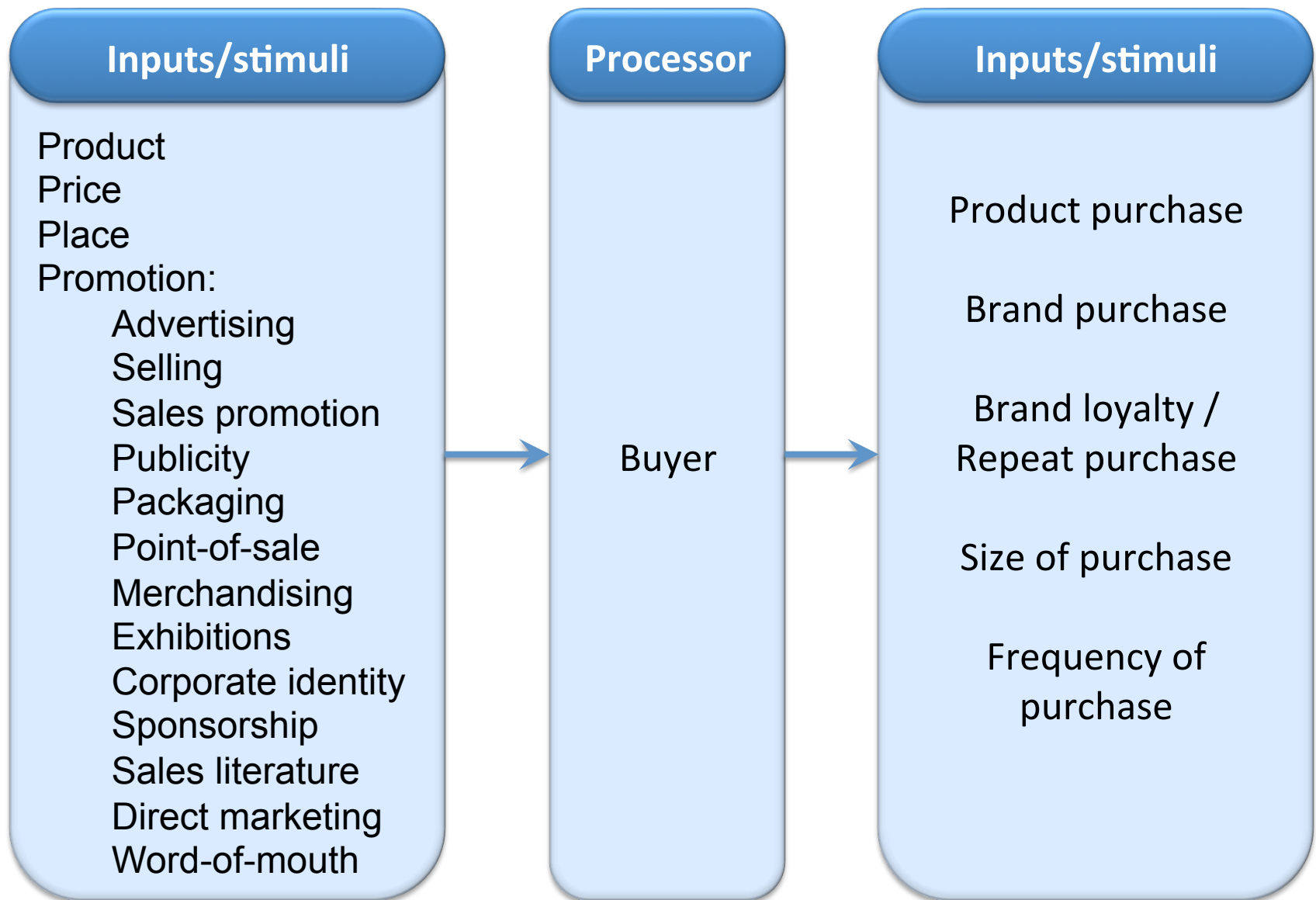
# The ATR Model



# Black-box Model



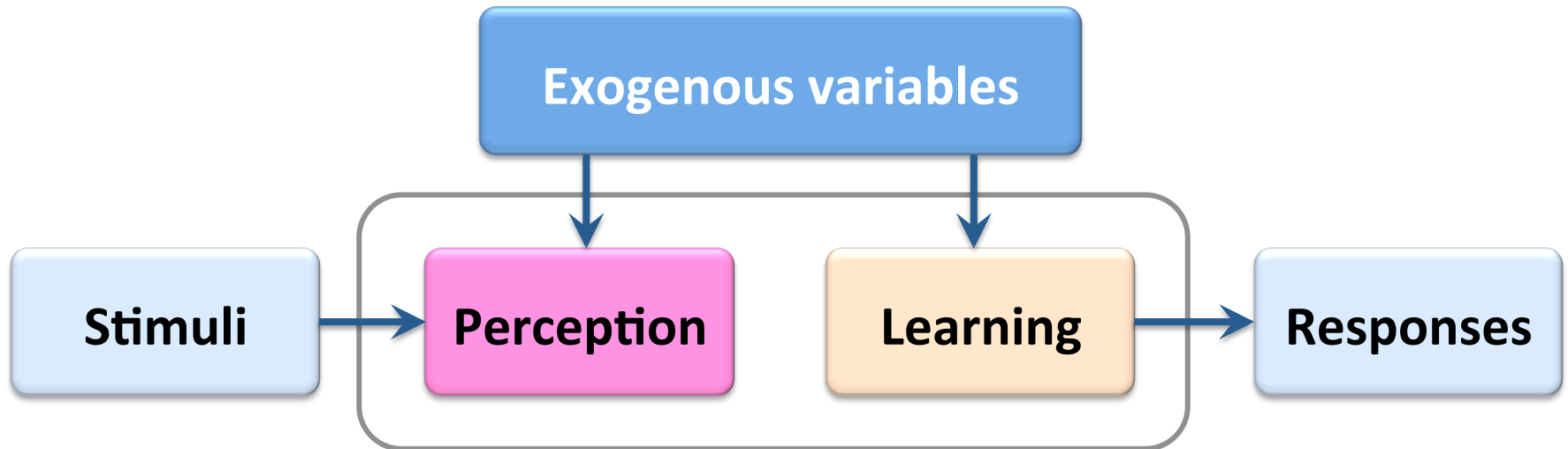
# An Enlarged Black-box Model





# A simplified version of Howard and Sheth's model

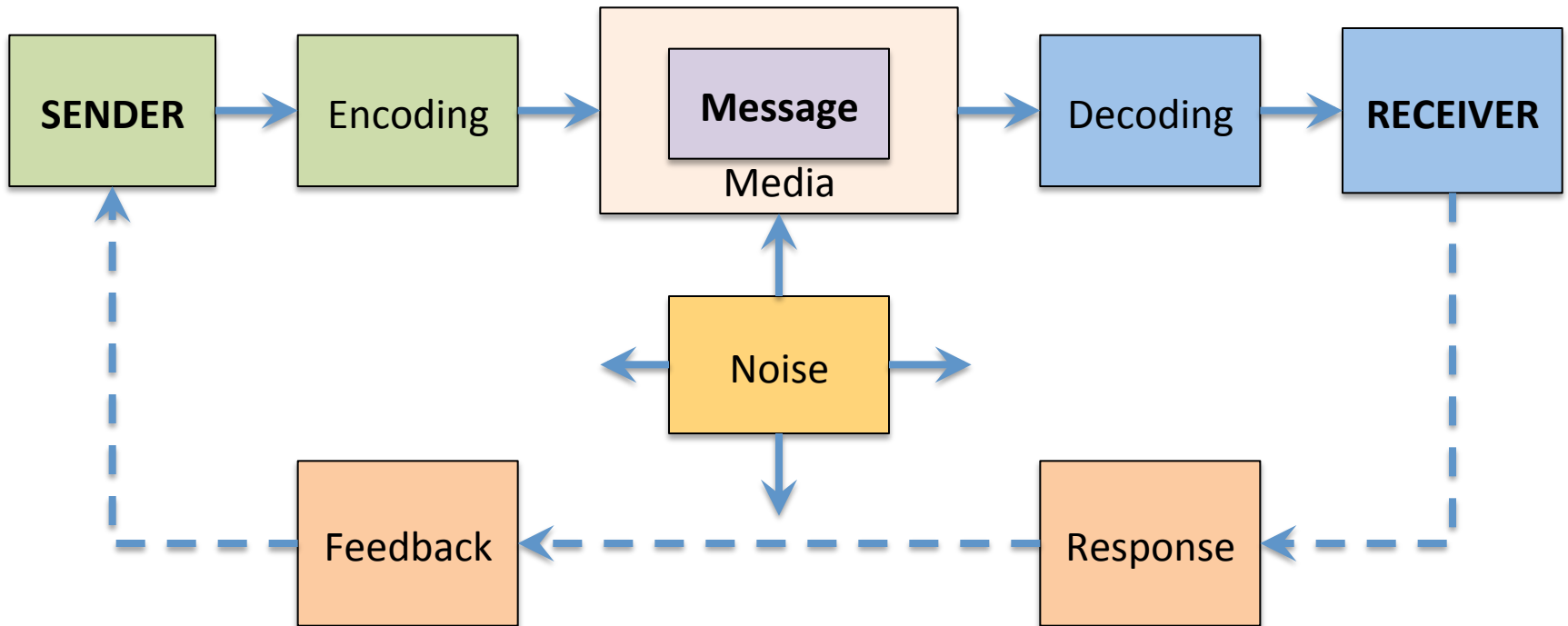
(Howard and Sheth, 1969)



