

Social Media Marketing

社群網路行銷



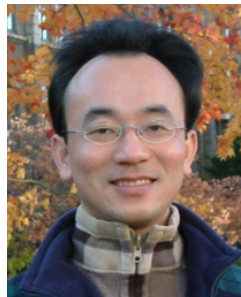
Tamkang
University

社群網路行銷計劃 (Social Media Marketing Plan)

1022SMM08

TLMXJ1A (MIS EMBA)

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



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2014-04-28



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)

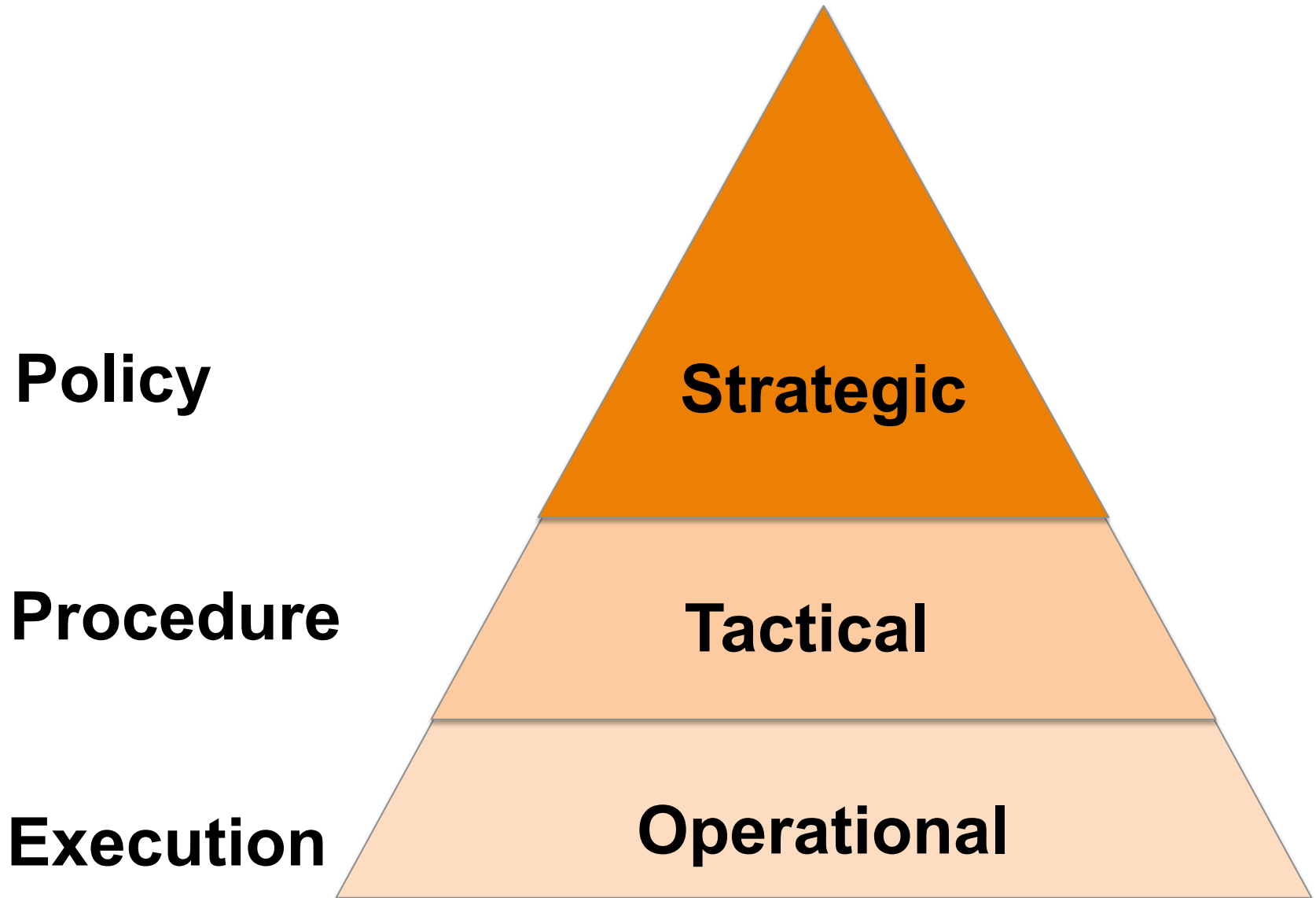
課程大綱 (Syllabus)

