

社群網路行銷管理

Social Media Marketing Management



Tamkang
University
淡江大學

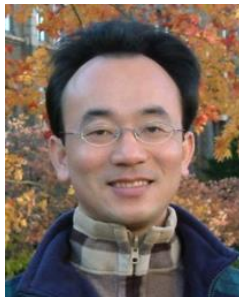
社群網路行銷管理課程介紹

(Course Orientation for Social Media Marketing Management)

1042SMMM01

MIS EMBA (M2200) (8615)

Thu, 12,13,14 (19:20-22:10) (D309)



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/>

2016-02-18



淡江大學104學年度第2學期 課程教學計畫表

Spring 2016 (2016.02 - 2016.06)

- 課程名稱：社群網路行銷管理
(Social Media Marketing Management)
- 授課教師：戴敏育 (Min-Yuh Day)
- 開課系級：資管所碩士在職專班 (TLMXM1A)
- 開課資料：選修 單學期 3 學分 (3 Credits, Elective)
- 上課時間：週四 12,13,14 (Thu 19:20-22:10)
- 上課教室：D309 (淡江大學台北校園)

課程簡介

- 本課程介紹社群網路行銷管理的基本概念及研究議題。
- 課程內容包括
 - 社群網路商業模式、
 - 顧客價值與品牌、
 - 社群網路消費者心理與行為、
 - 社群網路行銷蜻蜓效應、
 - 行銷傳播研究、社群網路行銷計劃、行動 APP 行銷、
 - 社群口碑與社群網路探勘、
 - 深度學習社群網路情感分析、
 - Google TensorFlow 深度學習、
 - 社群網路行銷管理個案研究。

Course Introduction

- This course introduces the **fundamental concepts** and **research issues** of **social media marketing management**.
- Topics include
 - Business Models of Social Media,
 - Customer Value and Branding,
 - Consumer Psychology and Behavior on Social Media,
 - The Dragonfly Effect of Social Media Marketing,
 - Marketing Communications Research,
 - Social Media Marketing Plan
 - Mobile Apps Marketing,
 - Social Word-of-Mouth and Web Mining on Social Media,
 - Deep Learning for Sentiment Analysis on Social Media,
 - Deep Learning with Google TensorFlow,
 - Case Study on Social Media Marketing Management

課程目標 (Objective)

- 瞭解及應用社群網路行銷管理
基本概念與研究議題。

(Understand and apply the fundamental concepts and research issues of social media marketing management.)

- 進行社群網路行銷管理相關之資訊管理研究。

(Conduct information systems research in the context of social media marketing management.)

課程大綱 (Syllabus)

| 週次 (Week) | 日期 (Date) | 內容 (Subject/Topics) |
|-----------|------------|--|
| 1 | 2016/02/18 | 社群網路行銷管理課程介紹 (Course Orientation for Social Media Marketing Management) |
| 2 | 2016/02/25 | 社群網路商業模式 (Business Models of Social Media) |
| 3 | 2016/03/03 | 顧客價值與品牌 (Customer Value and Branding) |
| 4 | 2016/03/10 | 社群網路消費者心理與行為 (Consumer Psychology and Behavior on Social Media) |
| 5 | 2016/03/17 | 社群網路行銷蜻蜓效應 (The Dragonfly Effect of Social Media Marketing) |

課程大綱 (Syllabus)

| 週次 (Week) | 日期 (Date) | 內容 (Subject/Topics) |
|-----------|------------|---|
| 6 | 2016/03/24 | 社群網路行銷管理個案研究 I (Case Study on Social Media Marketing Management I) |
| 7 | 2016/03/31 | 行銷傳播研究 (Marketing Communications Research) |
| 8 | 2016/04/07 | 教學行政觀摩日 (Off-campus study) |
| 9 | 2016/04/14 | 社群網路行銷計劃 (Social Media Marketing Plan) |
| 10 | 2016/04/21 | 期中報告 (Midterm Presentation) |
| 11 | 2016/04/28 | 行動 APP 行銷 (Mobile Apps Marketing) |