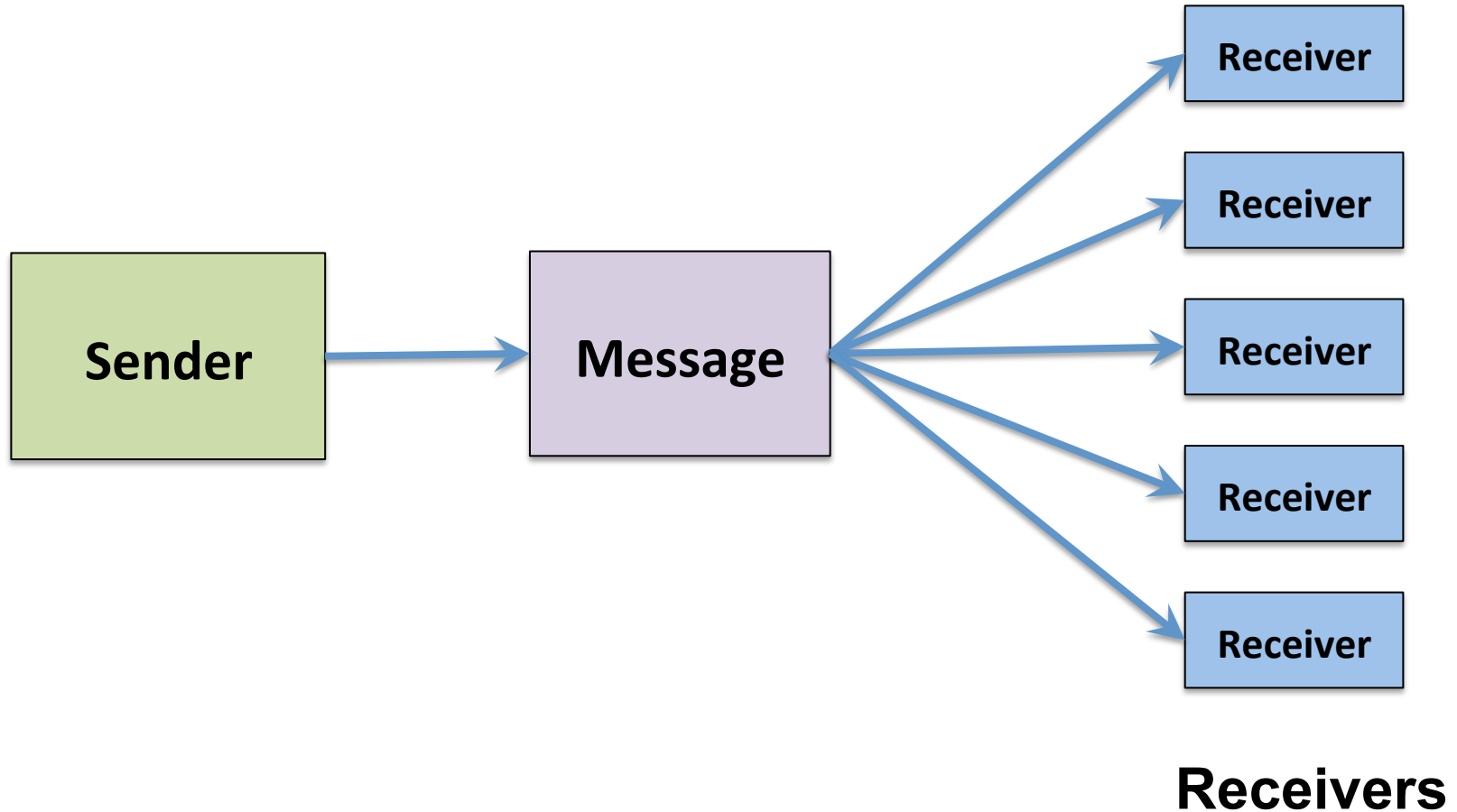
# A Simple Communication Model



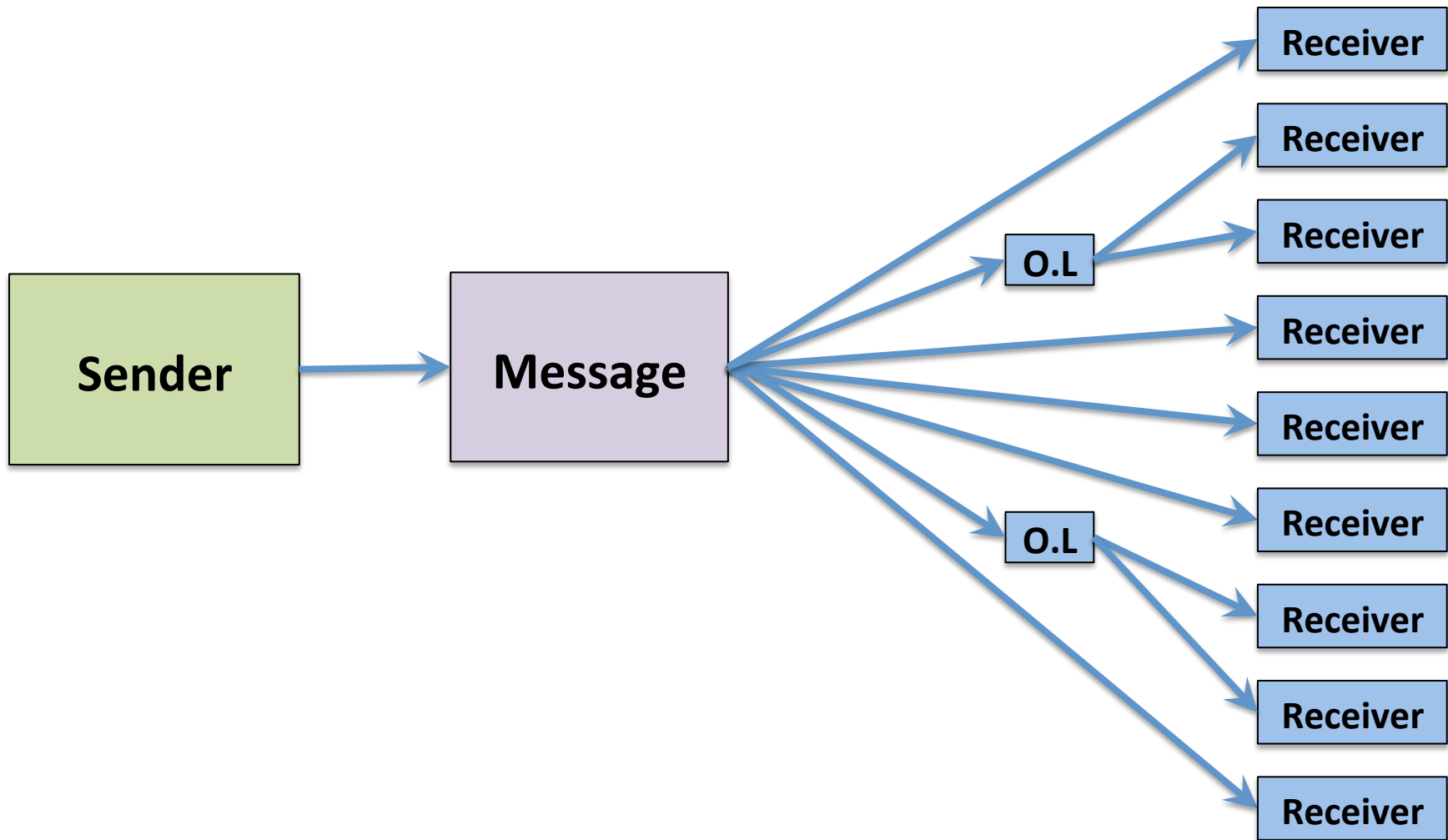
# Macromodel of the Communications Process



