

# Social Media Marketing

## 社群網路行銷



Tamkang  
University

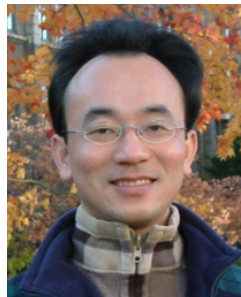
# 行動 APP 行銷

## (Mobile Apps Marketing)

1022SMM09

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/>

2014-05-05



# 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)

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Rachel Pasqua and Noah Elkin

Foreword by Jim Lecinski, Vice President of U.S. Sales & Service, Google Inc.,  
and author of *Winning the Zero Moment of Truth*

# Mobile Marketing

AN HOUR A DAY



# Mobile App Solution



**Put Your Business In Your Customers' Pockets**

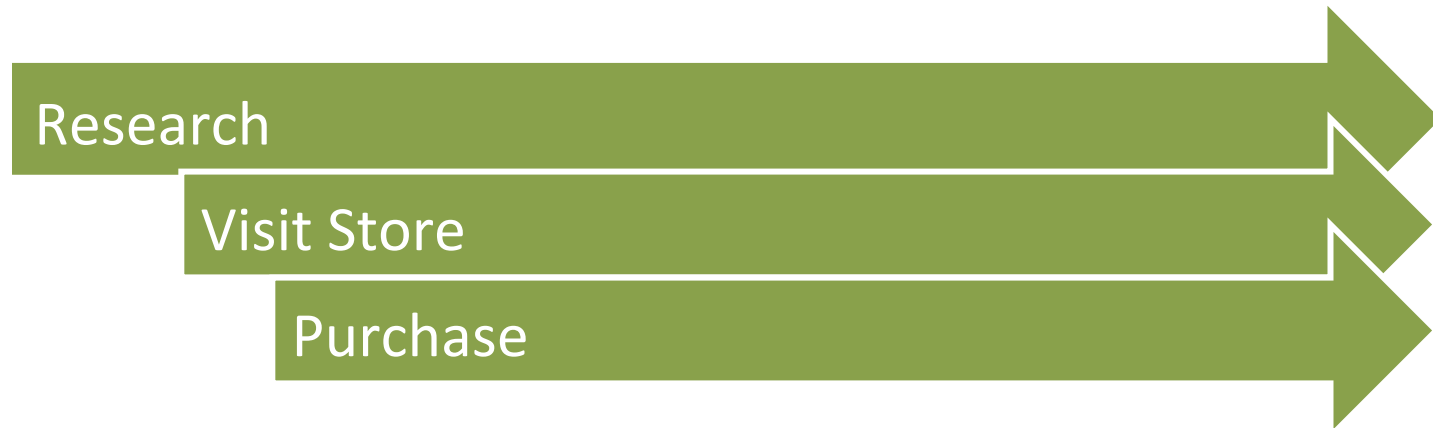
The image features a central smartphone displaying a grid of app icons. Surrounding the phone are numerous other app logos and icons, including:

- smule
- ORACLE
- urbanspoon
- Tap Tap Revenge
- amazon
- ebay
- Facebook
- Bank
- LinkedIn
- Spotify
- ebay
- Amazon
- Microsoft
- AIM
- Pandora
- Salesforce
- Phone
- Mail
- Calendar
- App Store

# Mobile App Marketing



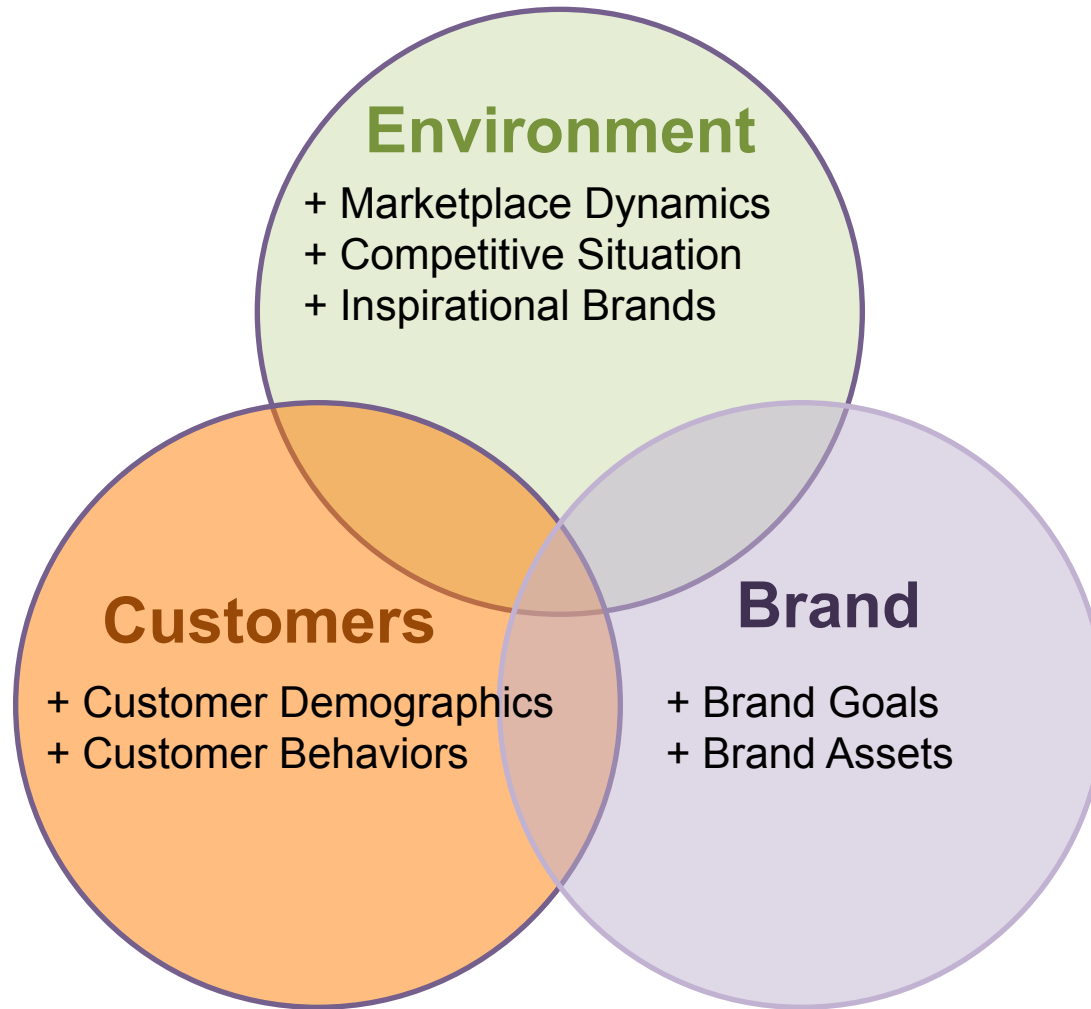
# Mobile In-Store Research-to-Purchase Path



OR



# Mobile Strategy





# Traditional purchase funnel with mobile overlay



# Sample Customer Journey Map

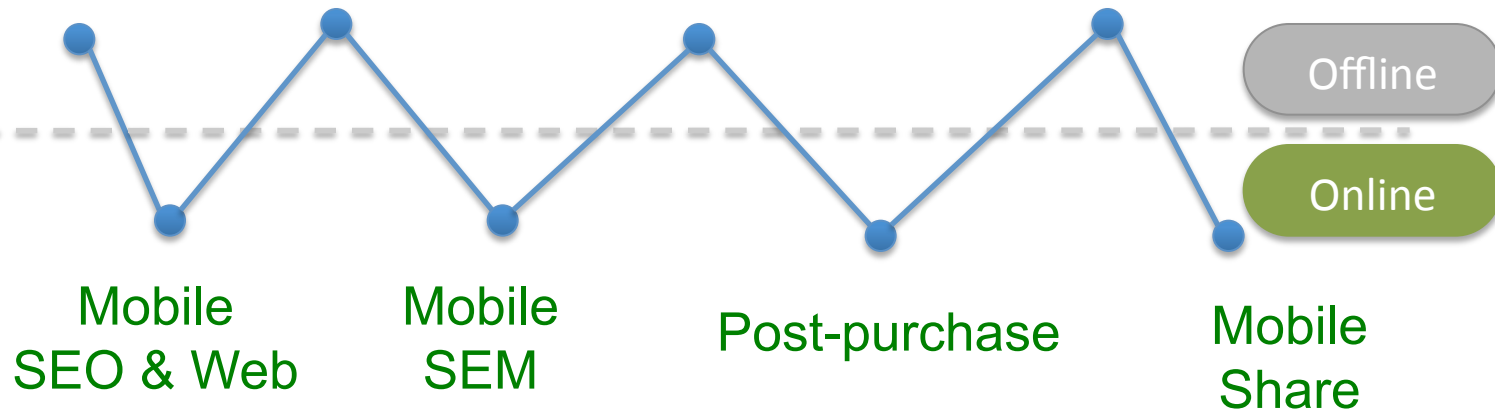


Word of Mouth

In-store

Mobile Redemption

SMS opt-in



Source: <http://screenmediadaily.com/mobile-shopping-apps-are-helping-on-the-go-consumers-locate-deals-and-boost-retail-sales/>