課程大綱 (Syllabus)

| 週次 (Week) | 日期 (Date) | 內容 (Subject/Topics) |
|-----------|------------|---|
| 12 | 2016/05/05 | 社群口碑與社群網路探勘 (Social Word-of-Mouth and Web Mining on Social Media) |
| 13 | 2016/05/12 | 社群網路行銷管理個案研究 II (Case Study on Social Media Marketing Management II) |
| 14 | 2016/05/19 | 深度學習社群網路情感分析 (Deep Learning for Sentiment Analysis on Social Media) |
| 15 | 2016/05/26 | Google TensorFlow 深度學習 (Deep Learning with Google TensorFlow) |
| 16 | 2016/06/02 | 期末報告 I (Term Project Presentation I) |
| 17 | 2016/06/09 | 端午節(放假一天) |
| 18 | 2016/06/16 | 期末報告 II (Term Project Presentation II) |

教學方法與評量方法

- 教學方法
 - 講述、討論、賞析、模擬、問題解決
- 評量方法
 - 實作、報告、上課表現

教材課本

- 教材課本
 - 講義 (Slides)
 - 社群網路行銷管理相關個案與論文
(Cases and Papers related to Social Media Marketing Management)
- 參考書籍
 - The Social Media Management Handbook, Robert Wollan, Nick Smith, Catherine Zhou, John Wiley, 2011.
 - Social Media Marketing: The Next Generation of Business Engagement, Dave Evans, Susan Bratton, Jake McKee, Sybex, 2010
 - The Complete Social Media Community Manager's Guide: Essential Tools and Tactics for Business Success, Marty Weintraub and Lauren Litwinka, Sybex, 2013

作業與學期成績計算方式

- 作業篇數
 - 3篇
- 學期成績計算方式
 - 期中評量：30 %
 - 期末評量：30 %
 - 其他（課堂參與及報告討論表現）：40 %

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Dave Evans with Jake McKee

Foreword by Susan Bratton, CEO, Personal Life Media, Inc.

Social Media Marketing

The Next Generation of Business Engagement





Social Media

Strategies for Engaging in Facebook, Twitter & Other Social Media

Marketing



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A **BUSINESSWEEK** BESTSELLER

OVER A QUARTER MILLION COPIES IN PRINT
IN MORE THAN 25 LANGUAGES

The **NEW RULES** of **MARKETING** & **PR**

HOW TO USE SOCIAL MEDIA,
ONLINE VIDEO, MOBILE
APPLICATIONS, BLOGS,
NEWS RELEASES & VIRAL
MARKETING TO REACH
BUYERS DIRECTLY

Completely
Revised & Updated
Third Edition



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DAVID MEERMAN SCOTT

Dave Evans

Foreword by Susan Bratton, CEO of Personal Life Media

Social Media Marketing

AN HOUR A DAY

SECOND
EDITION



 SYBEX **SERIOUS SKILLS.**

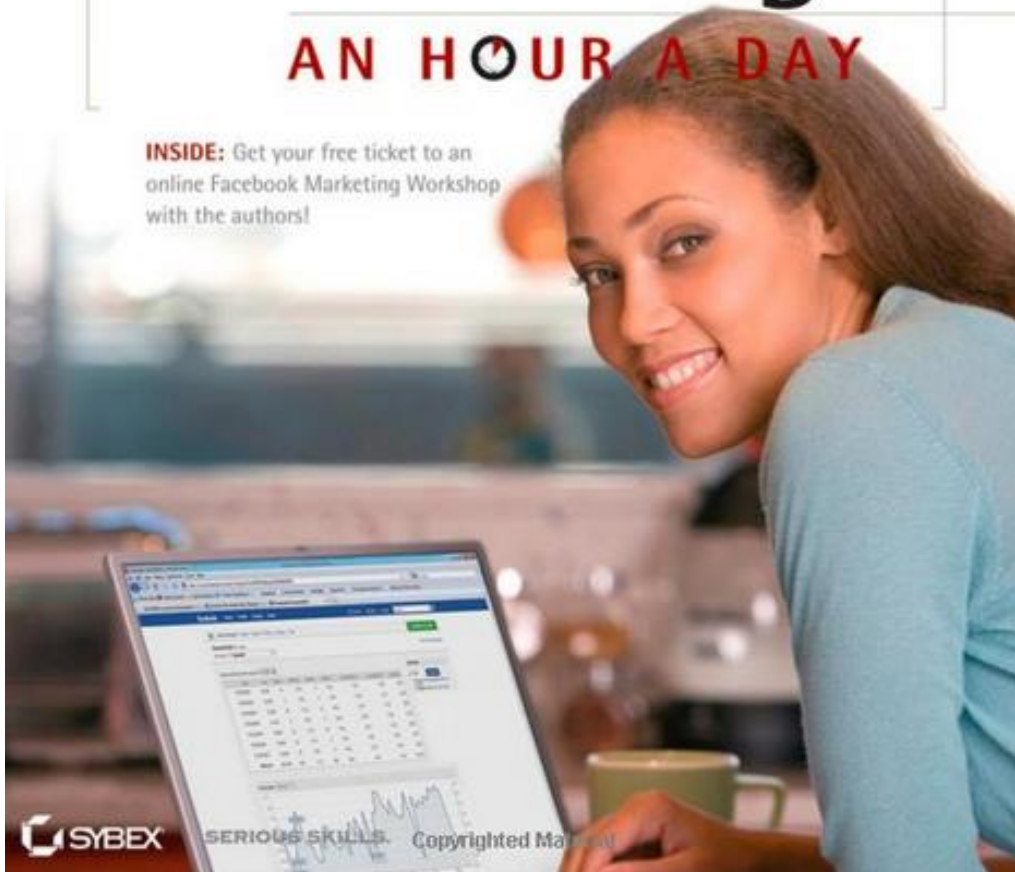
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Chris Treadaway and Mari Smith