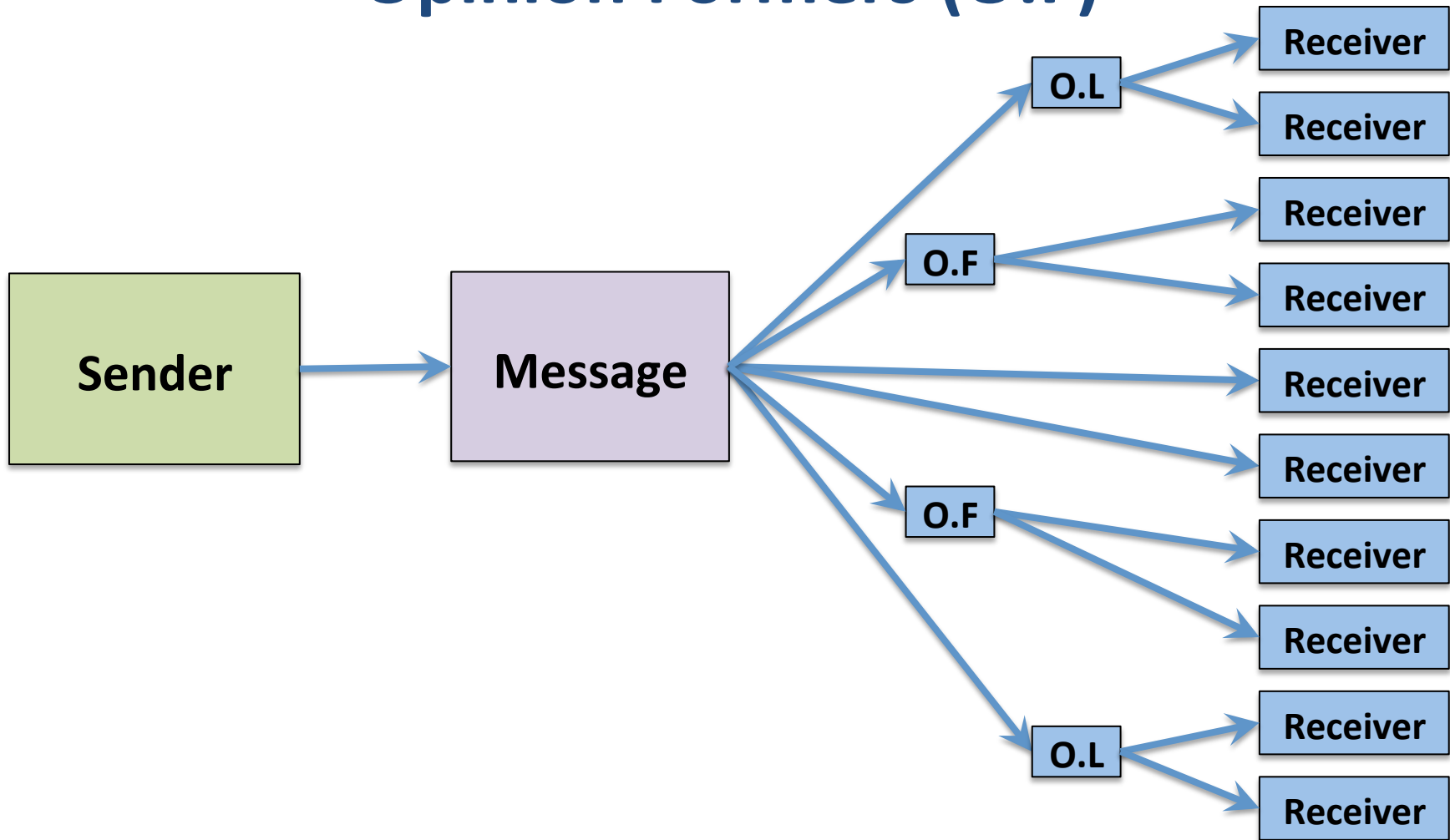
# One-step communications model



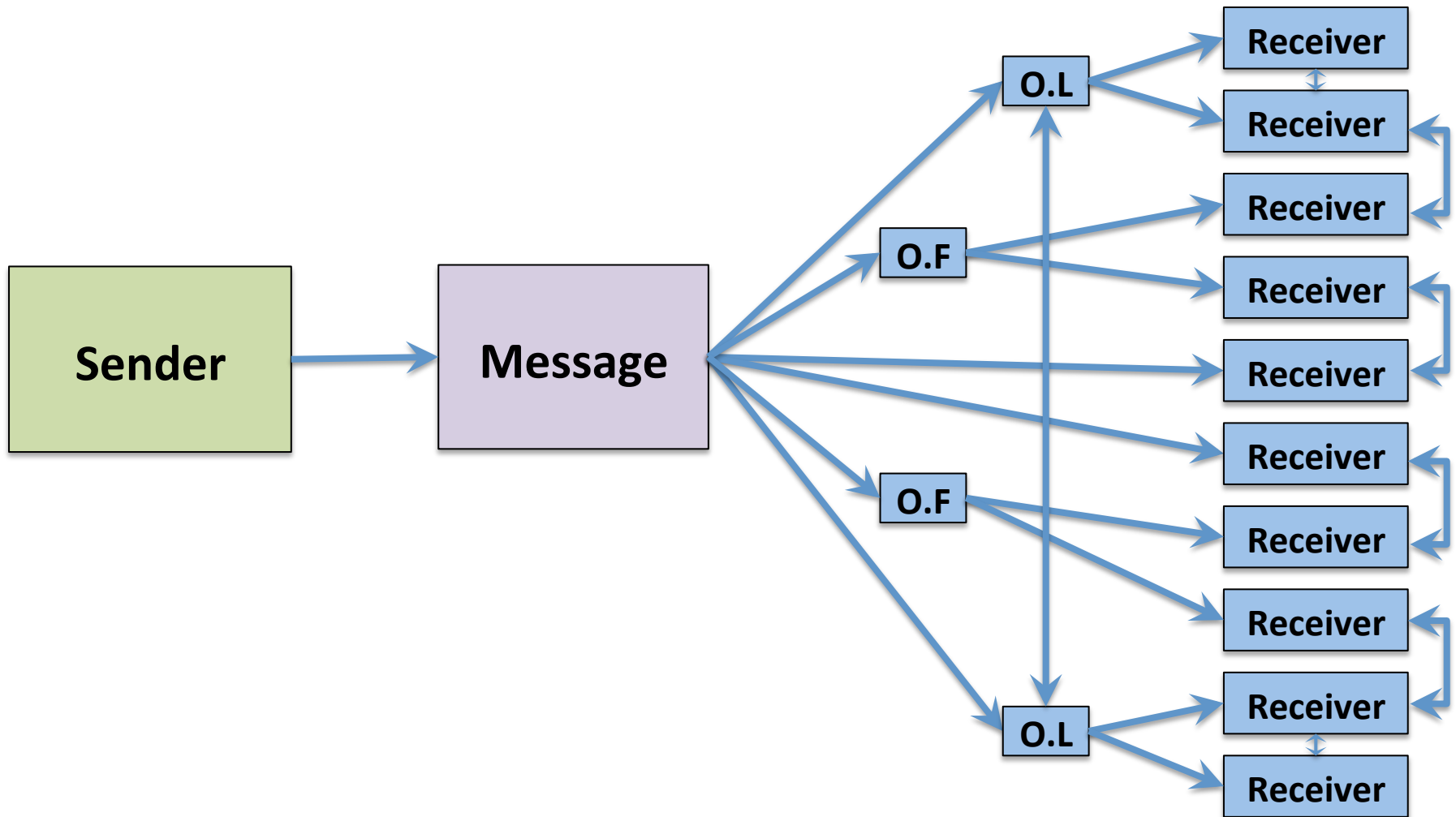
# Two-step communications with Opinion Leaders (O.L)



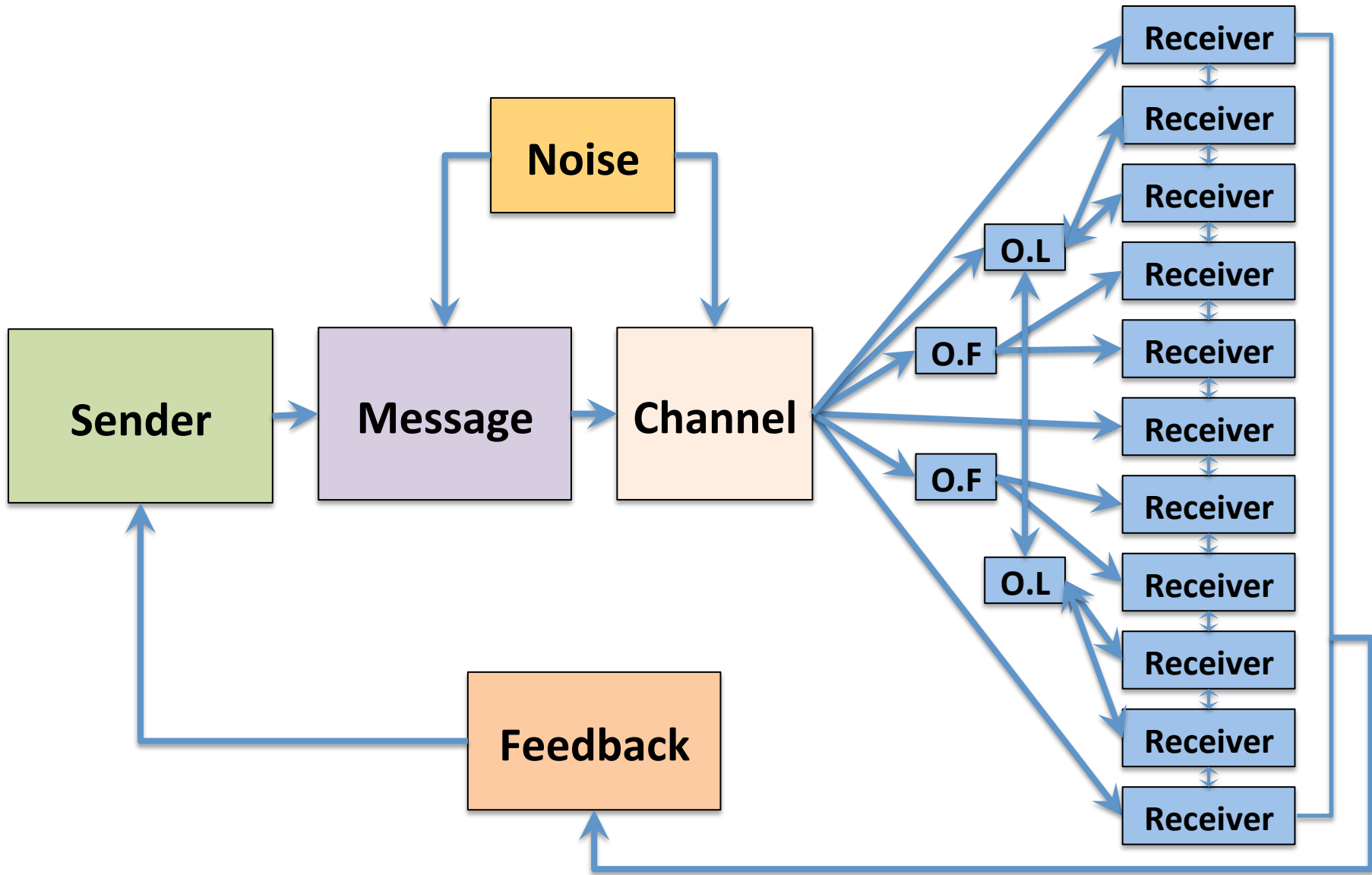
# Two-step communications model with Opinion Leaders (O.L) and Opinion Formers (O.F)