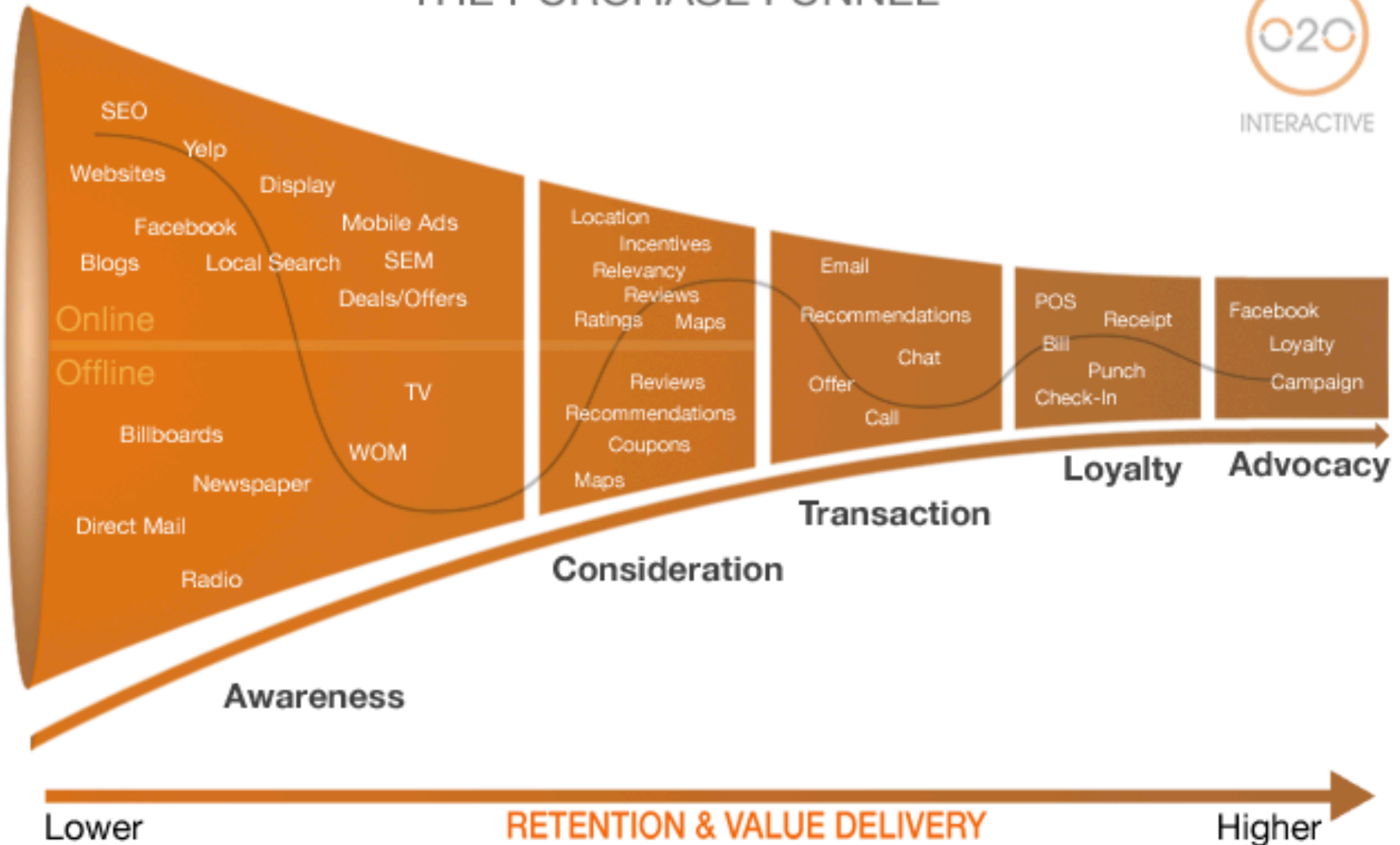
Source: Rachel Pasqua and Noah Elkin, Mobile Marketing: An Hour a Day, Sybex, 2012

# Online to Offline (O2O)

## THE PURCHASE FUNNEL



INTERACTIVE



# Mobile Readiness

- Awareness
- Engagement
- Consideration
- Conversion
- Loyalty

# Mobile Marketing Tactic

Mobile website

Mobile Search engine optimization

Mobile Search engine marketing

Opt-in SMS alerts

Mobile App

QR codes In-store

# Mobile Marketing Plan

1 2 3 4 5 6 7 8 9 10 11 12

Mobile web site development  
& SEO

QA

Awareness integration into  
Twitter & Facebook

Desktop website awareness elements

Mobile search engine marketing with hyperlocal, click to call and offers

SMS short code acquisition and  
provisioning

SMS Test Campaigns

iOS App planning based on mobile  
website learnings

In-store QR pilot

# Mobile App Content Strategy: Ongoing Engagement



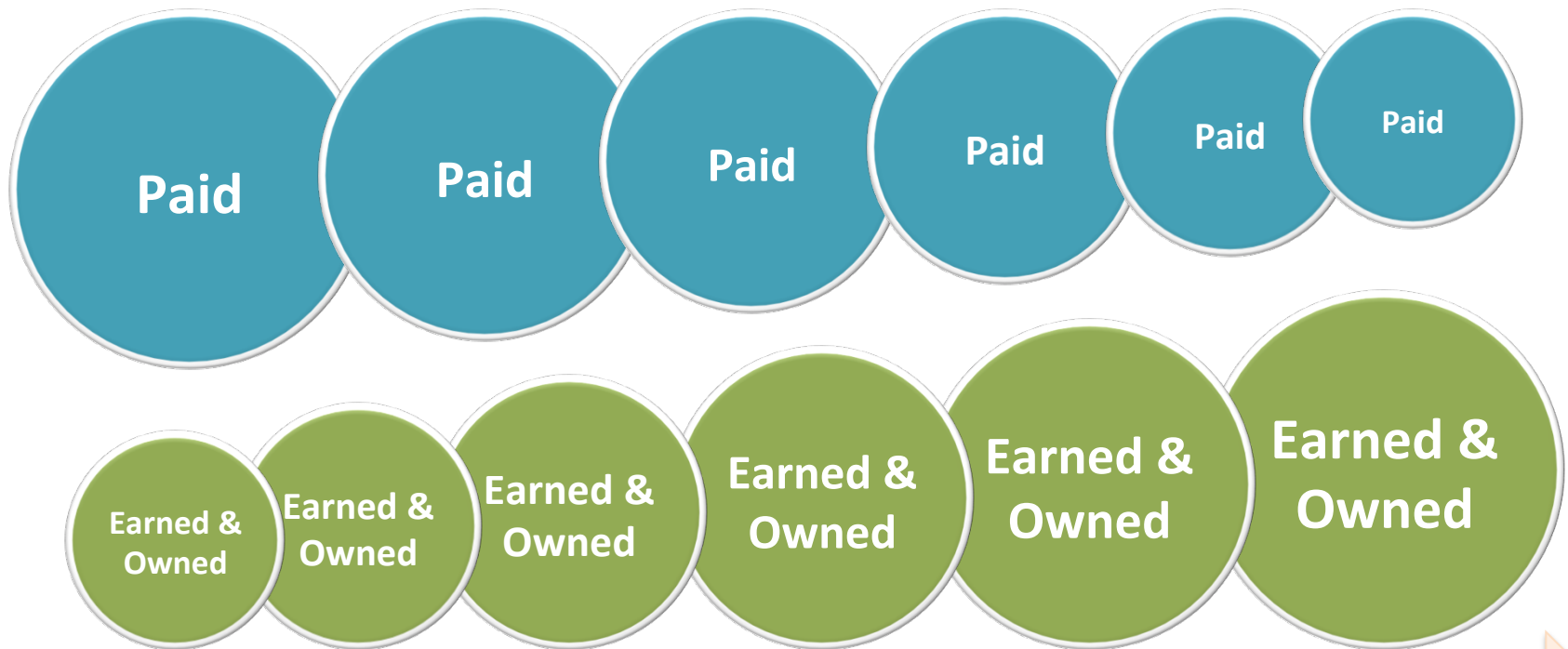
# Mobile App Media Strategy: awareness and downloads





