Social Media Marketing
社群網路行銷

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

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2014-04-28
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<th>內容 (Subject/Topics)</th>
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<td>社會網路行銷課程介紹 (Course Orientation of Social Media Marketing)</td>
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<td>103/02/24</td>
<td>社群網路商業模式 (Business Models of Social Media)</td>
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<td>103/03/03</td>
<td>顧客價值與品牌 (Customer Value and Branding)</td>
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<td>社群網路消費者心理與行為 (Consumer Psychology and Behavior on Social Media)</td>
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<td>社群網路行銷蜻蜓效應 (The Dragonfly Effect of Social Media Marketing)</td>
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<td>社群網路策略 (Social Media Strategy)</td>
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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

Policy

Procedure

Execution

Strategic

Tactical

Operational

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<tr>
<th>Strategy</th>
<th>Tactics</th>
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<tr>
<td>Planning</td>
<td>Doing</td>
</tr>
<tr>
<td>Large Scale</td>
<td>Smaller Scale</td>
</tr>
<tr>
<td>Why</td>
<td>How</td>
</tr>
<tr>
<td>Difficult to Copy</td>
<td>Easy to Copy</td>
</tr>
<tr>
<td>Long Time Frame</td>
<td>Short Time Frame</td>
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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

Planning
- Corporate Planning
- Division Planning
- Business Planning
- Product Planning

Implementing
- Organizing
- Implementing

Controlling
- Measuring Results
- Diagnosing Results
- Taking corrective action

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

SWOT analysis

External environment (Opportunity & Threat analysis)

Internal environment (Strengths & weakness analysis)

Goal formulation

Strategy formulation

Program formulation

Implementation

Feedback and Control

Sample Marketing Plan

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

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

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

Sample Marketing Plan

4.0 Financials

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

Sample Marketing Plan

5.0 Controls

- 5.1 Implementation
- 5.2 Marketing Organization
- 5.3 Contingency Planning
Marketing Plan

1. Identity

2. SWOT

3. Target

4. Intersection

5. USP Unique Selling Proposition

6. Refine

Source: http://lushbrandgroup.org/marketing/
1. **Scope**: Social Media Strategic Plan 2013

2. **Scope** Goals:
   - A: dept goal
   - B: dept goal
   - C: dept goal
   - D: dept goal

3. **Mission**
   - Why are we doing this?

4. **Goals**
   - What do we want to accomplish?

5. **KPI**:
   - A: KPI
   - B: KPI
   - C: KPI

6. **Tactics**
   - How will we achieve our goals?

7. Source: http://www.webaholic.co.in/blog/how-to-create-a-social-media-marketing-strategy-in-6-easy-steps/
Social Media Strategic Plan

Who > Why > What > How
Scope > Mission > Goals > Tactics

Source: http://www.webaholic.co.in/blog/how-to-create-a-social-media-marketing-strategy-in-6-easy-steps/
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

Source: http://www.webaholic.co.in/blog/how-to-create-a-social-media-marketing-strategy-in-6-easy-steps/
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?

Source: http://6degreesms.wordpress.com/2011/03/14/planning-social-media-marketing/
SOCIAL MEDIA STRATEGY FUNNEL

START HERE

BUSINESS MISSION

BUSINESS GOALS

DEPARTMENT GOALS

SOCIAL MEDIA GOALS

SOCIAL MEDIA TACTICS

SOCIAL MEDIA METRICS

NOT HERE

BY ANGIE SCHOTTMULLER, ØASCHOTTMULLER, 2012

The Benefits of a Strategy Plan for Social Media Marketing

Data-Driven Marketing 101

Objectives

Cross-Selling

Loyalty

On-boarding

Conversion

Lead Distribution

Nurturing Logistics

Analysis & Refinement

Conversation Management

Content Deployment

Automated Lifestyles

Website Optimization

Audience Acquisition Plan

Strategic Content Plan

Governance Requirements

Messaging Strategy

Targets

Expertise

Business Strategy

Marketing Automation Logistics

The “Marketing Holy Grail”

The Chief Listening Officer

Publishing Management

Technological Logistics

References

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