# Multi-step communications model (a)

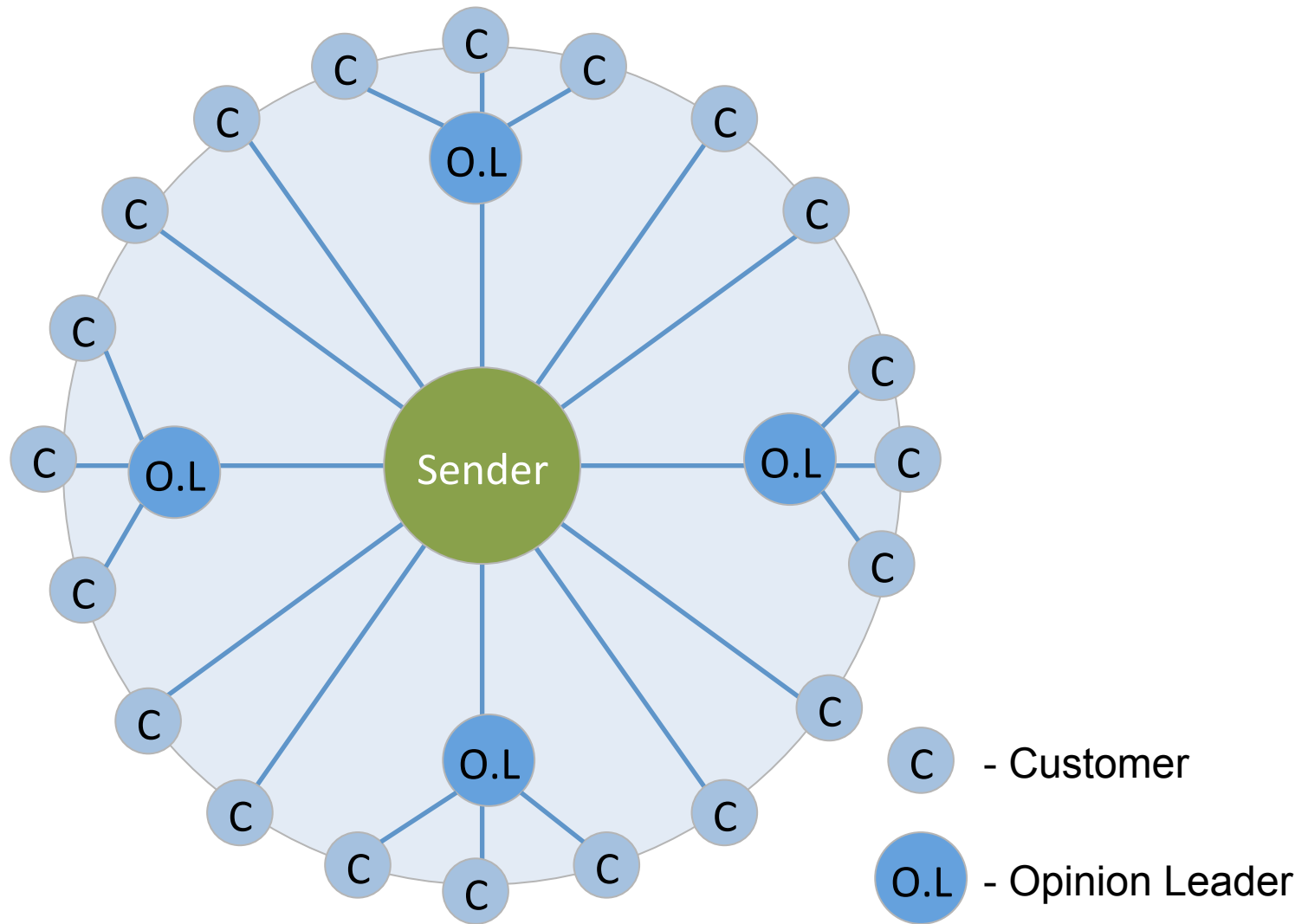


# Multi-step communications model (b)

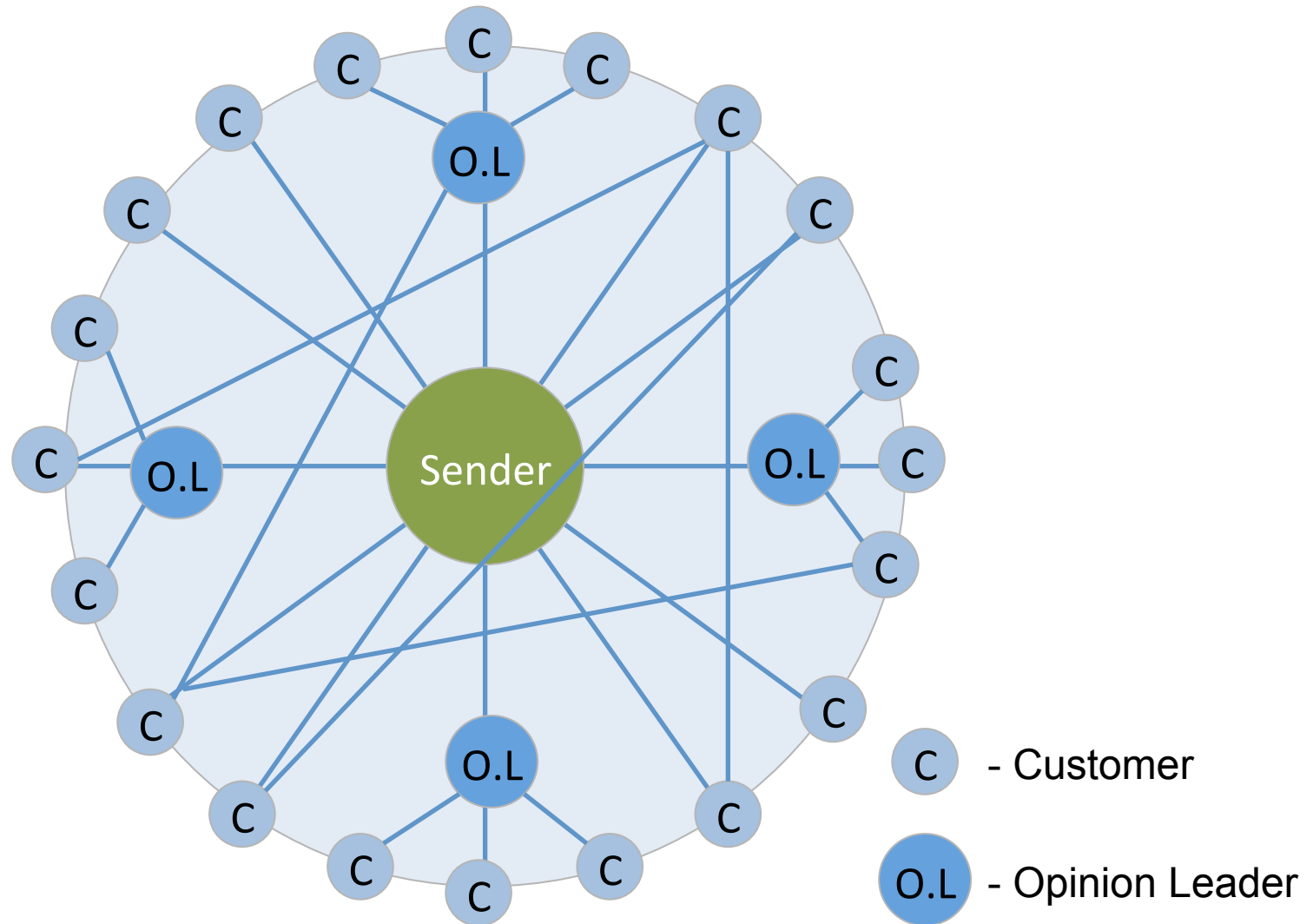




# Simple web communications model

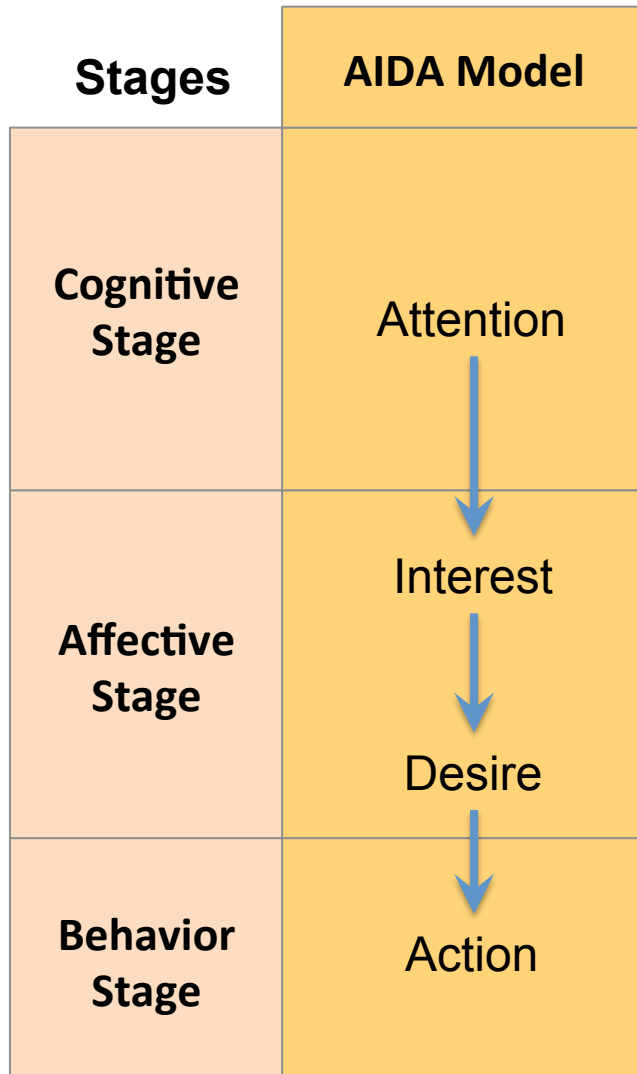


# Advanced web communications model



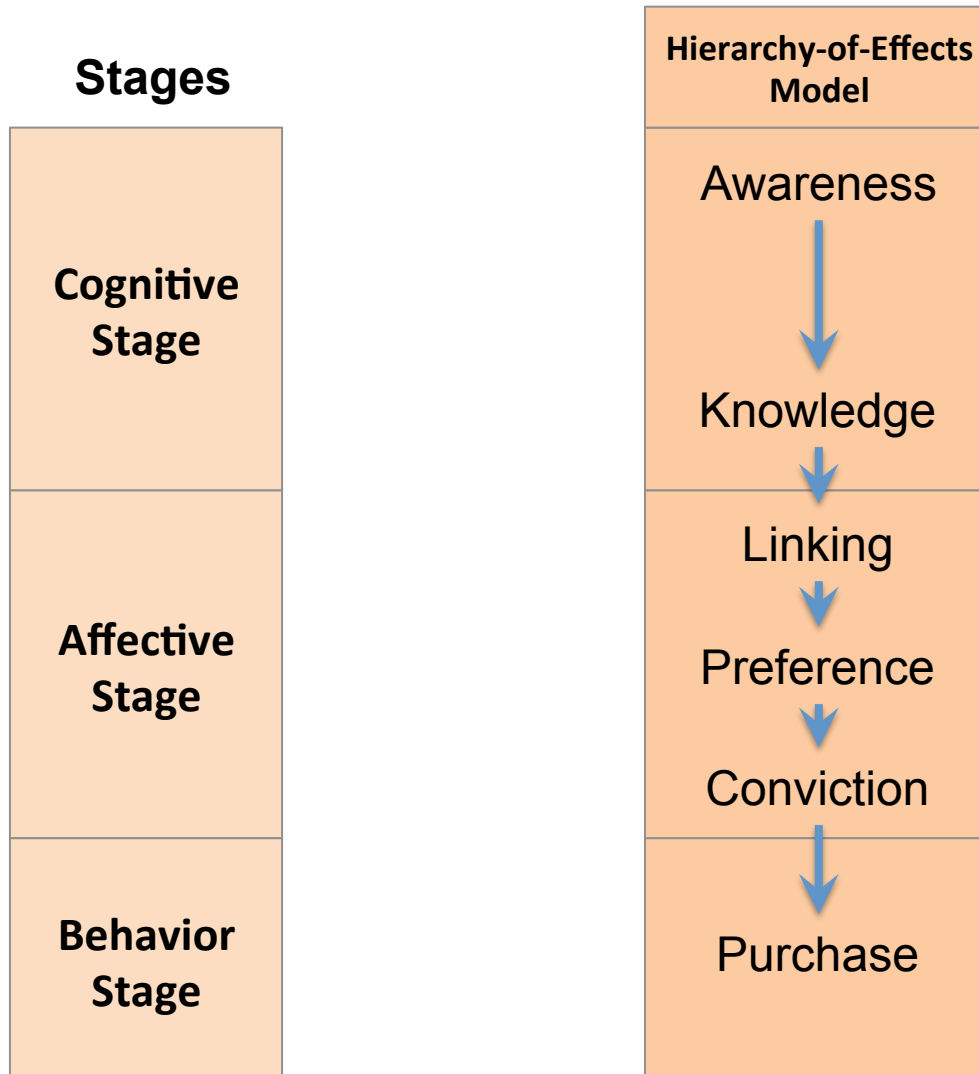
# Micromodel of Consumer Responses:

## AIDA Model



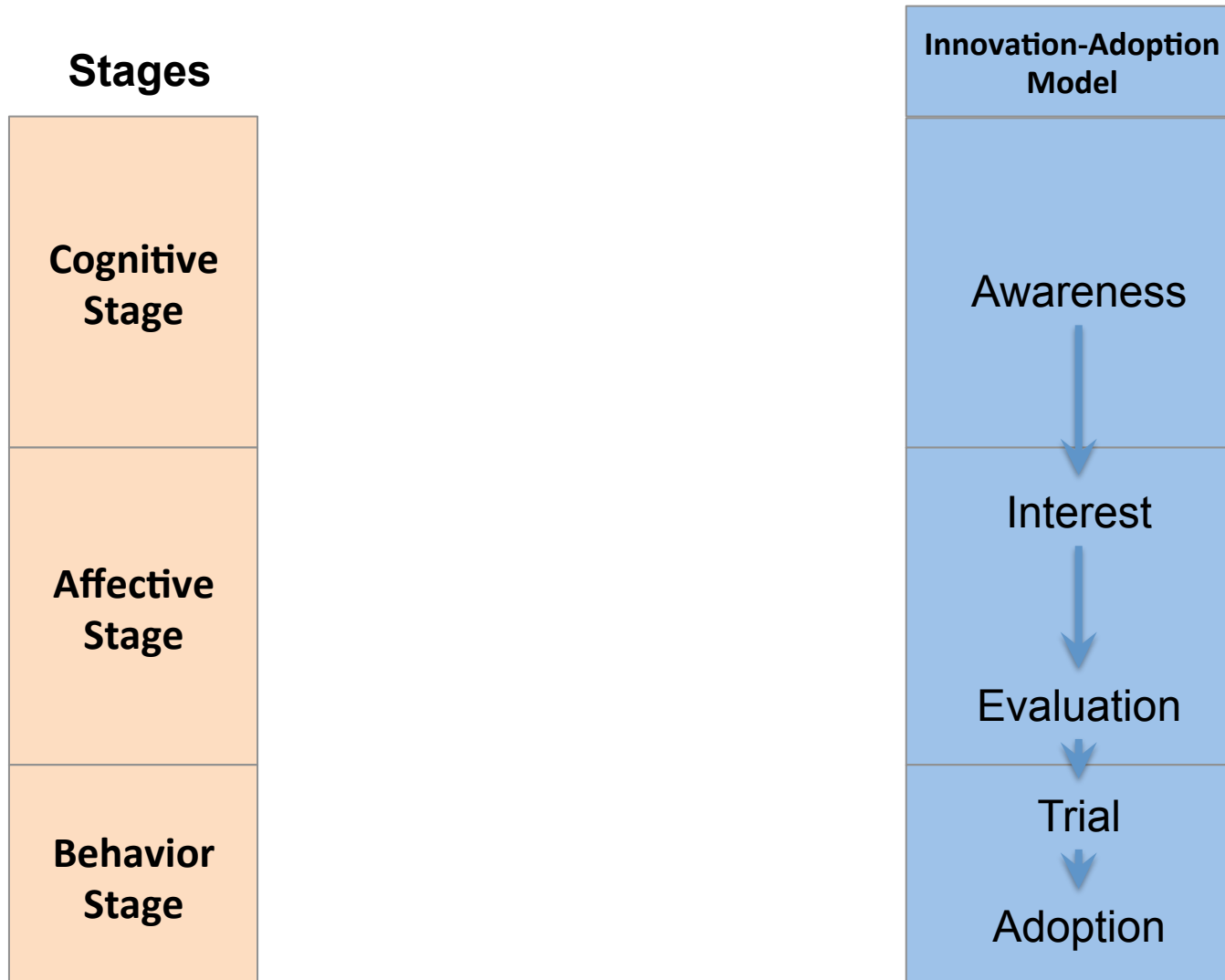
# Micromodel of Consumer Responses:

## Hierarchy-of-Effects Model

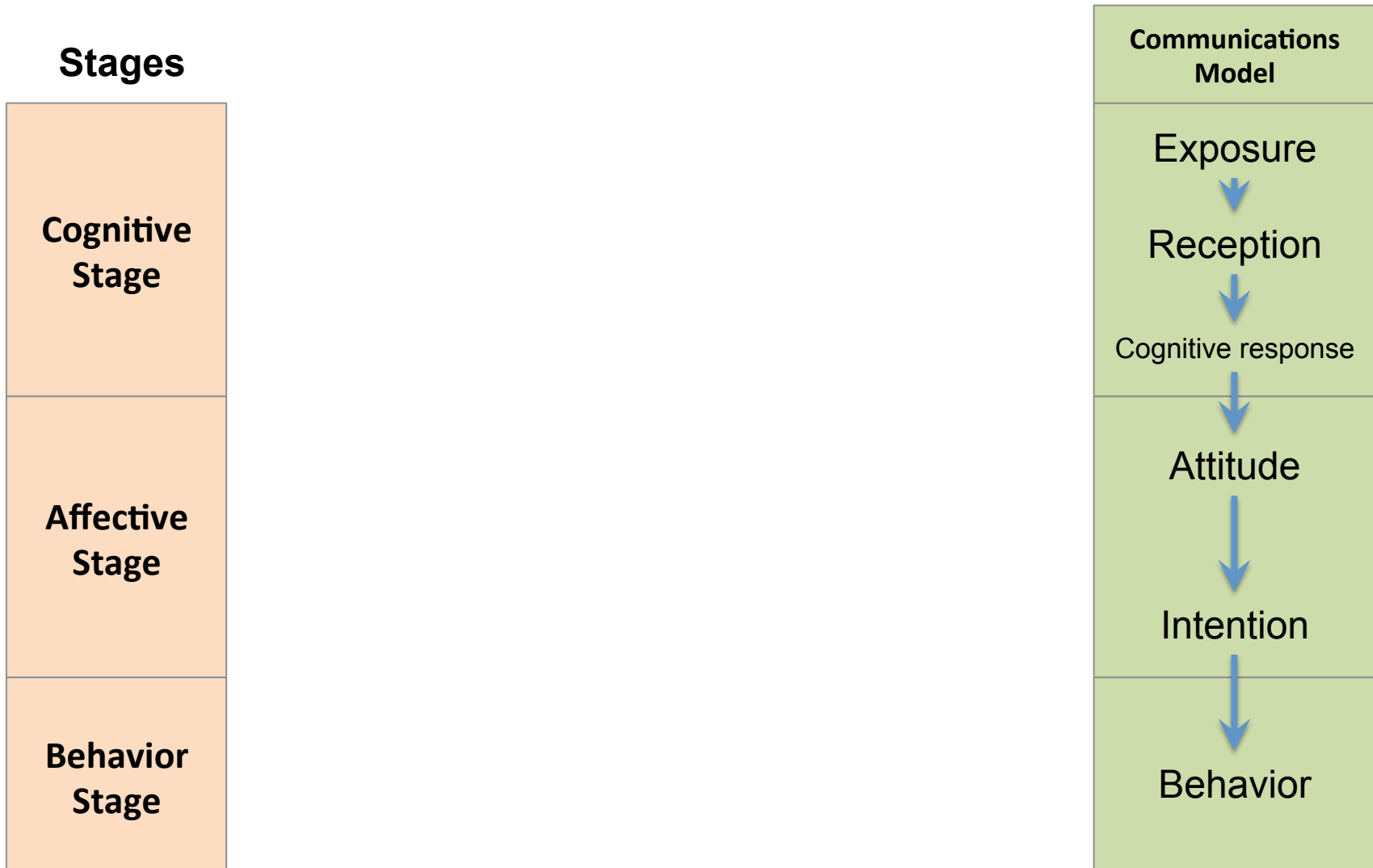


# Micromodel of Consumer Responses:

## Innovation-Adoption Model



# Micromodel of Consumer Responses: Communications Model



# Micromodel of Consumer Responses: Response Hierarchy Models

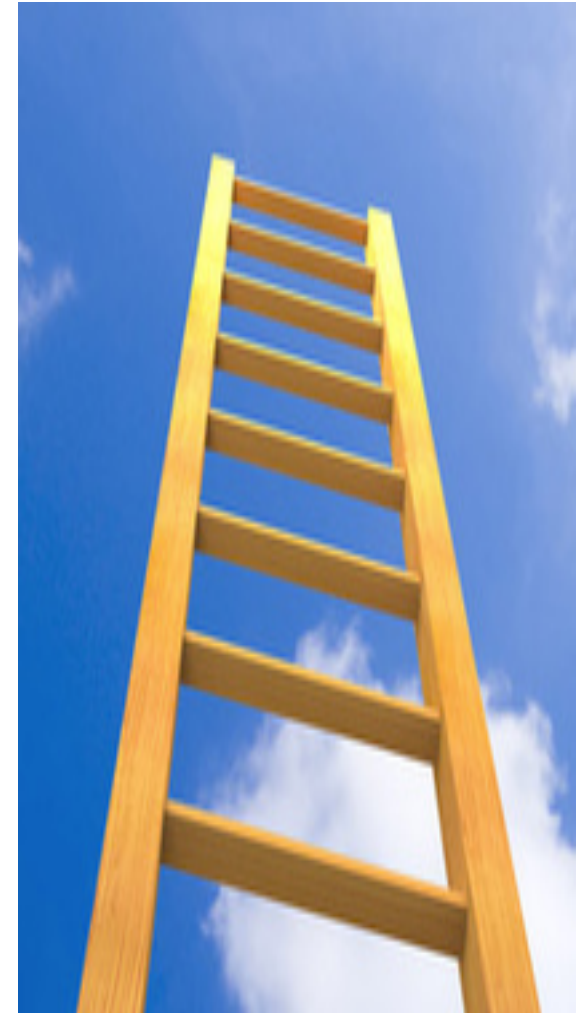
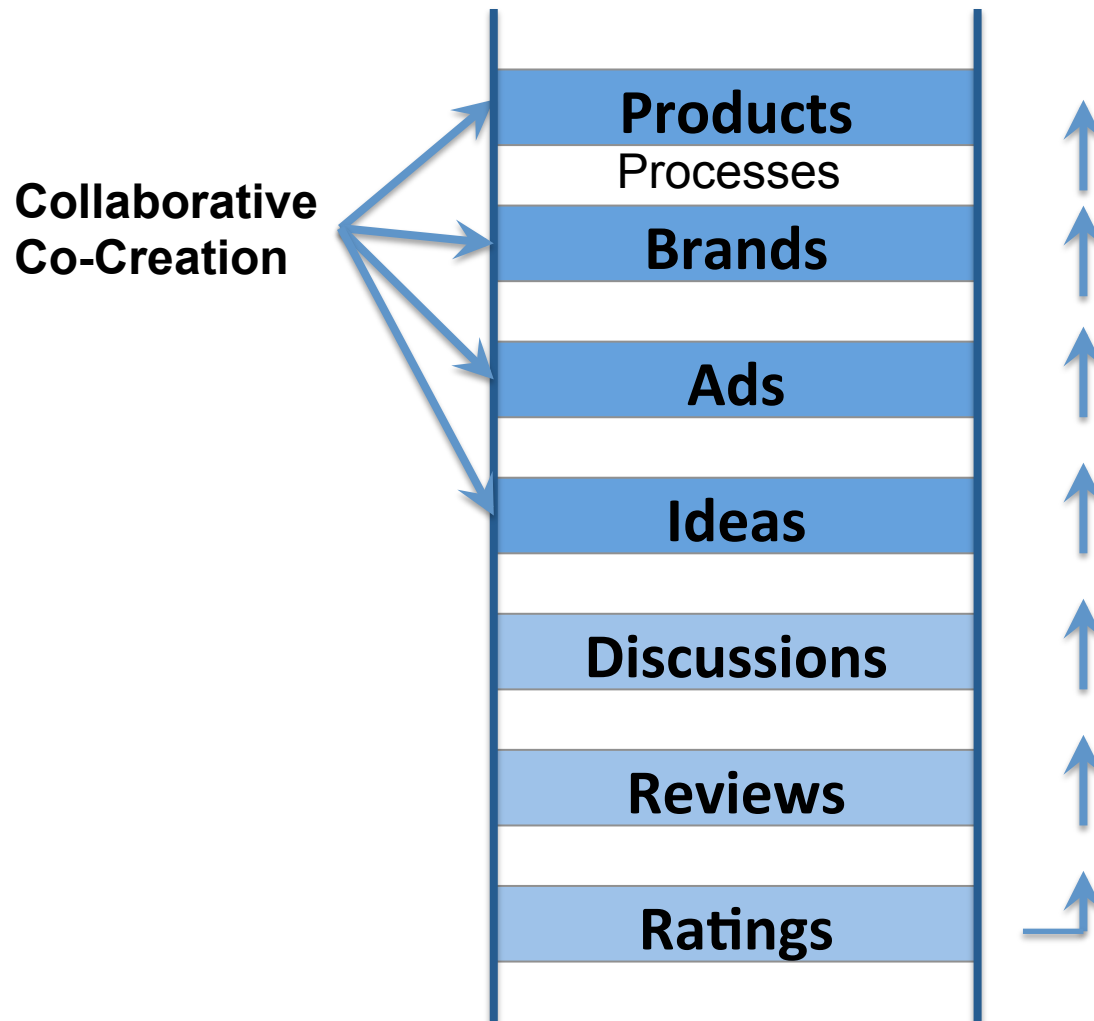
Stages	<b>AIDA Model</b> E K Strong (1925)	<b>Hierarchy-of-Effects Model</b> Lavidge & Steiner (1961)	<b>Innovation-Adoption Model</b> E M Rogers (1961)	<b>Communications Model</b>
<b>Cognitive Stage</b>	Attention ↓	Awareness ↓ Knowledge ↓	Awareness ↓	Exposure ↓ Reception ↓ Cognitive response ↓
<b>Affective Stage</b>	Interest ↓ Desire ↓	Linking ↓ Preference ↓ Conviction ↓	Interest ↓ Evaluation ↓	Attitude ↓ Intention ↓
<b>Behavior Stage</b>	Action	Purchase	Trial ↓ Adoption	Behavior