# The symbiotic relationship between paid, earned, and owned media in the mobile app ecosystem

LAUNCH 1 2 3 4 5 6 7 8 9 10 11 12

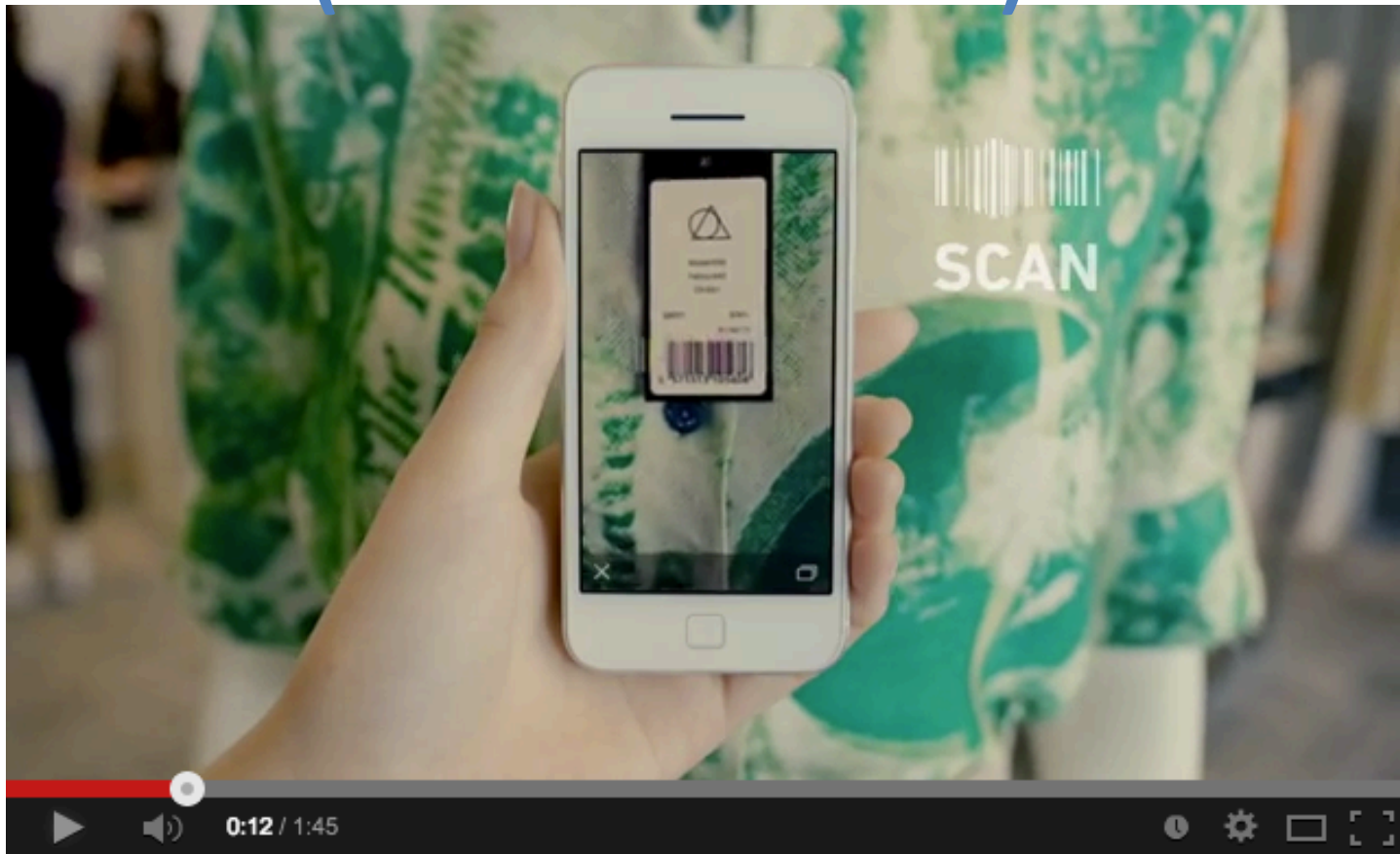


Ongoing tracking, conversation monitoring and analysis

# Mobile Apps Marketing

## O2O Commerce

(Online-to-Offline)  
(Offline-to-Online)



WEAR (ENG ver.)

Source: <https://www.youtube.com/watch?v=w9GtsR8FG8w>

# Mobile App Marketing



**Make  
your  
Mobile App  
Global.  
But Think Local.**

# Mobile Apps

- Mobile apps have become the official channel to drive content and services to consumers.
- From entertainment content to productivity services, from quantified-self to home automation, there is an app for practically anything a connected consumer may want to achieve.
- This connection to consumer services means users are constantly funneling data through mobile apps.
- As users continue to adopt and interact with apps, it is their data — what they say, what they do, where they go — that is transforming the app interaction paradigm

# Mobile App Marketing



# Mobile App Marketing

- Keywords research and implementation
- App description creation / optimization
- Creation of Press release featuring app and its functions overview
- Facebook and twitter account creation
- Press release submission to App Review websites: iPhone app (300+ websites) / Android app (80+ websites)
- Consulting and advise on launch strategy
- Report upon marketing campaign completion
- **Timing:** 4-5 business days

# PROMO<sup>+</sup> CAMPAIGN

*Entering international stores and advanced promotion*

**£ 3999** (excl. VAT)

- Keywords research and implementation
- App description creation / optimization
- Creation of Press release featuring app and its functions overview
- Translation of the app description page to German, Spanish, Italian, French, Arabic, Russian and Chinese
- Facebook and twitter account creation
- Press release submission to App Review websites: iPhone app (300+ websites) / Android app (80+ websites)
- 3-page Promo website development
- Video reviews publishing
- Consulting and advise on launch strategy
- Report upon marketing campaign completion

**Timing: up to 10 business days**



<b>Mobile Apps Marketing</b>	Silver	Gold	Platinum
	From \$599	From \$999	From \$1399
	Per Month	Per Month	Per Month
<b>Social Media</b>			
Initial Facebook Account Setup	Yes	Yes	Yes
Facebook Fan Page Setup for Apps	Yes	Yes	Yes
Facebook Likes	20	40	80
Facebook Friends	Yes	Yes	Yes
Wall Posting (Per Month)	15	25	50
Twitter Account Setup for Apps	Yes	Yes	Yes
Twitter Profile Design	Yes	Yes	Yes
Twitter Followers Monthly Basis	50	100	150
Tweets per Month	15	25	50
Linkedin Profile Creation for Apps	Yes	Yes	Yes
Weekly Linkedin Profile Updates	Yes	Yes	Yes
Posting per Month	10	20	30
Google+ Account Set-Up for Apps	Yes	Yes	Yes
Post regular updates	Yes	Yes	Yes
Google+ Followers	Yes	Yes	Yes

<b>Mobile Apps Marketing</b>	Silver	Gold	Platinum
	From \$599	From \$999	From \$1399
	Per Month	Per Month	Per Month
<b>Ad Network</b>			
Google Adwords	No	\$300	\$500
Google Adwords Account Setup	No	Yes	Yes
Keyword Research and Selection	No	10	20
Creative Ads Development	No	Yes	Yes
Ad Scheduling Setup	No	Yes	Yes
Bid Setup	No	Yes	Yes
Google Analytics Setup	No	Yes	Yes
Bidding Management	No	Yes	Yes
Landing Page Review & Development	No	Yes	Yes
Facebook Ad	\$200	\$200	\$300
Facebook Ad Setup and Optimization Services	Yes	Yes	Yes
Facebook Paid Advertising	Yes	Yes	Yes