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)

Marketing Management Tasks

- Developing Marketing Strategies and Plans

Strategy vs. Tactics



Strategy vs. Tactics

Strategy	Tactics
Planning	Doing
Large Scale	Smaller Scale
Why	How
Difficult to Copy	Easy to Copy
Long Time Frame	Short Time Frame

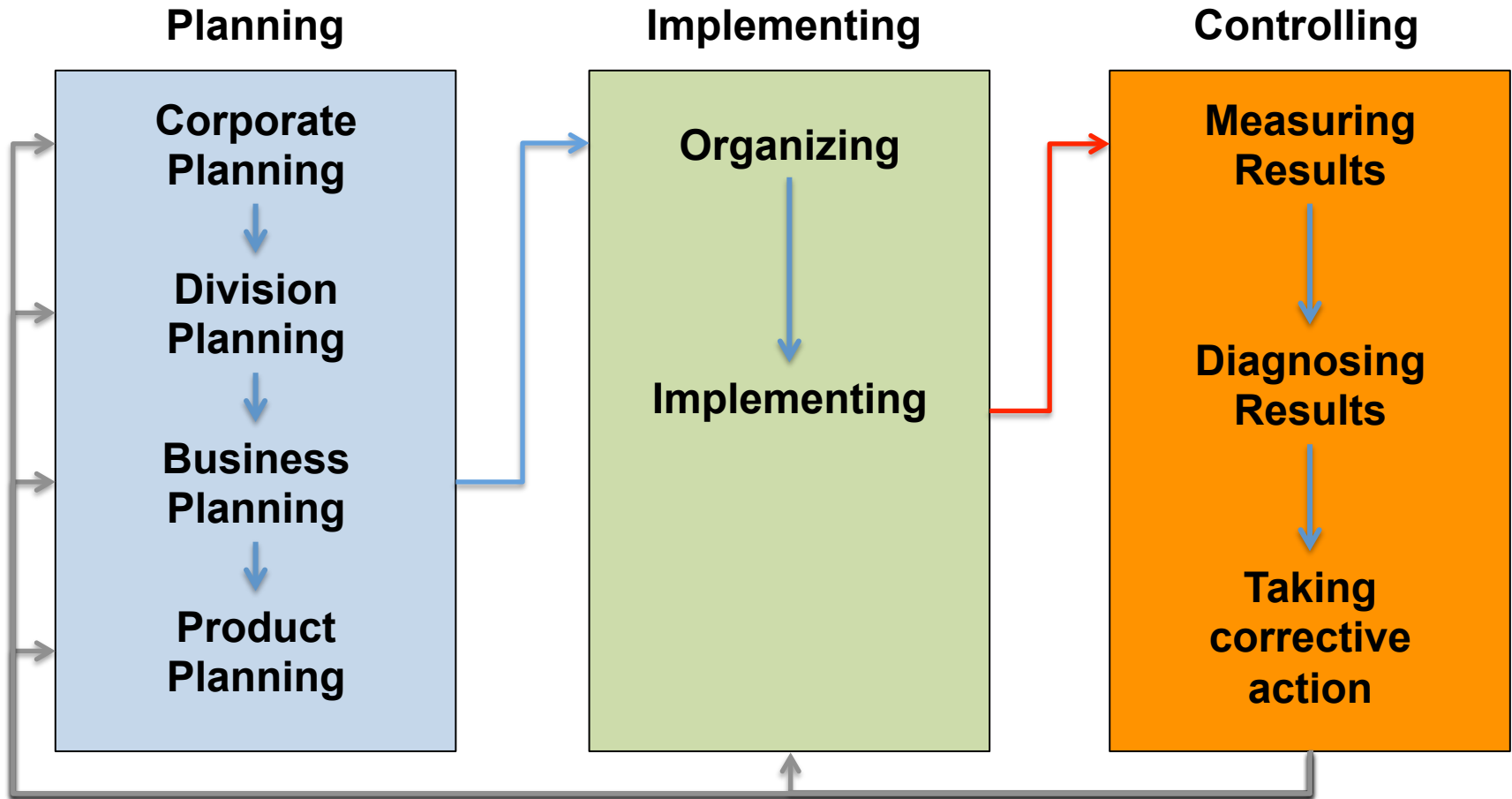
Strategy > Plans > Tactics

- **Strategy** involves a blueprint for gaining a competitive advantage.
- **Plans** are the second-level goals in the hierarchy.
 - A complex strategy may contain many plans.
- **Tactics** are the step-by-step methods you use to accomplish a plan.

Marketing Planning Process

- Analyzing marketing opportunities
- Selecting target markets
- Designing marketing strategies
- Developing marketing programs
- Managing the marketing effort

The Strategic Planning, Implementation, and Control Processes



Marketing Plan

- The marketing plan is the central instrument for directing and coordinating the marketing effort.
- It operates at two levels: strategic and tactical.
- The strategic marketing plan lays out the target markets and the firm's value proposition, based on an analysis of the best market opportunities.