# Micromodel of Consumer Responses: Response Hierarchy Models

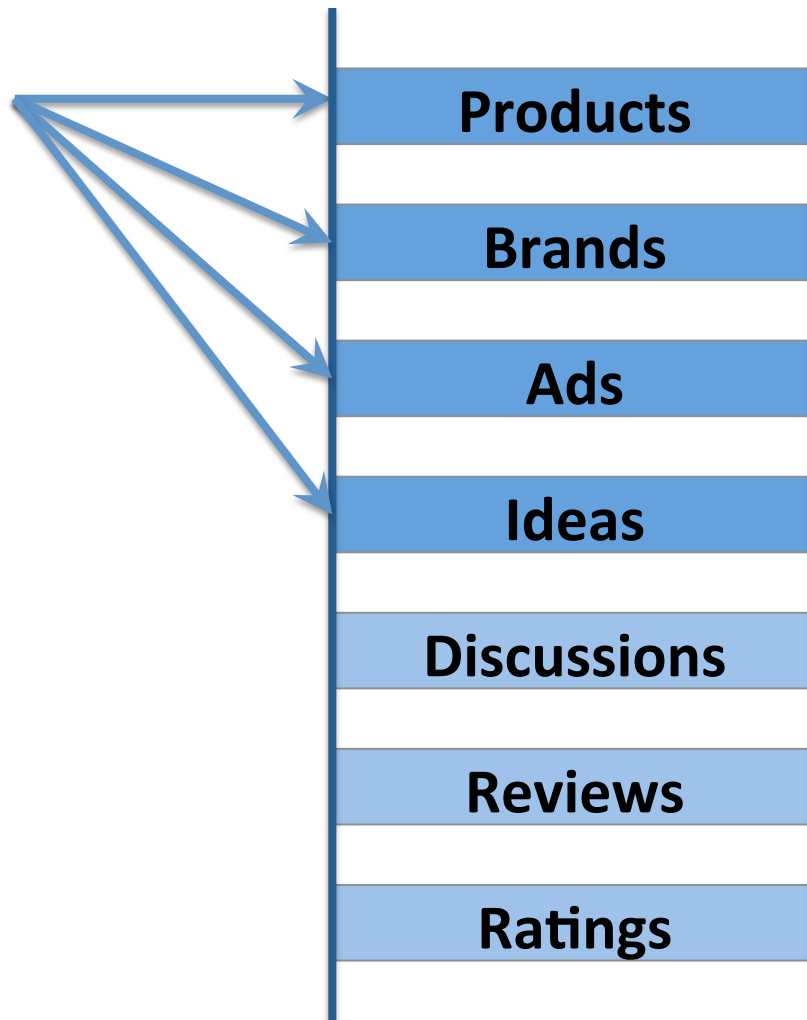
Stages	AIDA Model E K Strong (1925)	DAGMAR R H Colley (1961)	Howard & Sheth (excerpt) H & S (1969)	Online Information Processing Hofacker (2001)
Cognitive Stage	Attention	Unawareness	Attention	Exposure
	↓	↓	↓	↓
Affective Stage	Interest	Awareness	Comprehension	Attention
	↓	↓	↓	↓
Behavior Stage	Desire	Comprehension and perception	Attitude	Comprehension and perception
	↓	↓	↓	↓
	Action	Conviction	Intention	Yielding and acceptance
	↓	↓	↓	↓
		Action	Purchase	Retention



# Strategic ladder of engagement



# Collaborative co-creation



# Communications tools

Offline tools	Online outbound tools
1. Advertising	Interactive TV ads Pay-per-click ads and banner ads Intelligent media units
2. PR	Online optimized PR Viral marketing
3. Sponsorship	Online sponsorship – communities, pages, sites, events

# Communications tools

Offline tools	Online outbound tools
4. Sales promotion	Incentives and calls to action online in e-mails and websites
5. Direct mail	Opt-in e-mail (viral marketing)
6. Sales force	Affiliate marketing Digital body language (on a website)
7. Packaging	Pack images on the website

# Communications tools

Offline tools	Online outbound tools
8. Point of sale	Website – your online POS; particularly calls to action; product photos and product users' photos
9. Retail store design or commercial offices	Website – design, online value proposition (OVP), search engine optimization (SEO)
10. Exhibitions and conferences	Virtual exhibitions, virtual worlds like Second Life

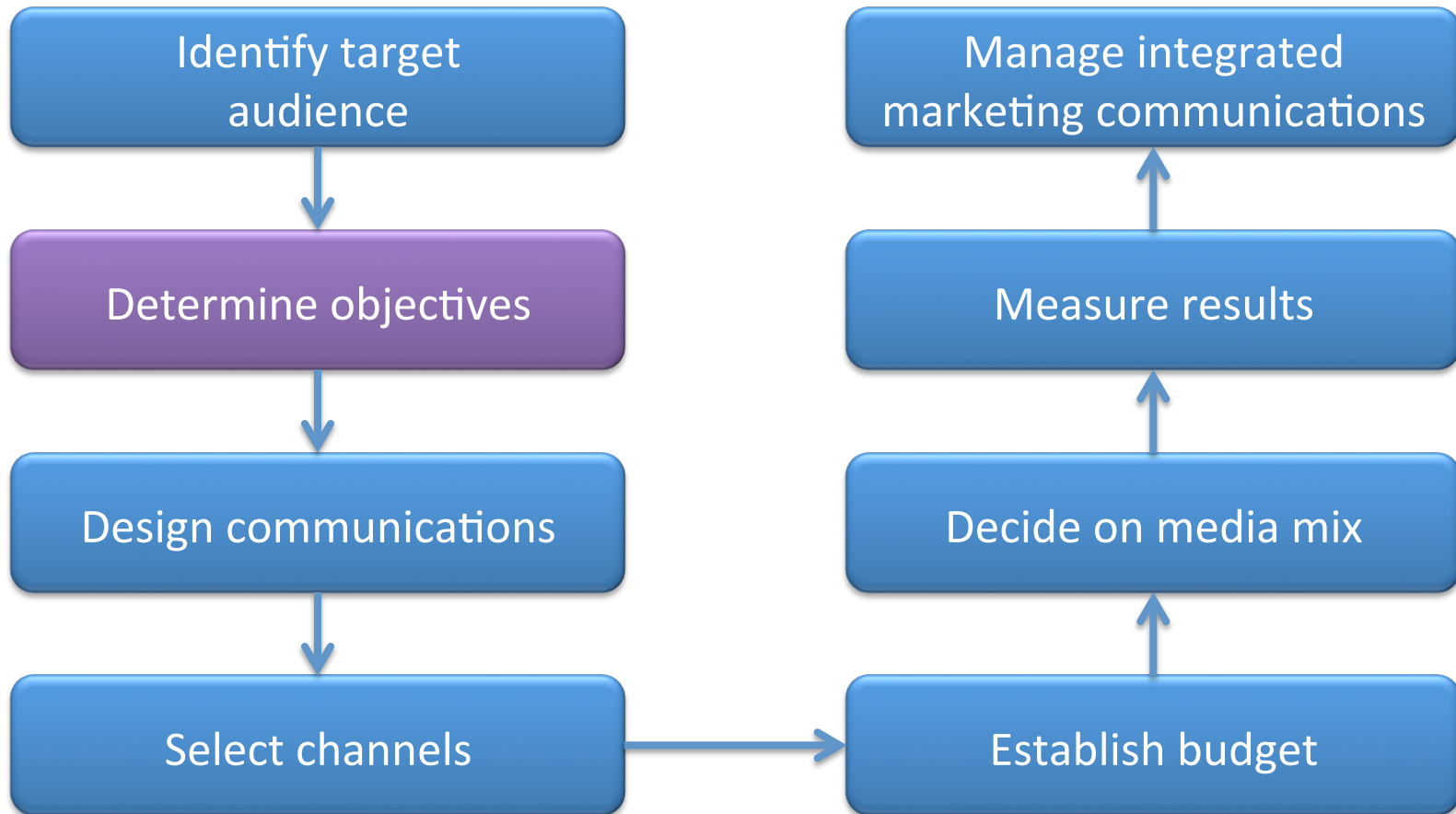
# Communications tools

Offline tools	Online outbound tools
11. Word of mouth	<p>Social media – inbound marketing</p> <p>Blogs:</p> <ul style="list-style-type: none"><li>Microblogs (eg Twitter)</li></ul> <p>Social networking sites:</p> <ul style="list-style-type: none"><li>Facebook</li><li>LinkedIn</li></ul> <p>Social content sites:</p> <ul style="list-style-type: none"><li>YouTube</li><li>Flickr</li><li>Wikis</li></ul> <p>Social recommendation sites:</p> <ul style="list-style-type: none"><li>Digg</li><li>StumbleUpon</li></ul> <p>Social bookmarking sites:</p> <ul style="list-style-type: none"><li>Delicious</li><li>Article marketing</li><li>Google Maps</li><li>Google Earth</li><li>Virtual worlds</li></ul>