<b>Mobile Apps Marketing</b>	Silver	Gold	Platinum
	From \$599	From \$999	From \$1399
	Per Month	Per Month	Per Month
<b>Organic Marketing</b>			
Apps Landing Page Optimization	Yes	Yes	Yes
Promotion of Google play store page	Yes	Yes	Yes
Unique Articles Creation	2	2	3
Article Submission	20	20	30
Approved Article Promotion	20	30	50
Following of relevant Pinner	Yes	Yes	Yes
Social Bookmark of Approved Articles	10	10	15
Press Release Creation	2	2	3
Press Release Submissions	20	20	30
Approved Press Release Promotion	Yes	Yes	Yes
Social Bookmark of Approved Press Releases	10	10	15
Classified Ad Creation	No	1	2
Classified Ad Posting	No	5	10



**App Store Optimization  
(ASO)**

**Search Engine Optimization  
(SEO)**

# Mobile Apps Marketing



# Mobile Apps Marketing

- App Optimization of the User
- Get the App Discovered
- Acquiring the App Users

# App Optimization of the User

- Improve the user's name, keyword set and description
- Design an appealing app icon and to create compelling screenshots
- Produce a dynamically engaging video trailer
- Develop an effective app landing page
- Conduct market research



# Get the App Discovered

- Browse and archive the TOP App Store ranking
- Get benefited from the unbiased App Store reviews
- Get reviewed by the app-centric media
- Generate leads and traffics through different social media platforms
- Acquire large scale PR push

# Acquiring the App Users

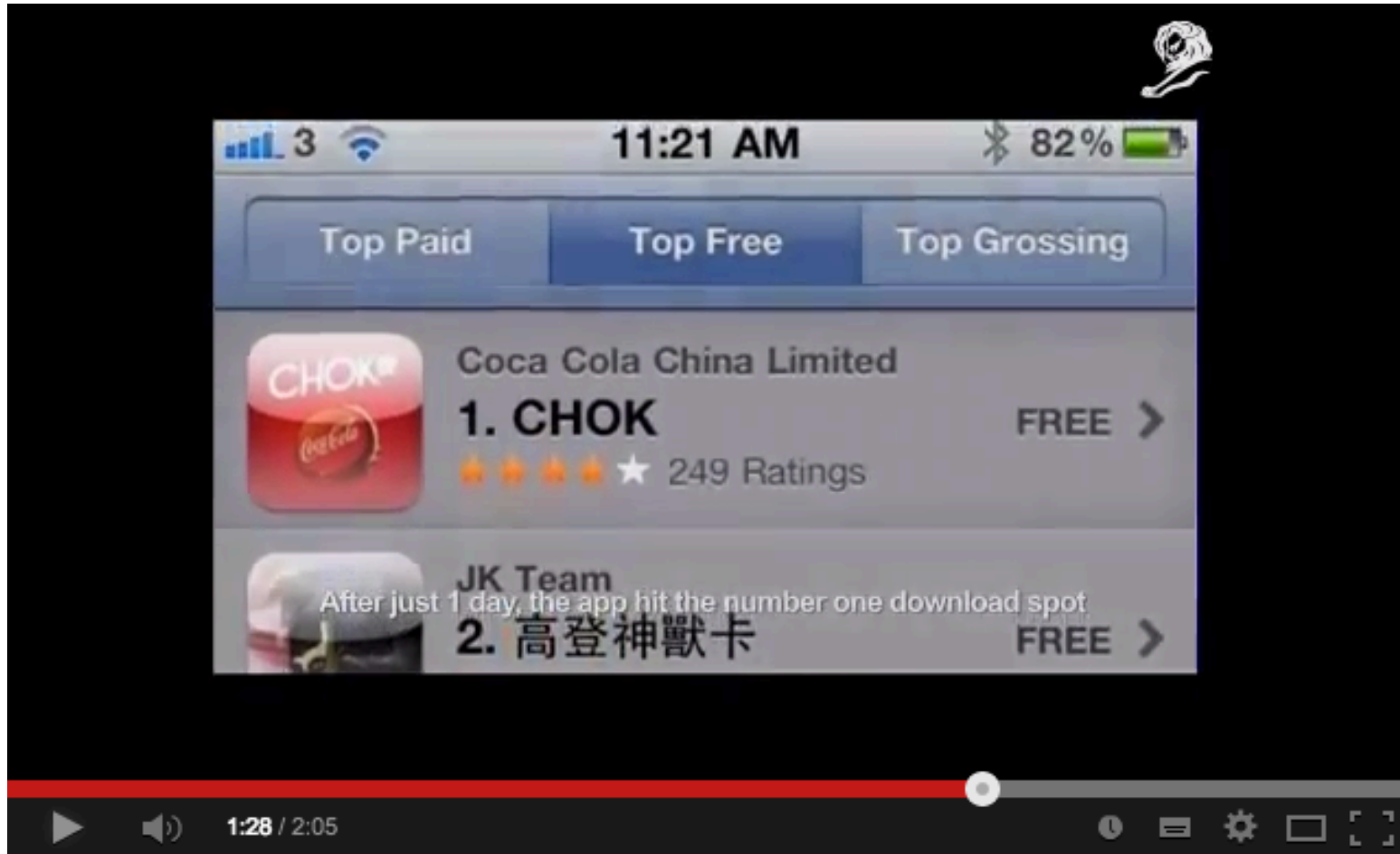
- To drive application downloads in great volume
- To maintain your App Store ranking
- To analyze your users' behavior to bring the features accordingly
- To grow organic installs
- To establish an active social media presence

# App Marketing

- Understand your Market
- Make a Free or Paid App?
- Become a Keyword Ninja
- Mobile Ads
- Applovin Ads in Mobile App
- Playhaven Ads
- The App Review process
- Making money with In App Purchases (IAPS)

# Mobile Apps Marketing

## O2O Commerce (Online-to-Offline)



CocaCola China - Chok! Chok! Chok!

# Online to Offline (O2O)

## In-Store Consumer Shopping Ecosystem



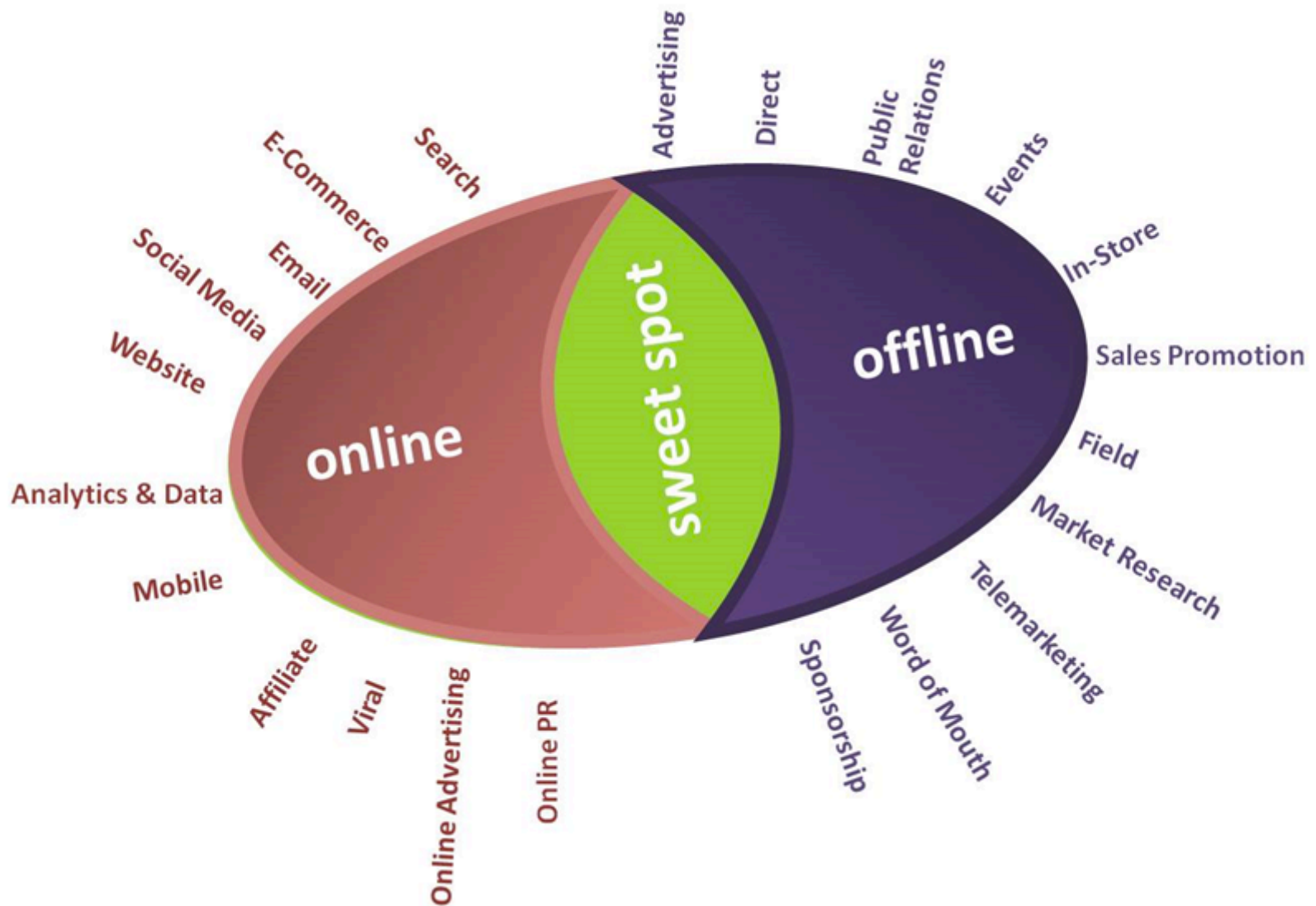
# Online to Offline (O2O) (Japan)