Facebook[®] Marketing

AN HOUR A DAY

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INSIDE: Your Google AdWords™ gift card worth \$50—show your ads on YouTube!

Greg Jarboe

Foreword by Brian Cusack, Head of Display, Retail, and Canada, Google

YouTube® and Video Marketing

AN HOUR A DAY

SECOND EDITION



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Leveraging Facebook
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JUSTIN LEVY

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YouTube®

Online Video Marketing for Any Business

for Business

Second Edition

This latest edition is a must-read book for any business owner wanting to implement a successful inbound video marketing campaign.

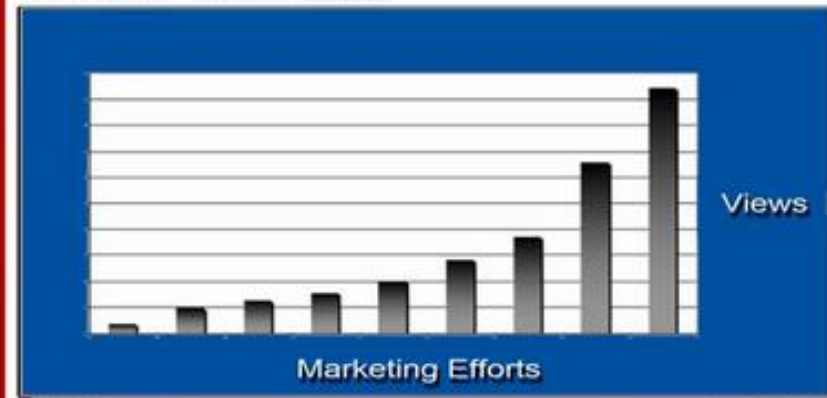
—Rey Ybarra, Host/Producer of "The New Media Radio Hour"
www.newmediaradiohour.com

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YouTube Marketing Handbook

Marc Bullard - YouTube Marketing Handbook

infomarketingexperts 1 book Subscribe



0:00 / 8:19 360p Like Add to Share 443,731

Uploaded by infomarketingexperts on Mar 25, 2011
Step by step instruction on how to use and market with just about every single feature of YouTube. Learn how to market, analyze, and research potential customers with FREE tools provided by YouTube.

by Marc Bullard

Video Marketing Specifically for YouTube

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THE

SOCIAL MEDIA MANAGEMENT HANDBOOK

EVERYTHING YOU NEED TO KNOW
TO GET SOCIAL MEDIA WORKING
IN YOUR BUSINESS



STRATEGY, CULTURE,
METRICS, POLICIES,
ROLES, AND
RESPONSIBILITIES

NICK SMITH & ROBERT WOLLAN

WITH

CATHERINE ZHOU

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THE SOCIAL MEDIA BIBLE



BIBLE

LON SAFKO

THIRD EDITION

TACTICS, TOOLS & STRATEGIES
FOR BUSINESS SUCCESS

The Complete Social Media Community Manager's Guide

Essential Tools and Tactics for Business Success



SYBEX

SERIOUS SKILLS.