- The tactical marketing plan specifies the marketing tactics, including product features, promotion, merchandising, pricing, sales channels, and service.

Evaluating a Marketing Plan

1. Is the plan simple? Is it easy to understand and act on? Does it communicate its content clearly and practically?
2. Is the plan specific? Are its objectives concrete and measurable? Does it include specific actions and activities, each with specific dates of completion, specific persons responsible, and specific budgets?
3. Is the plan realistic? Are the sales goals, expense budgets, and milestone dates realistic? Has a frank and honest self-critique been conducted to raise possible concerns and objections?
4. Is the plan complete? Does it include all the necessary elements? Does it have the right breadth and depth?

4 Planning Activities

1. Defining the **corporate mission**
2. Establishing strategic business units
3. Assigning resources to each strategic business unit
4. Assessing growth opportunities

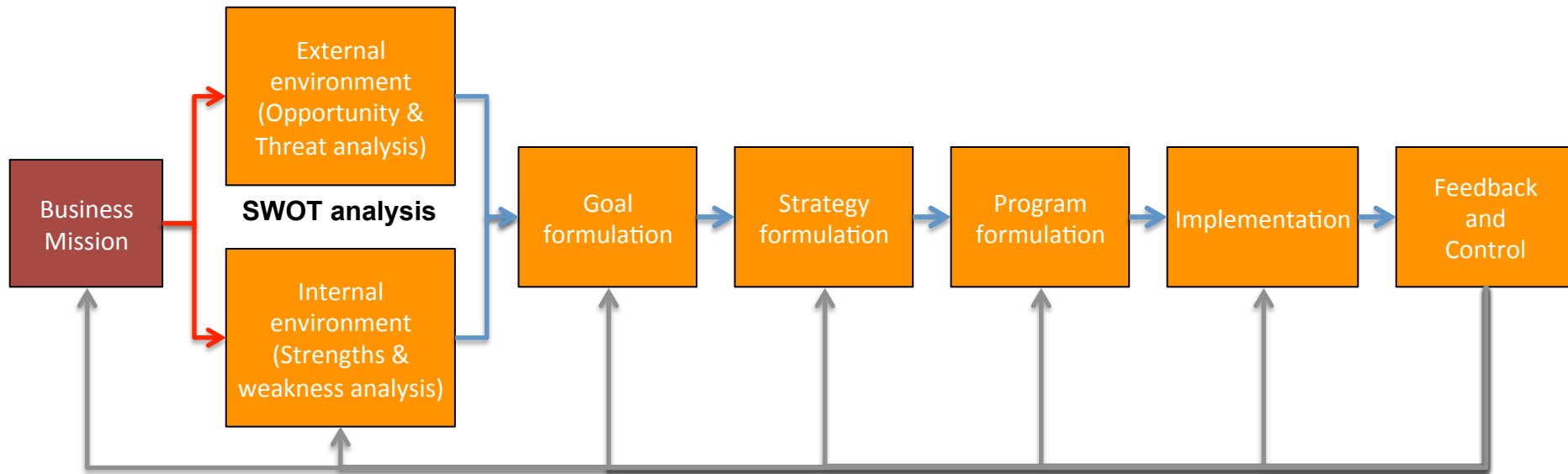
Google Mission

To organize the world's information
and
make it
universally accessible
and useful.