In-Store Consumer Shopping Ecosystem Japan

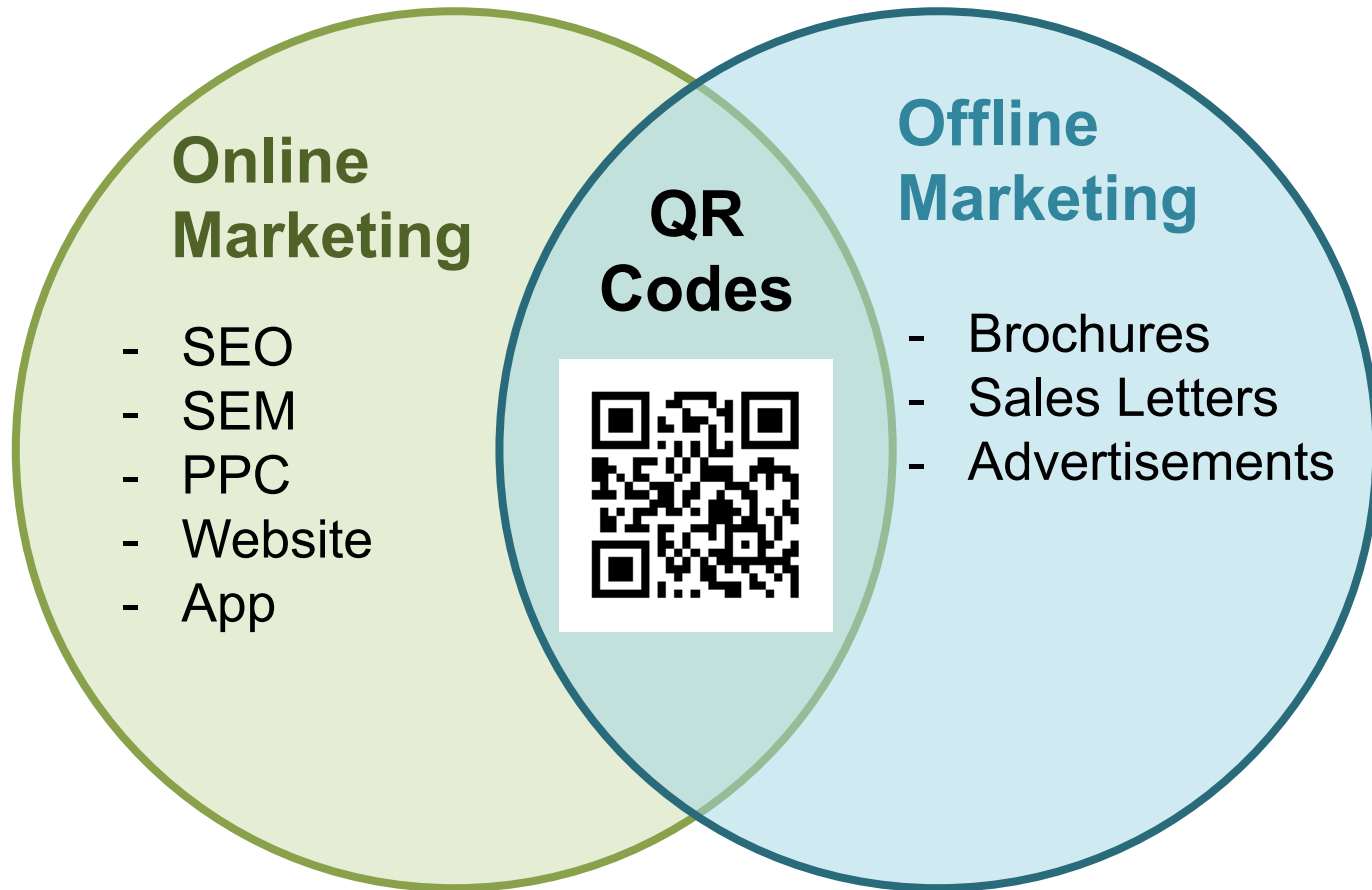
**Kanmu**



# Social Media Mobile Apps Marketing for Online to Offline (O2O)



# Online to Offline (O2O) Commerce



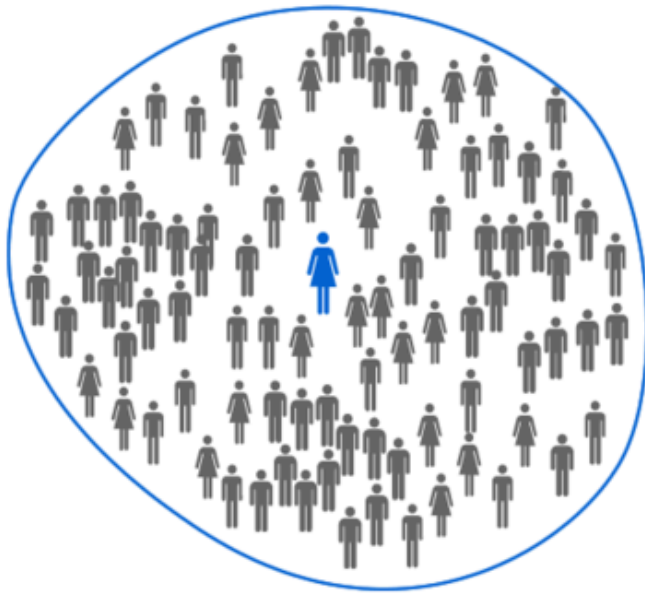


# Online to Offline (O2O)

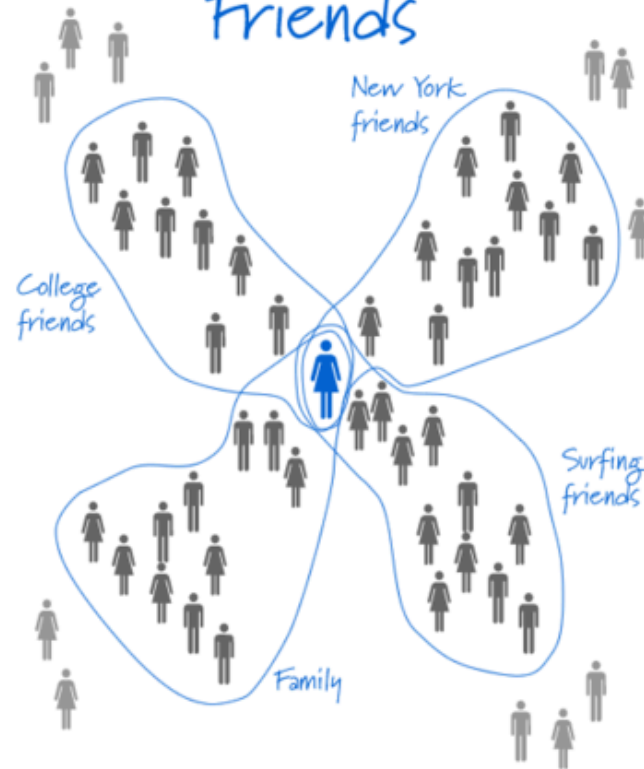


# Online-to-Offline (O2O) Commerce

Facebook Friends