Marty Weintraub and Lauren Litwinka

THE DRAGONFLY EFFECT

QUICK, EFFECTIVE, AND POWERFUL WAYS
TO USE SOCIAL MEDIA
TO DRIVE SOCIAL CHANGE



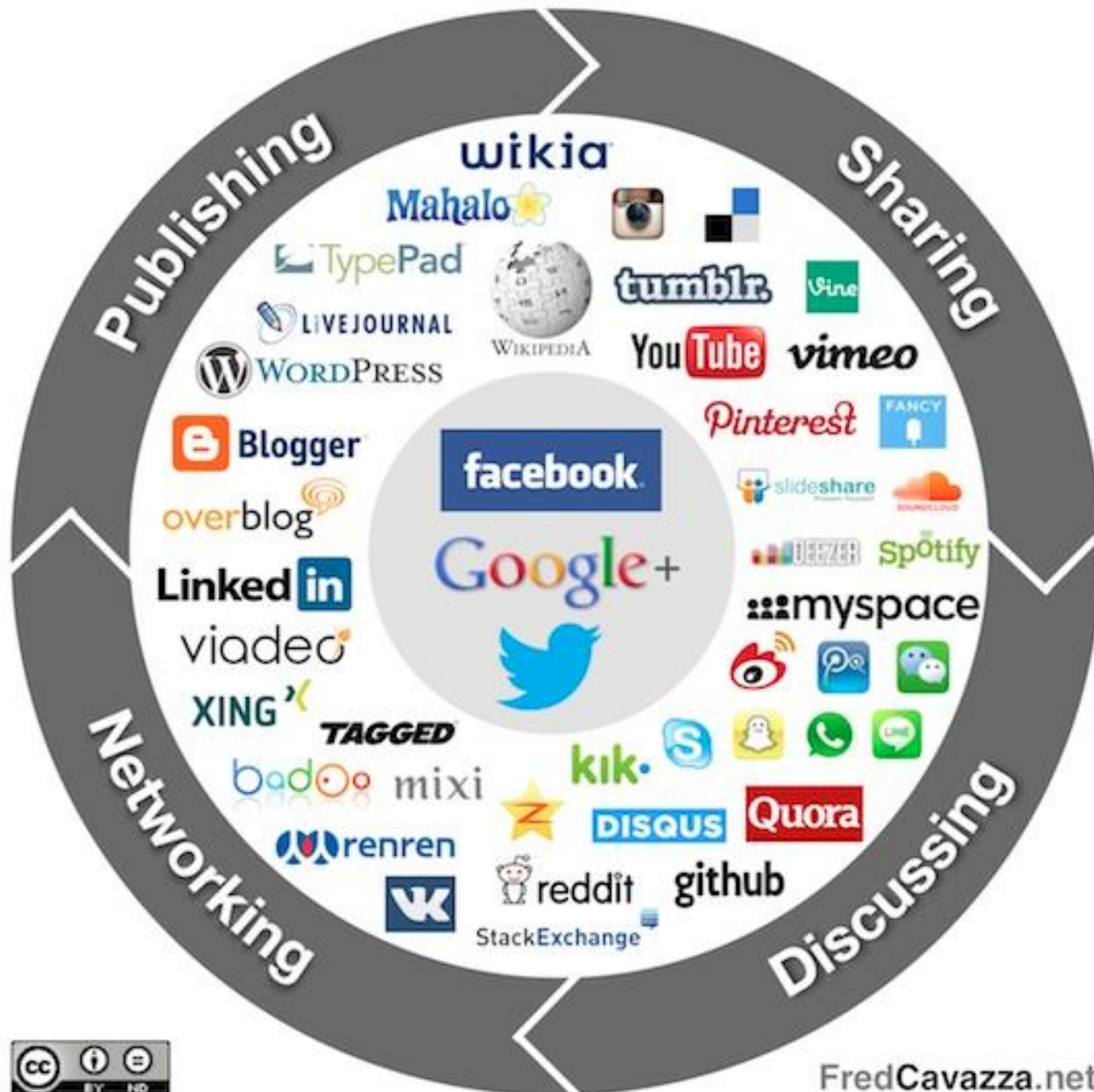
JENNIFER AAKER

ANDY SMITH WITH CARLYE ADLER

FOREWORD BY CHIP HEATH, AUTHOR OF *MADE TO STICK*