Product-Oriented versus Marketing-Oriented Definitions of Business

- Xerox:
 - We make copying equipment
 - We help improve office productivity

Business Unit Strategic-Planning Process



Sample Marketing Plan

- 1.0 Executive Summary
- 2.0 Situation Analysis
- 3.0 Marketing Strategy
- 4.0 Financials
- 5.0 Controls

1.
Executive
Summary

2.
Situation
Analysis

3.
Marketing
Strategy

4.
Financials

5.
Controls

Sample Marketing Plan

2.0 Situation Analysis

- 2.1 Market Summary
- 2.2 SWOT Analysis
- 2.3 Competition
- 2.4 Product Offering
- 2.5 Keys to Success
- 2.6 Critical Issues

1.
Executive
Summary

2.
Situation
Analysis

3.
Marketing
Strategy

4.
Financials

5.
Controls

Sample Marketing Plan

2.1 Market Summary

- 2.1.1 Market Demographics
 - Geographics
 - Demographics
 - Behavior Factors
- 2.1.2 Market Needs
- 2.1.3 Market Trends
- 2.1.4 Market Growth

1.
Executive
Summary

2.
Situation
Analysis

3.
Marketing
Strategy

4.
Financials

5.
Controls

Sample Marketing Plan

3.0 Marketing Strategy

- 3.1 Mission
- 3.2 Marketing Objectives
- 3.3 Financial Objectives
- 3.4 Target Markets
- 3.5 Positioning
- 3.6 Strategies
- 3.7 Marketing Program
- 3.8 Marketing Research