Real Life Friends



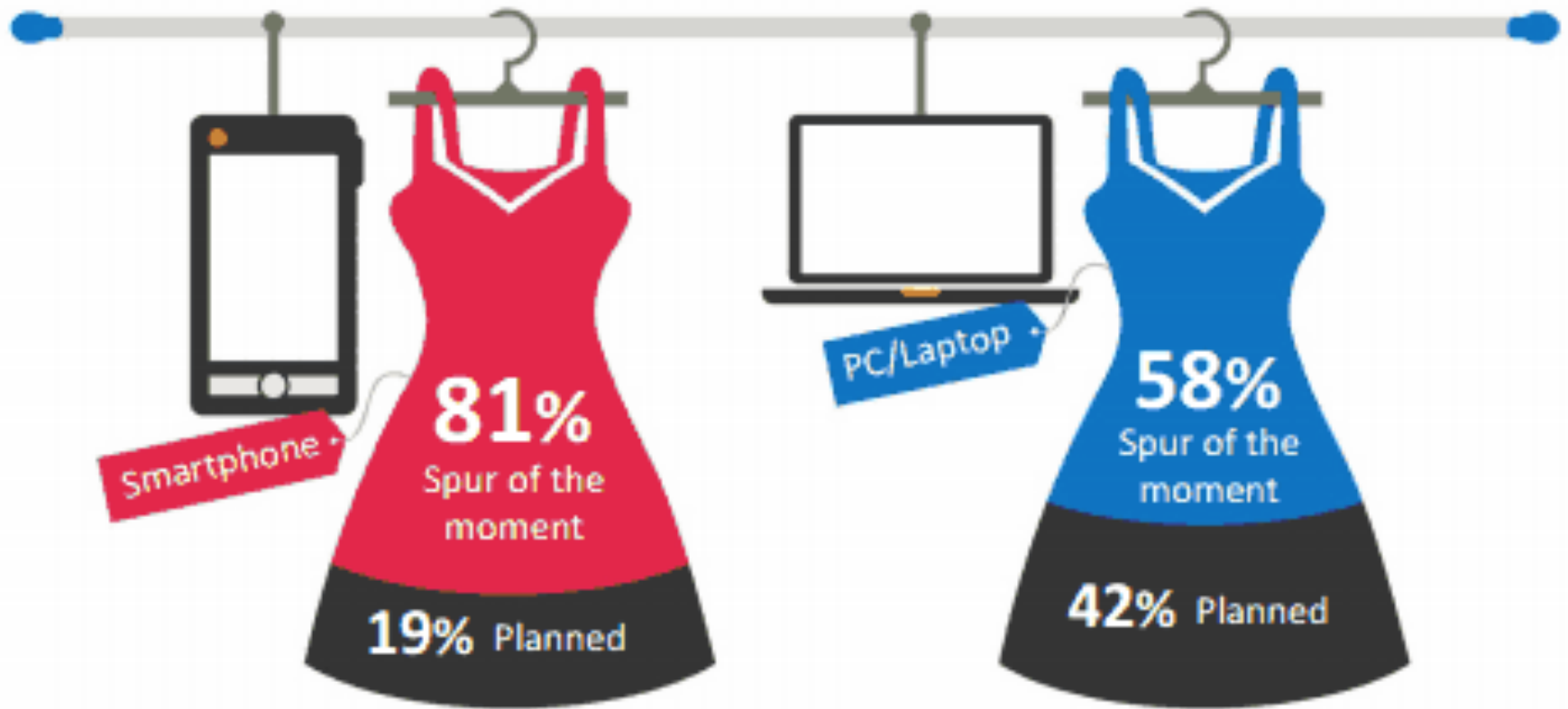
# Mobile Commerce





# Spontaneity plays a major role in shopping

Spur-of-the-moment vs. Planned shopping





# We often move from one screen to another while shopping

67%

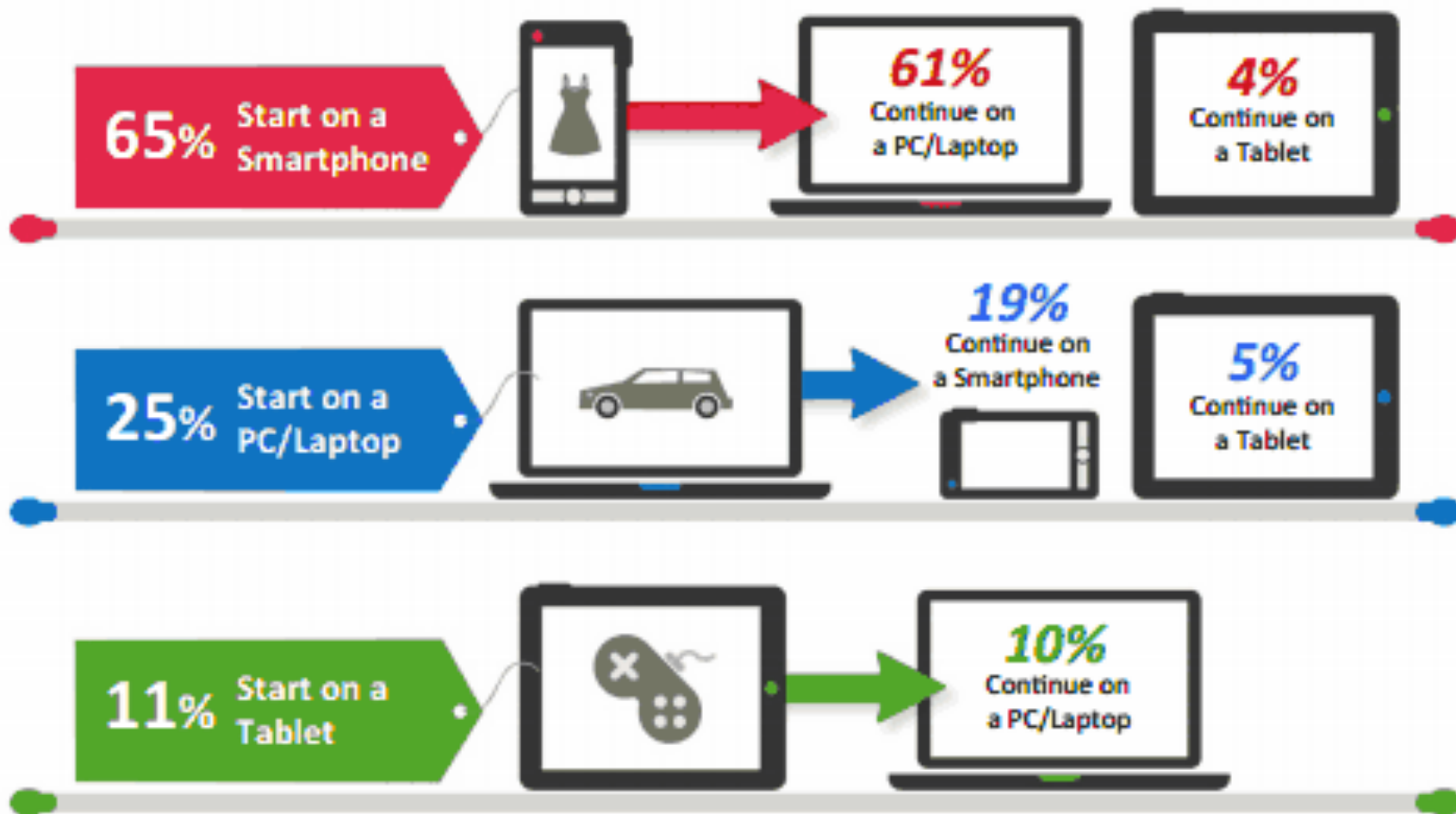
of us start shopping on one device and continue on another