# Marketing Communications Tools for Consumer Psychology and Behavior

Marketing Communications Tools	Unawareness	Awareness	Acceptance	Preference	Insistence/ buy now	Reassurance
Advertising	→			→		→
PR	→					
Sponsorship	→					
Direct mail		→		→		
Selling				→		
Packaging		→	→			
Point of sale		→		→		
Exhibitions		→		→		
Sales promo				→		
Website		→	→			
Social Media	→					
CRM/WOM	→					

# Developing Effective Communications





# Determine the Communications Objectives

Category Need

Brand Awareness

Brand Attitude

Brand Purchase Intention

# Digital Marketing Communications

**Display Advertising**

**Email Marketing**

**Mobile Marketing**

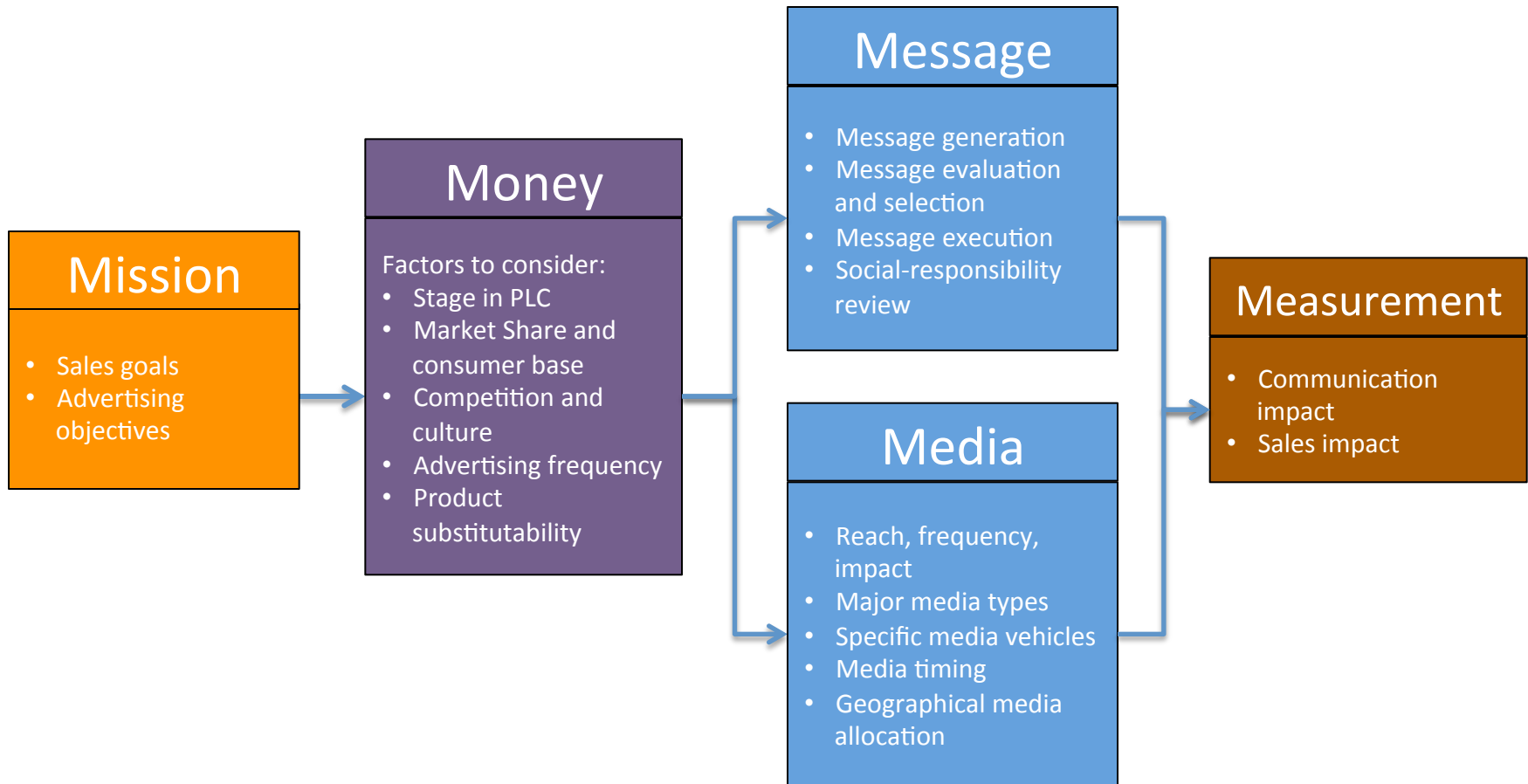
**Search Marketing**

**Social Media**

# WORD-OF-MOUTH MARKETING

- Influential
  - Because people trust others they know and respect, word of mouth can be highly influential.
- Personal
  - Word of mouth can be a very intimate dialogue that reflects personal **facts**, **opinions**, and **experiences**.
- Timely
  - Word of mouth occurs when people want it to and are most interested, and it often follows noteworthy or meaningful events or experiences.