1.
Executive
Summary

2.
Situation
Analysis

3.
Marketing
Strategy

4.
Financials

5.
Controls

Sample Marketing Plan

4.0 Financials

- 4.1 Break-Even Analysis
- 4.2 Sales Forecast
- 4.3 Expense Forecast

1.
Executive
Summary

2.
Situation
Analysis

3.
Marketing
Strategy

4.
Financials

5.
Controls

Sample Marketing Plan

5.0 Controls

- 5.1 Implementation
- 5.2 Marketing Organization
- 5.3 Contingency Planning

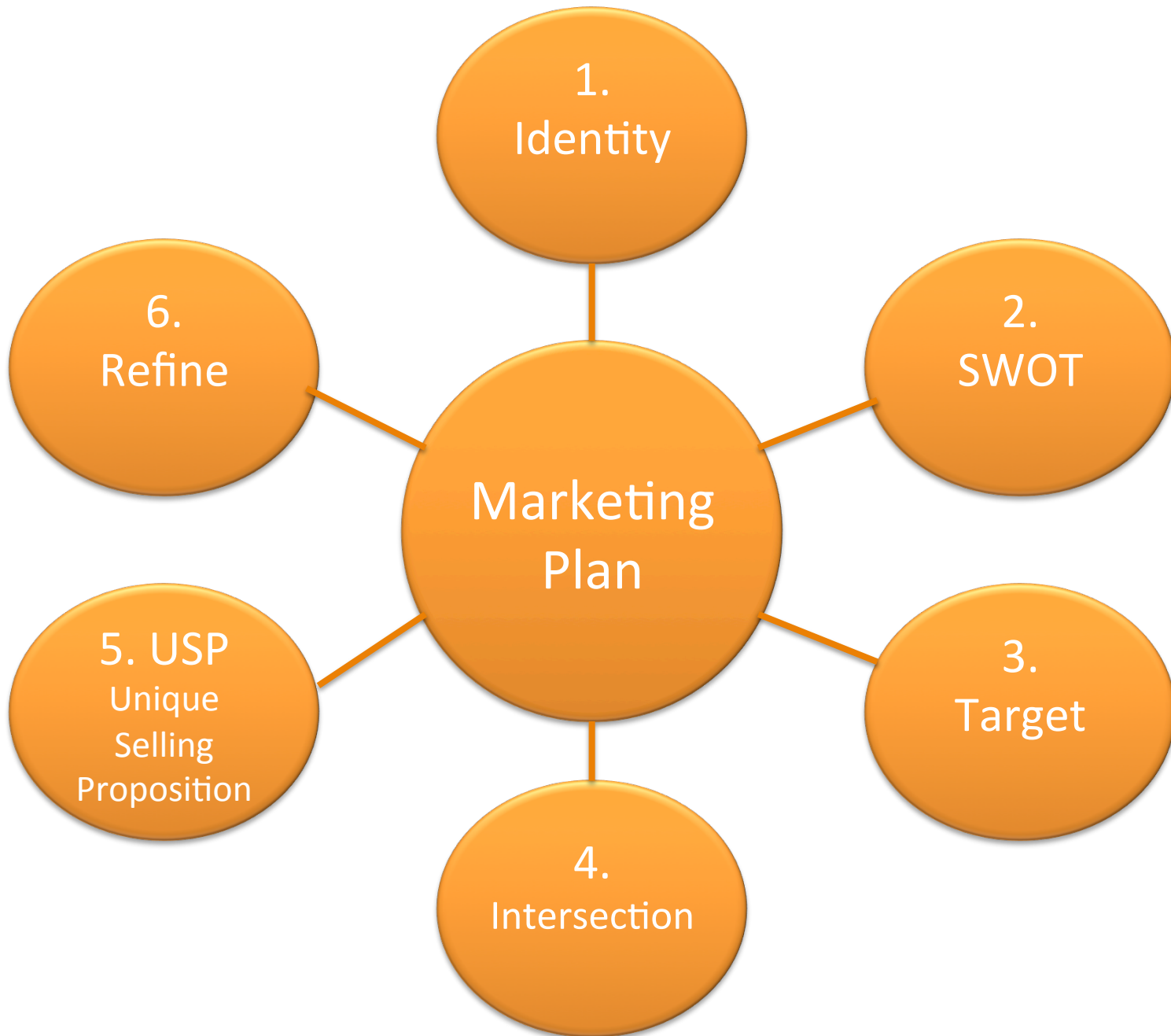
1.
Executive
Summary

2.
Situation
Analysis

3.
Marketing
Strategy

4.
Financials

5.
Controls



1 <Scope>: Social Media Strategic Plan 2013

3 MISSION

WHY ARE WE DOING THIS?

<MISSION>

2 <SCOPE> Goals:

- A <dept goal>
- B <dept goal>
- C <dept goal>
- D <dept goal>

4 GOALS

WHAT DO WE WANT TO ACCOMPLISH?



6 TACTICS

HOW WILL WE ACHIEVE OUR GOALS?



By Angie Schottmuller - <http://j.mp/somostatplan>

Social Media Strategic Plan

Who > Why > What > How

Scope > Mission > Goals > Tactics

Social Media Marketing Strategy in 6 Steps

Step 1: Why Your Business Needs To Be on Social Media

Step 2: Set Your Social Media Goals

Step 3: Identify Your Target Audience

Step 4: Develop Your Brand Voice

Step 5: Choose Your Social Tools Wisely

Step 6: Plan & Execute Content & Delivery

11 Vital Points Of A Social Media Marketing Plan

1. Goals
2. The Target Market
3. The Product/Service
4. Brand Recognition
5. Who will manage the social media accounts?
6. How many people are needed for managing the social media accounts?

11 Vital Points Of A Social Media Marketing Plan

7. Which social media networks do you need to join?

Will signing up in other social media sites aside from Facebook and Twitter still be beneficial to your business?

8. When is the most appropriate time to post statuses, content?

9. How many posts per day?

Is there going to be a minimum number of posts?

10. What types of posts should you prepare?

11. What approach or tone of voice will you use for your social posts? Friendly and casual, or highly formal?

Social Media Plan

1

Listen

- Locate consumers
- Assess their social activities
- Look for small, focused audiences

2

Plan

- Define business Objectives
- How can your brand's strengths be extended online?

3

Strategy

- How and where will you do it?
- How will relationships with consumers change?
- Who will be leading this effort?