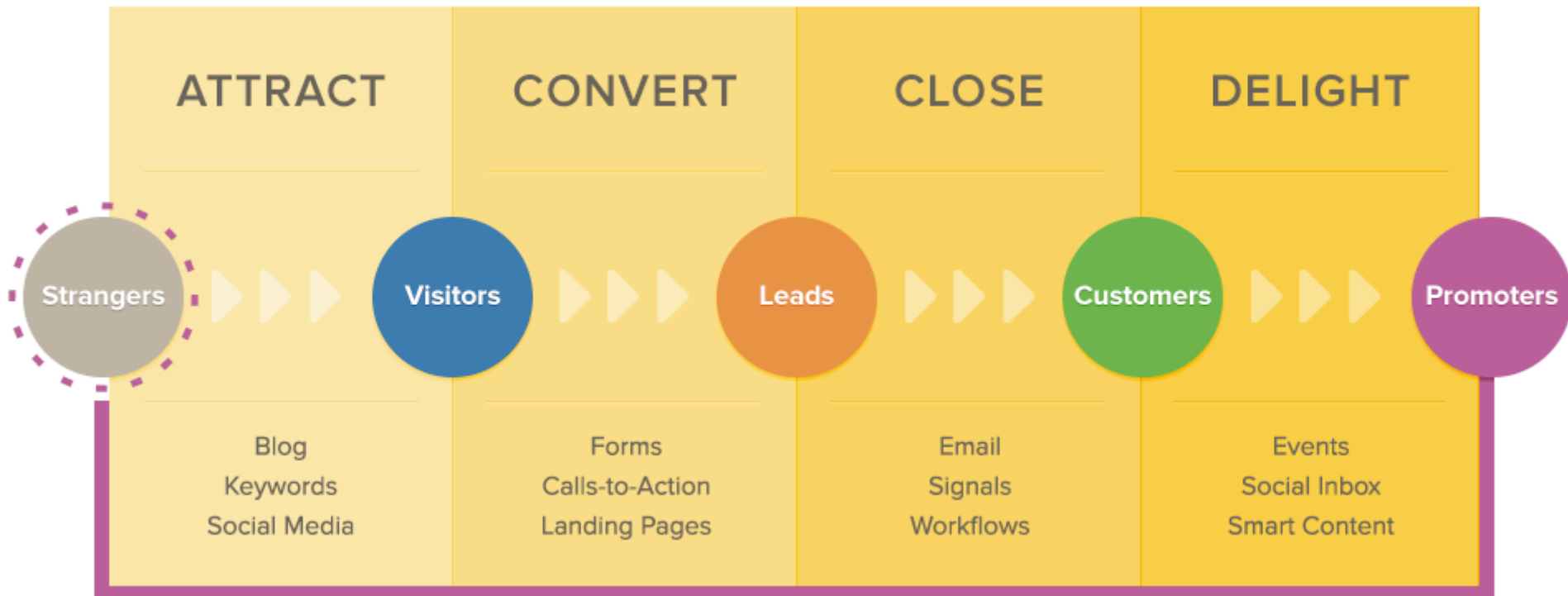
"No, I'll usually check to see on my phone if they have it online. I'll usually order it when I get home. a) because I just feel more comfortable, and b) if I'm going to order it online sometimes I'll look to see if there's anything else online that wasn't in the store that I want to add into the purchase." - Jennifer



# Consumers take a multi-device path to purchase



# Inbound Marketing



# Fiksu Comprehensive Mobile App Marketing Ecosystem





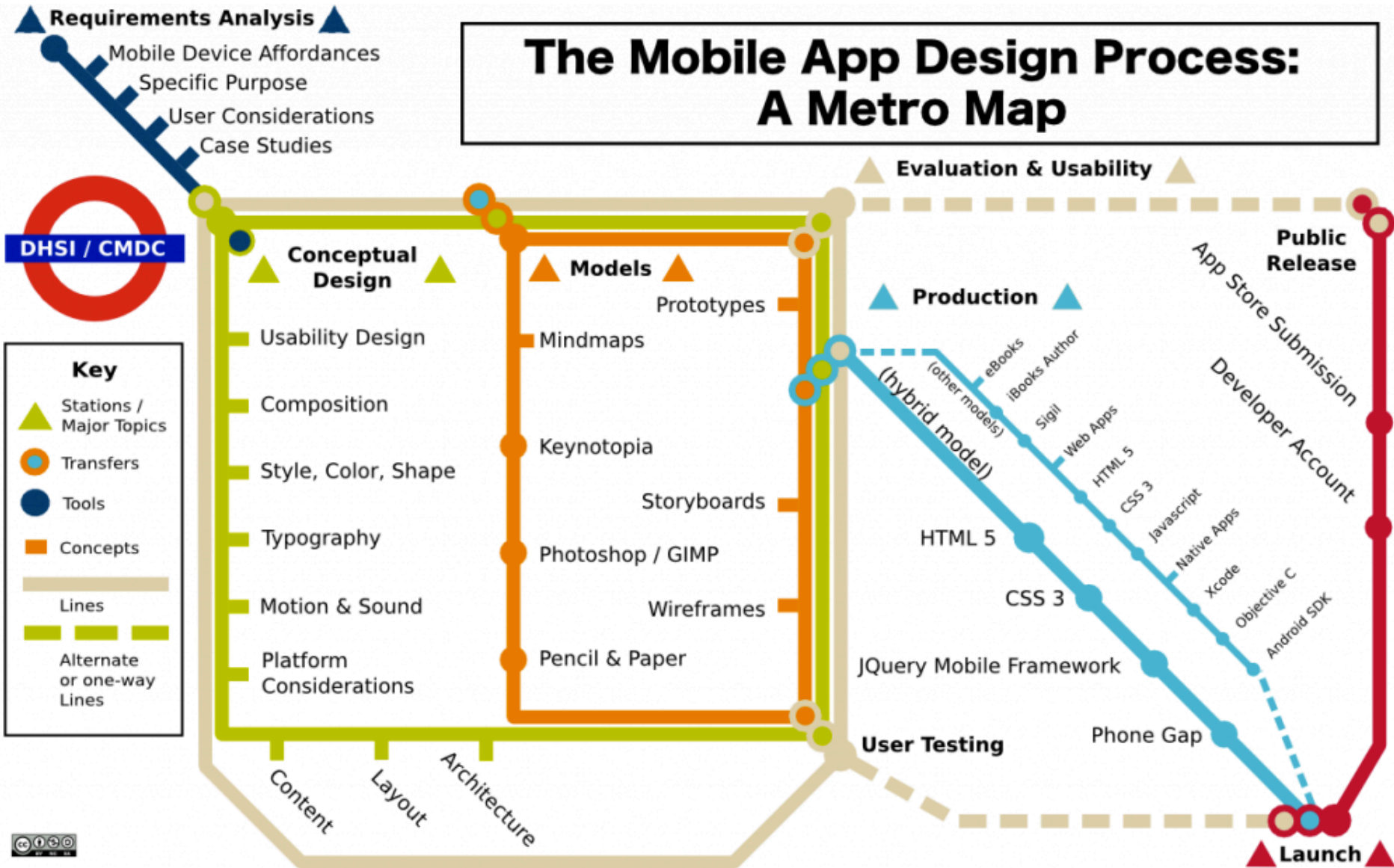
# Mobile App Promotion Market Map



www.mobyaffiliates.com Source: mobyaffiliates, http://www.mobyaffiliates.com/blog/mobile-app-promotion-market-map

Source: <http://www.mobyaffiliates.com/blog/mobile-app-promotion-market-map-infographic-2/>