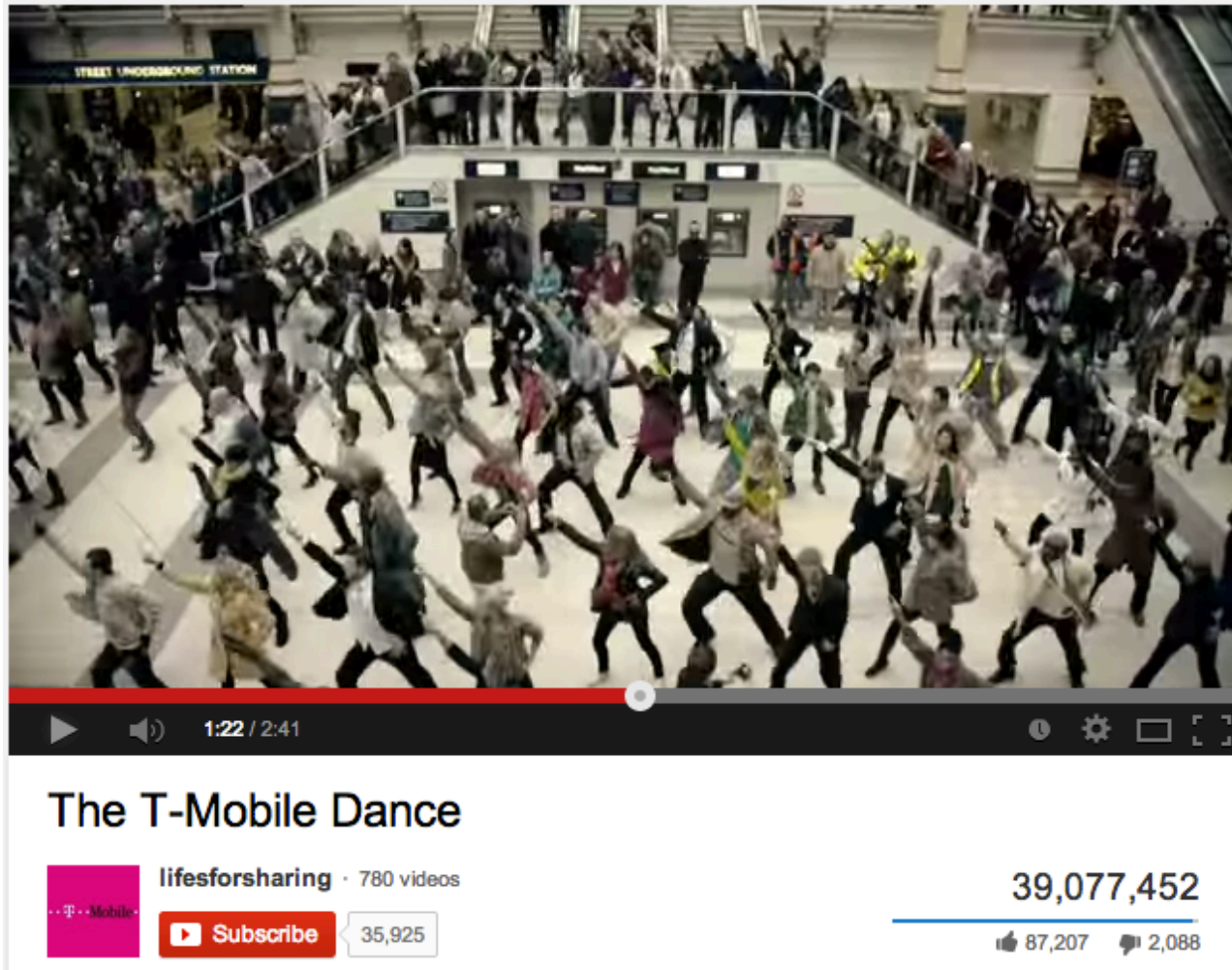
# 5 Ms of Advertising



# Consumer-Generated Advertising

spread via e-mail messages,  
blogs,  
and social networks

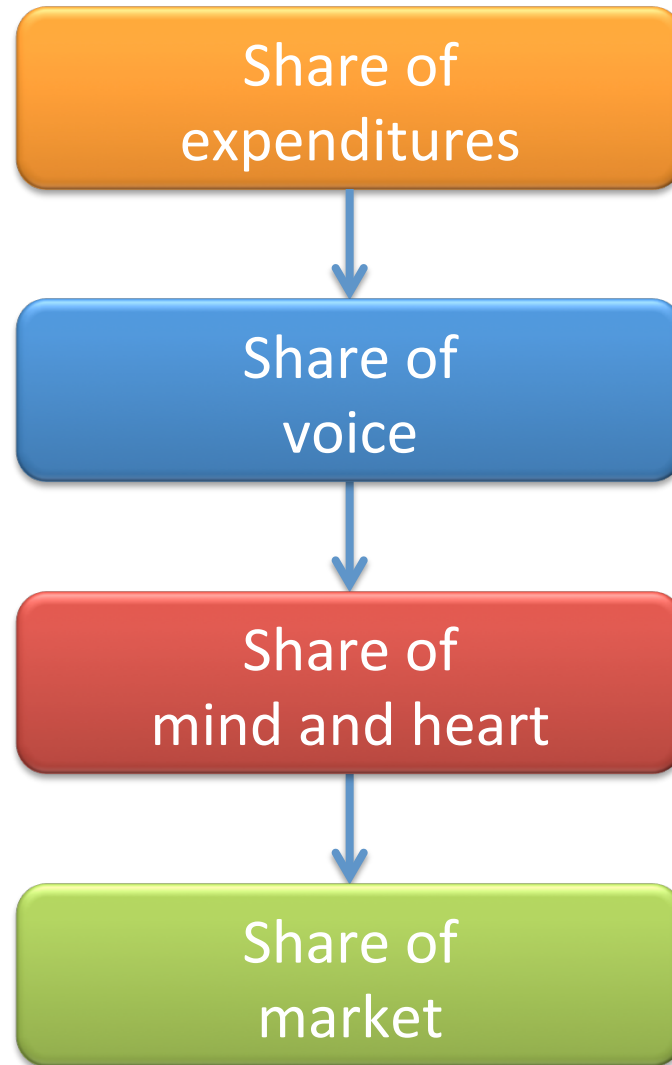
T-Mobile's highly entertaining "Life's for Sharing" subway dance became an **online viral marketing sensation**.



The screenshot shows a YouTube video player. The video content is a large group of people dancing in a subway station. The video title is "The T-Mobile Dance". The channel name is "lifesforsharing" with 780 videos. The video has 39,077,452 views, 87,207 likes, and 2,088 dislikes. There is a "Subscribe" button with 35,925 subscribers. The video progress bar shows 1:22 / 2:41.

<https://www.youtube.com/watch?v=VQ3d3KigPQM>

# Formula for Measuring Different Stages in the Sales Impact of Advertising



# Word of Mouth

- Social Media
  - Social media are a means for consumers to share text, images, audio, and video information with each other and with companies and vice versa.
- Buzz and Viral Marketing



# Social Media

- Online communities and forums
- Bloggers
  - (individuals and networks such as Sugar and Gawker)
- Social networks
  - (like Facebook, Twitter, and YouTube)

# Buzz and Viral Marketing



Will it Blend? iPhone 5s and 5c



Blendtec · 136 videos

Subscribe

701,609

2,790,035

19,760 2,063

<https://www.youtube.com/watch?v=GAuhUTzNwiY>

# Buzz and Viral Marketing

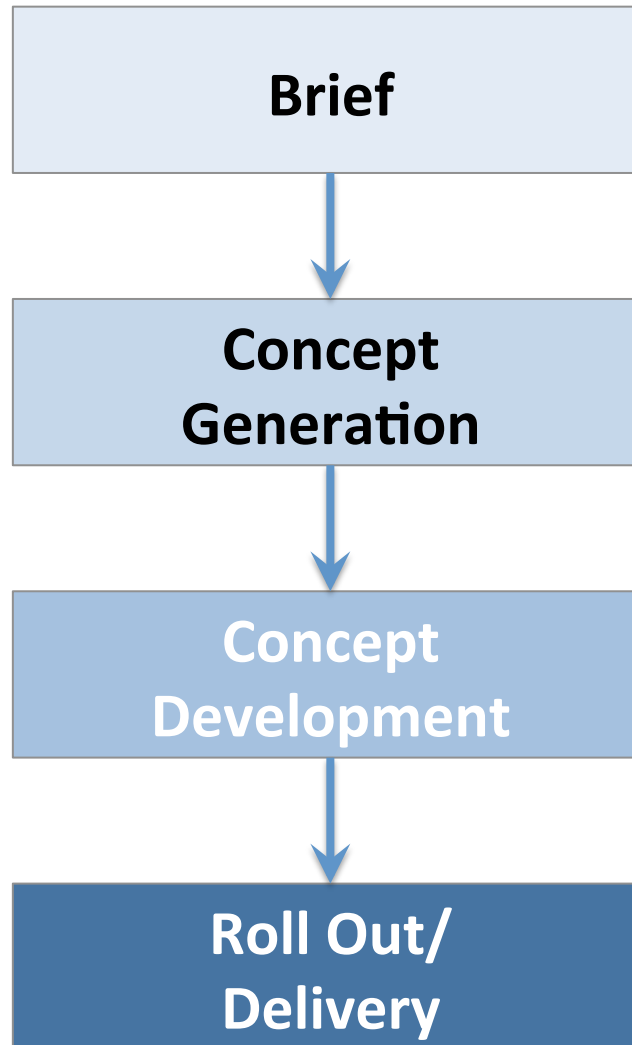
## - How to Start a Buzz Fire

- Identify influential individuals and companies and devote extra effort to them
- Supply key people with product samples
- Work through community influentials such as local disk jockeys, class presidents, and presidents of women's organizations
- Develop word-of-mouth referral channels to build business
- Provide compelling information that customers want to pass along.

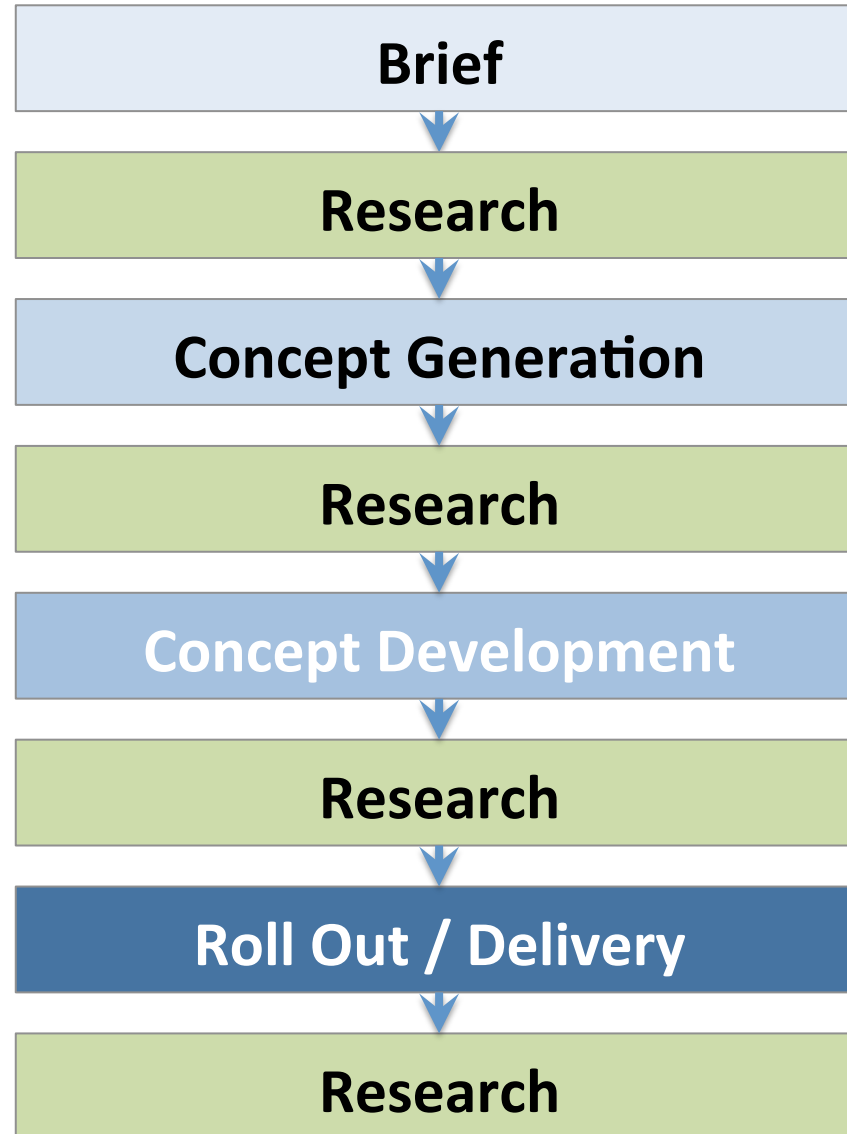
# Opinion Leaders

- Communication researchers propose a social-structure view of interpersonal communication.

# The brand development process



# The brand development process including research



# Five New Marketing Communications Skills Required

(Brinker, 2009)

## 1. Analytical pattern skills

– Mastering the flow of data from social media feedback, web analytics, transaction histories, behavioural profiles and industry aggregates.

## 2. Agile project management

## 3. Experimental curiosity and rigour

## 4. Systems thinking

## 5. Mashable software fluency

# SMO vs. SEO

- Social Media Optimization (SMO)
- Search Engine Optimization (SEO)
  - Keywords and Key Phrases
  - Titles
  - Descriptions
  - Tags
  - Links



# Market Research

- Relevant information **reduces risk, increases power and creates competitive advantage** if used correctly.

# The market research process

1. Problem definition

2. Research Plan

3. Fieldwork

4. Data analysis

5. Report  
presentation

6. Action taken /  
not taken

# The market research process

## 1. Problem definition

Decide clearly what information is needed and why it is needed. Is it qualitative and/or quantitative? What will be done with it?

## 2. Research Plan

Agency briefing.  
Data sources: secondary/primary.  
Research techniques: observation, survey, experiment, focus group.  
Sample: size and type.  
Degree of confidence.  
Fieldwork: face-to-face, phone or post.  
Questionnaire design.  
Cost and timing.

## 3. Fieldwork

Actual interviews/data collection and supervision.

## 4. Data analysis

Coding, editing, weighting, summing, consistency/check questions, extracting trends and correlations, if any.

## 5. Report presentation

The interpretation of the figures, summary, and sometimes conclusions.

## 6. Action taken / not taken

If the information is not used, then perhaps it wasn't worth collecting in the first place.

# 10 Steps to integrate social media into the business

1. Listen
2. Create a presence
3. Join the conversation
4. Identify communities, burning issues and opinion formers
5. Content strategy
6. Social media guidelines
7. Grow the community
8. Socialization of the team
9. Socialization of business processes and workflow
10. Measure and report

# References

- Philip Kotler & Kevin Lane Keller, Marketing Management, 14th ed., Pearson, 2012
- Lon Safko, The Social Media Bible: Tactics, Tools, and Strategies for Business Success, 3rd ed., Wiley, 2012
- Paul R. Smith and Ze Zook, Marketing Communications: Integrating Offline and Online with Social Media, Kogan Page, 2011