Social Media Marketing
社群網路行銷

行銷傳播研究
(Marketing Communications Research)

1022SMM06
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/
2014-04-07
<table>
<thead>
<tr>
<th>週次 (Week)</th>
<th>日期 (Date)</th>
<th>內容 (Subject/Topics)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>103/02/17</td>
<td>社會網路行銷課程介紹 (Course Orientation of Social Media Marketing)</td>
</tr>
<tr>
<td>2</td>
<td>103/02/24</td>
<td>社群網路商業模式 (Business Models of Social Media)</td>
</tr>
<tr>
<td>3</td>
<td>103/03/03</td>
<td>顧客價值與品牌 (Customer Value and Branding)</td>
</tr>
<tr>
<td>4</td>
<td>103/03/10</td>
<td>社群網路消費者心理與行為 (Consumer Psychology and Behavior on Social Media)</td>
</tr>
<tr>
<td>5</td>
<td>103/03/17</td>
<td>社群網路行銷蜻蜓效應 (The Dragonfly Effect of Social Media Marketing)</td>
</tr>
<tr>
<td>6</td>
<td>103/03/24</td>
<td>社群網路行銷個案研究 I (Case Study on Social Media Marketing I)</td>
</tr>
<tr>
<td>7</td>
<td>103/03/31</td>
<td>教學行政觀摩日 (Off-campus study)</td>
</tr>
<tr>
<td>8</td>
<td>103/04/07</td>
<td>行銷傳播研究 (Marketing Communications Research)</td>
</tr>
<tr>
<td>9</td>
<td>103/04/14</td>
<td>社群網路策略 (Social Media Strategy)</td>
</tr>
<tr>
<td>週次 (Week)</td>
<td>日期 (Date)</td>
<td>內容 (Subject/Topics)</td>
</tr>
<tr>
<td>------------</td>
<td>------------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>10</td>
<td>103/04/21</td>
<td>期中報告 (Midterm Presentation)</td>
</tr>
<tr>
<td>11</td>
<td>103/04/28</td>
<td>社群網路行銷計劃 (Social Media Marketing Plan)</td>
</tr>
<tr>
<td>12</td>
<td>103/05/05</td>
<td>行動 APP 行銷 (Mobile Apps Marketing)</td>
</tr>
<tr>
<td>13</td>
<td>103/05/12</td>
<td>社群網路評量指標 (Social Media Metrics)</td>
</tr>
<tr>
<td>14</td>
<td>103/05/19</td>
<td>社群網路行銷個案研究 II (Case Study on Social Media Marketing II)</td>
</tr>
<tr>
<td>15</td>
<td>103/05/26</td>
<td>社群網路海量資料分析 (Big Data Analytics of Social Media)</td>
</tr>
<tr>
<td>16</td>
<td>103/06/02</td>
<td>端午節 放假一天 (Dragon Boat Festival)(Day off)</td>
</tr>
<tr>
<td>17</td>
<td>103/06/09</td>
<td>期末報告 I (Term Project Presentation I)</td>
</tr>
<tr>
<td>18</td>
<td>103/06/16</td>
<td>期末報告 II (Term Project Presentation II)</td>
</tr>
</tbody>
</table>
Background to the communications process

The changing communications environment

- New marketing communications mix
- CRM
- Buyer behavior theory
- Market research
- Media
- Agencies
- International markets
- Communications theory
- Branding

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
The marketing communications mix

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
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

Source: Kotler and Keller (2008)
Four Pillars of Social Media Strategy

C²E²

Communication
Collaboration
Education
Entertainment

Source: Safko and Brake (2009)
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

- Problem recognition
- Information Search
- Evaluation
- Decision
- Buy
- Post-purchase dissonance

\[
\text{Dissatisfaction} = \text{Brand rejection} \quad \text{Satisfaction} = \text{Loyalty} = \text{Repeat purchase}
\]

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
The ladder of loyalty

- Advocates
- Clients
- Customers
- Prospects
- Suspects

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
The ATR Model

Awareness

Trial

Reinforcement

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
Black-box Model

Stimulus variables (Input) → Intervening variables (black box) → Response variables (Output)

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
An Enlarged Black-box Model