# Mobile App Design Process



# MOBILE BUSINESS APPLICATIONS LANDSCAPE

VERTICAL

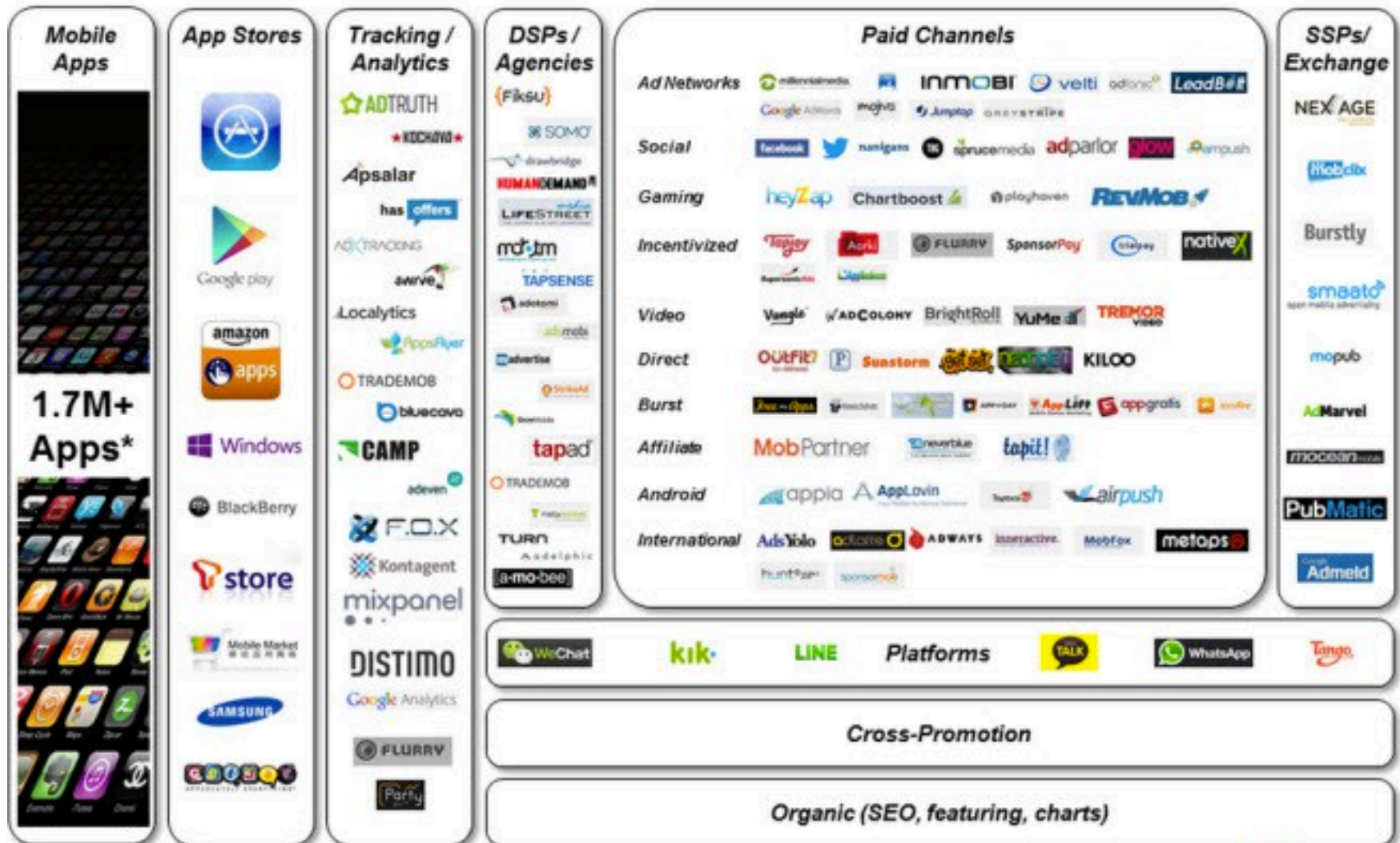
EDUCATION	HEALTHCARE	REAL ESTATE/CONSTRUCT.	OTHER VERTICALS
			<p style="text-align: center;"><u>TRANSPORTATION</u></p> <p style="text-align: center;"><u>HOSPITALITY</u></p> <p style="text-align: center;"><u>BANKING</u></p> <p style="text-align: center;"><u>GOVERNMENT</u></p>
RESTAURANTS			

HORIZONTAL

PRODUCTIVITY			
CONTENT	COMMUNICATION	TASK MANAGEMENT & CALENDAR	MOBILE FORMS
			<p style="text-align: center;"><u>OTHER</u></p>
SALES, MARKETING & SERVICE		ACCOUNTING, FINANCE, IT, HR	
MOBILE MARKETPLACES		BI & ANALYTICS	
		PAYMENTS	

# Mobile Marketing Landscape

Graph 1: Mobile Marketing Landscape



Note: \* iTunes App Store and Google Play only



# MOBILE LUMAscape

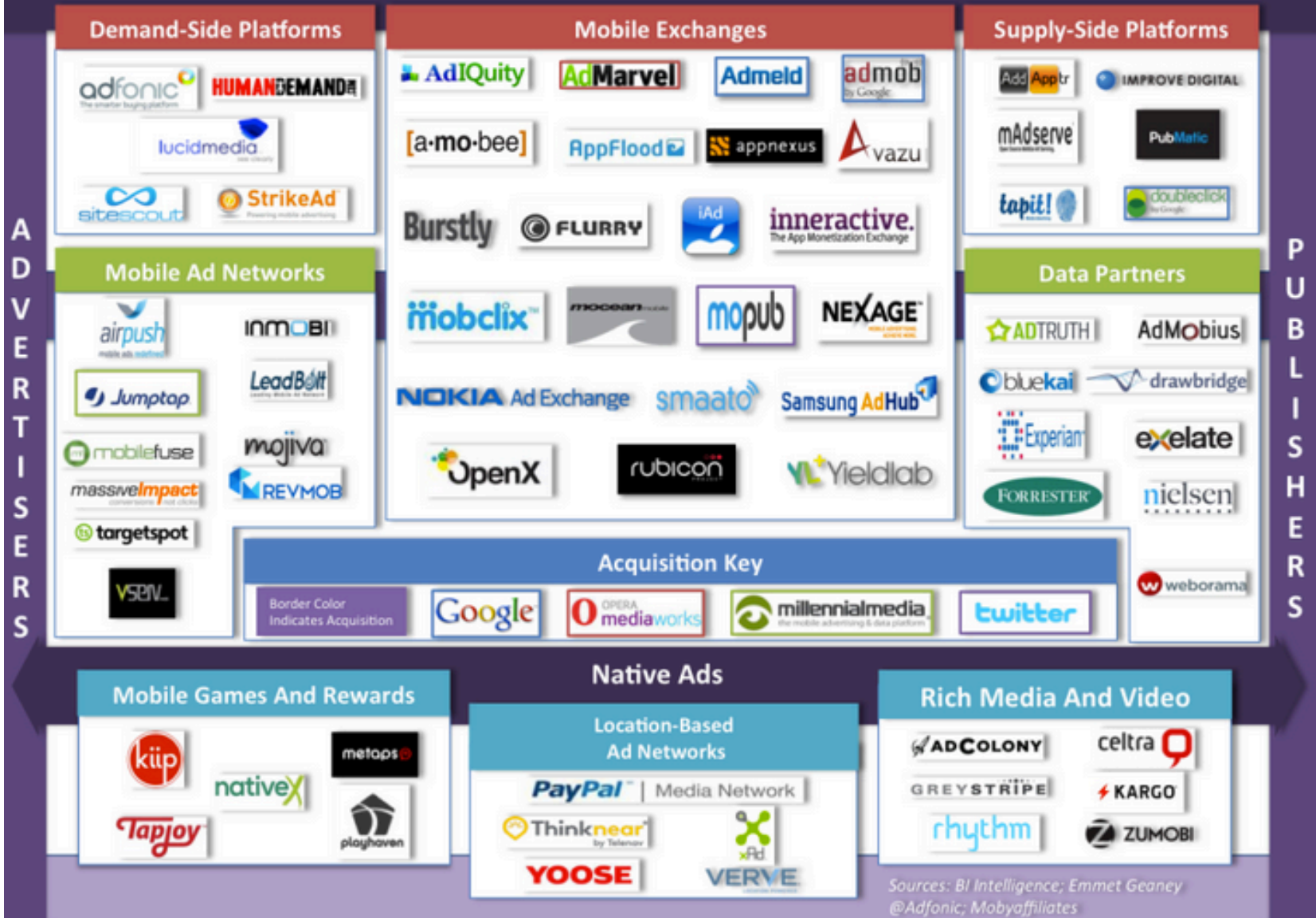


Denotes acquired company

© LUMA Partners LLC 2014

# Mobile Advertising Ecosystem

## THE MOBILE ADVERTISING ECOSYSTEM



# 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
- Rachel Pasqua and Noah Elkin, Mobile Marketing: An Hour a Day, Sybex, 2012