4

Tools

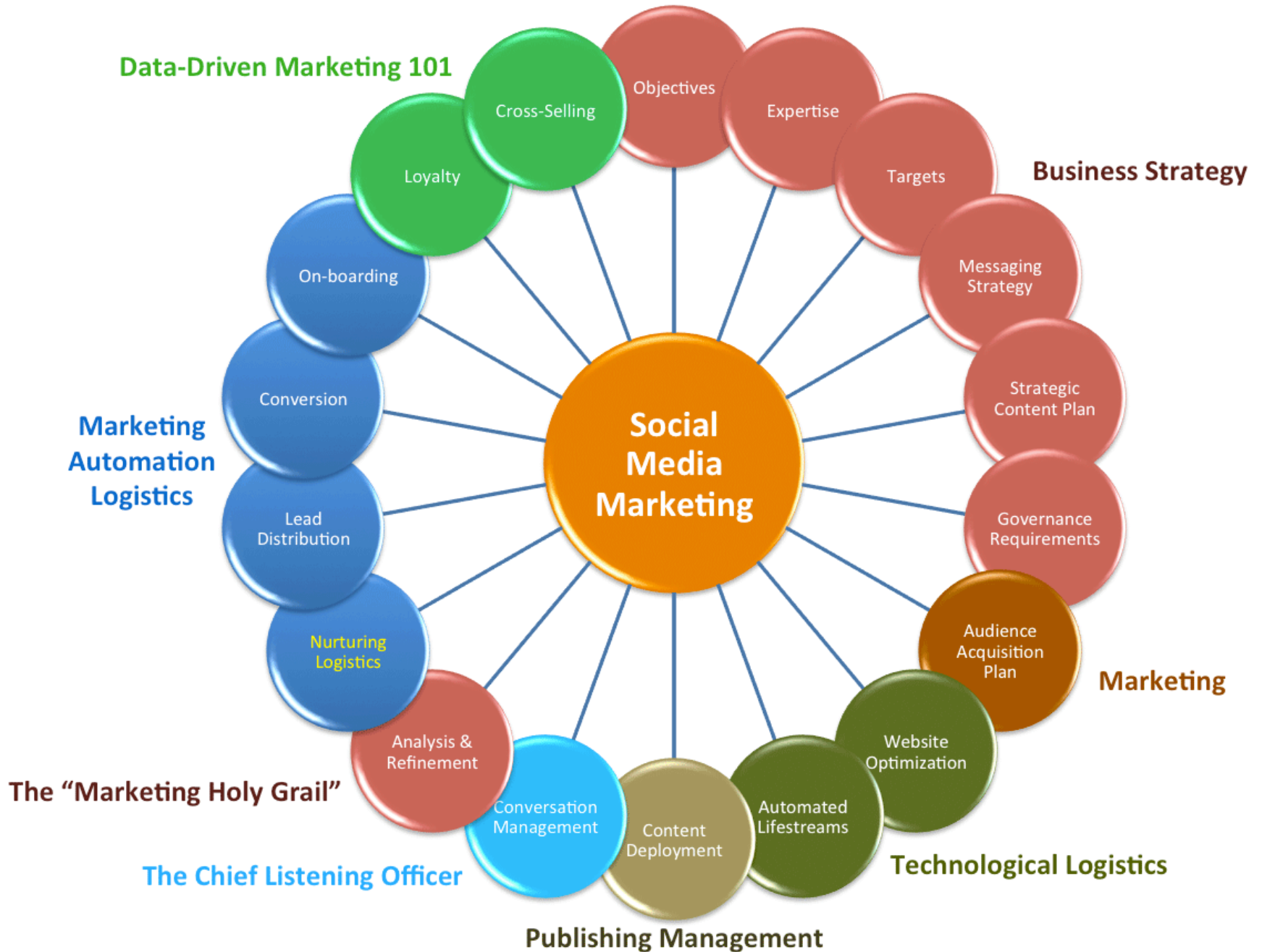
- Decide what social tools you will use.
- How will you monitor activities and measure success?

SOCIAL MEDIA STRATEGY FUNNEL



BY ANGIE SCHOTTMULLER, ©ASCHOTTMULLER, 2012

The Benefits of a Strategy Plan for Social Media Marketing



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