Inputs/stimuli
- Product
- Price
- Place
- Promotion:
  - Advertising
  - Selling
  - Sales promotion
  - Publicity
  - Packaging
  - Point-of-sale
  - Merchandising
  - Exhibitions
  - Corporate identity
  - Sponsorship
  - Sales literature
  - Direct marketing
  - Word-of-mouth

Processor

Buyer

Inputs/stimuli
- Product purchase
- Brand purchase
- Brand loyalty / Repeat purchase
- Size of purchase
- Frequency of purchase

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
A simplified version of Howard and Sheth’s model
(Howard and Sheth, 1969)

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
A Simple Communication Model

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
Macromodel of the Communications Process

One-step communications model

Sender → Message → Receivers

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
Two-step communications with Opinion Leaders (O.L)

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
Two-step communications model with Opinion Leaders (O.L) and Opinion Formers (O.F)

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
Multi-step communications model (a)
Multi-step communications model (b)

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
Simple web communications model

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
Advanced web communications model

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
# Micromodel of Consumer Responses: AIDA Model

<table>
<thead>
<tr>
<th>Stages</th>
<th>AIDA Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cognitive Stage</td>
<td>Attention</td>
</tr>
<tr>
<td>Affective Stage</td>
<td>Interest</td>
</tr>
<tr>
<td></td>
<td>Desire</td>
</tr>
<tr>
<td>Behavior Stage</td>
<td>Action</td>
</tr>
</tbody>
</table>

Micromodel of Consumer Responses: Hierarchy-of-Effects Model

Stages

- Cognitive Stage
- Affective Stage
- Behavior Stage

Hierarchy-of-Effects Model

1. Awareness
2. Knowledge
3. Linking
4. Preference
5. Conviction
6. Purchase

Micromodel of Consumer Responses: Innovation-Adoption Model

Stages

- Cognitive Stage
- Affective Stage
- Behavior Stage

Innovation-Adoption Model

1. Awareness
2. Interest
3. Evaluation
4. Trial
5. Adoption

Micromodel of Consumer Responses: Communications Model

- Cognitive Stage
  - Exposure
  - Reception
  - Cognitive response

- Affective Stage
  - Attitude
  - Intention

- Behavior Stage
  - Behavior

Micromodel of Consumer Responses: Response Hierarchy Models

<table>
<thead>
<tr>
<th>Stages</th>
<th>AIDA Model</th>
<th>Hierarchy-of-Effects Model</th>
<th>Innovation-Adoption Model</th>
<th>Communications Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cognitive Stage</td>
<td>Attention</td>
<td>Awareness</td>
<td>Awareness</td>
<td>Exposure</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Knowledge</td>
<td></td>
<td>Reception</td>
</tr>
<tr>
<td>Affective Stage</td>
<td>Interest</td>
<td>Linking</td>
<td>Interest</td>
<td>Attitude</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Preference</td>
<td>Evaluation</td>
<td>Intention</td>
</tr>
<tr>
<td></td>
<td>Desire</td>
<td>Conviction</td>
<td>Trial</td>
<td>Behavior</td>
</tr>
<tr>
<td>Behavior Stage</td>
<td>Action</td>
<td>Purchase</td>
<td>Adoption</td>
<td></td>
</tr>
</tbody>
</table>

# Micromodel of Consumer Responses: Response Hierarchy Models

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cognitive Stage</td>
<td><strong>Attention</strong></td>
<td><strong>Unawareness</strong></td>
<td><strong>Attention</strong></td>
<td><strong>Exposure</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Interest</strong></td>
<td><strong>Awareness</strong></td>
<td><strong>Comprehension</strong></td>
<td><strong>Attention</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Desire</strong></td>
<td><strong>Comprehension</strong></td>
<td><strong>Comprehension</strong></td>
<td><strong>Comprehension and perception</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Action</strong></td>
<td><strong>Conviction</strong></td>
<td><strong>Attitude</strong></td>
<td><strong>Yielding and acceptance</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Intention</strong></td>
<td><strong>Intention</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Purchase</strong></td>
<td><strong>Purchase</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Retention</strong></td>
<td><strong>Retention</strong></td>
<td></td>
</tr>
</tbody>
</table>

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
Strategic ladder of engagement

Collaborative Co-Creation

Products
- Processes
Brands
Ads
Ideas
Discussions
Reviews
Ratings

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
Collaborative co-creation

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
## Communications tools

<table>
<thead>
<tr>
<th>Offline tools</th>
<th>Online outbound tools</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Advertising</strong></td>
<td>Interactive TV ads</td>
</tr>
<tr>
<td></td>
<td>Pay-per-click ads and banner ads</td>
</tr>
<tr>
<td></td>
<td>Intelligent media units</td>
</tr>
<tr>
<td><strong>2. PR</strong></td>
<td>Online optimized PR</td>
</tr>
<tr>
<td></td>
<td>Viral marketing</td>
</tr>
<tr>
<td><strong>3. Sponsorship</strong></td>
<td>Online sponsorship – communities, pages, sites, events</td>
</tr>
</tbody>
</table>

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
## Communications tools

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

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
## Communications tools

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

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
## Communications tools

<table>
<thead>
<tr>
<th>Offline tools</th>
<th>Online outbound tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. Word of mouth</td>
<td>Social media – inbound marketing</td>
</tr>
<tr>
<td></td>
<td>Blogs:</td>
</tr>
<tr>
<td></td>
<td>Microblogs (eg Twitter)</td>
</tr>
<tr>
<td></td>
<td>Social networking sites:</td>
</tr>
<tr>
<td></td>
<td>Facebook</td>
</tr>
<tr>
<td></td>
<td>LinkedIn</td>
</tr>
<tr>
<td></td>
<td>Social content sites:</td>
</tr>
<tr>
<td></td>
<td>YouTube</td>
</tr>
<tr>
<td></td>
<td>Flickr</td>
</tr>
<tr>
<td></td>
<td>Wikis</td>
</tr>
<tr>
<td></td>
<td>Social recommendation sites:</td>
</tr>
<tr>
<td></td>
<td>Digg</td>
</tr>
<tr>
<td></td>
<td>StumbleUpon</td>
</tr>
<tr>
<td></td>
<td>Social bookmarking sites:</td>
</tr>
<tr>
<td></td>
<td>Delicious</td>
</tr>
<tr>
<td></td>
<td>Article marketing</td>
</tr>
<tr>
<td></td>
<td>Google Maps</td>
</tr>
<tr>
<td></td>
<td>Google Earth</td>
</tr>
<tr>
<td></td>
<td>Virtual worlds</td>
</tr>
</tbody>
</table>

*Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media*
# Marketing Communications Tools for Consumer Psychology and Behavior

<table>
<thead>
<tr>
<th>Marketing Communications Tools</th>
<th>Unawareness</th>
<th>Awareness</th>
<th>Acceptance</th>
<th>Preference</th>
<th>Insistence/buy now</th>
<th>Reassurance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorship</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct mail</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Selling</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Packaging</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Point of sale</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibitions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales promo</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CRM/WOM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
Developing Effective Communications

1. Identify target audience
2. Determine objectives
3. Design communications
4. Select channels
5. Establish budget
6. Decide on media mix
7. Measure results
8. Manage integrated marketing 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

**Mission**
- Sales goals
- Advertising objectives

**Money**
Factors to consider:
- Stage in PLC
- Market Share and consumer base
- Competition and culture
- Advertising frequency
- Product substitutability

**Message**
- Message generation
- Message evaluation and selection
- Message execution
- Social-responsibility review

**Media**
- Reach, frequency, impact
- Major media types
- Specific media vehicles
- Media timing
- Geographical media allocation

**Measurement**
- Communication impact
- Sales impact

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.

https://www.youtube.com/watch?v=VQ3d3KigPQM
Formula for Measuring Different Stages in the Sales Impact of Advertising

- Share of expenditures
- Share of voice
- Share of mind and heart
- Share of market

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

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

Brief

Concept Generation

Concept Development

Roll Out/Delivery

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
The brand development process including research

Brief

Research

Concept Generation

Research

Concept Development

Research

Roll Out / Delivery

Research

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
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

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
SMO vs. SEO

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

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
Market Research

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

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
The market research process

1. Problem definition
2. Research Plan
3. Fieldwork
4. Data analysis
5. Report presentation
6. Action taken / not taken

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
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.

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
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

Source: Smith & Zook (2011), Marketing Communications: Integrating Offline and Online with Social Media
References

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


• Paul R. Smith and Ze Zook, Marketing Communications: Integrating Offline and Online with Social Media, Kogan Page, 2011