AFTERWORD BY DAN ARIELY, AUTHOR OF *PREDICTABLY IRRATIONAL*

Social Media Landscape 2013



FredCavazza.net

Social Media Management Pyramid



Social Media Marketing For Business

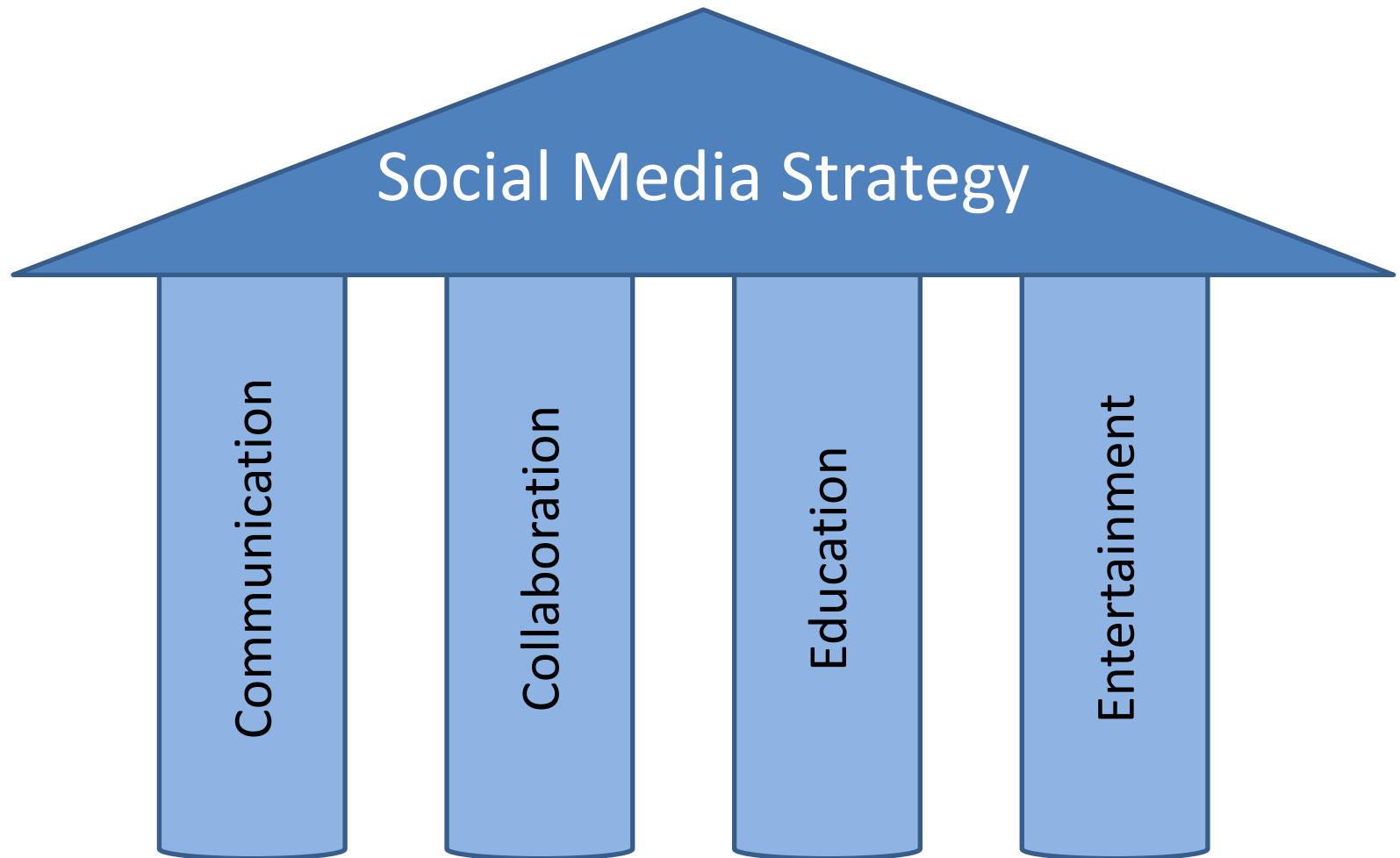


Marketing 4P to 4C

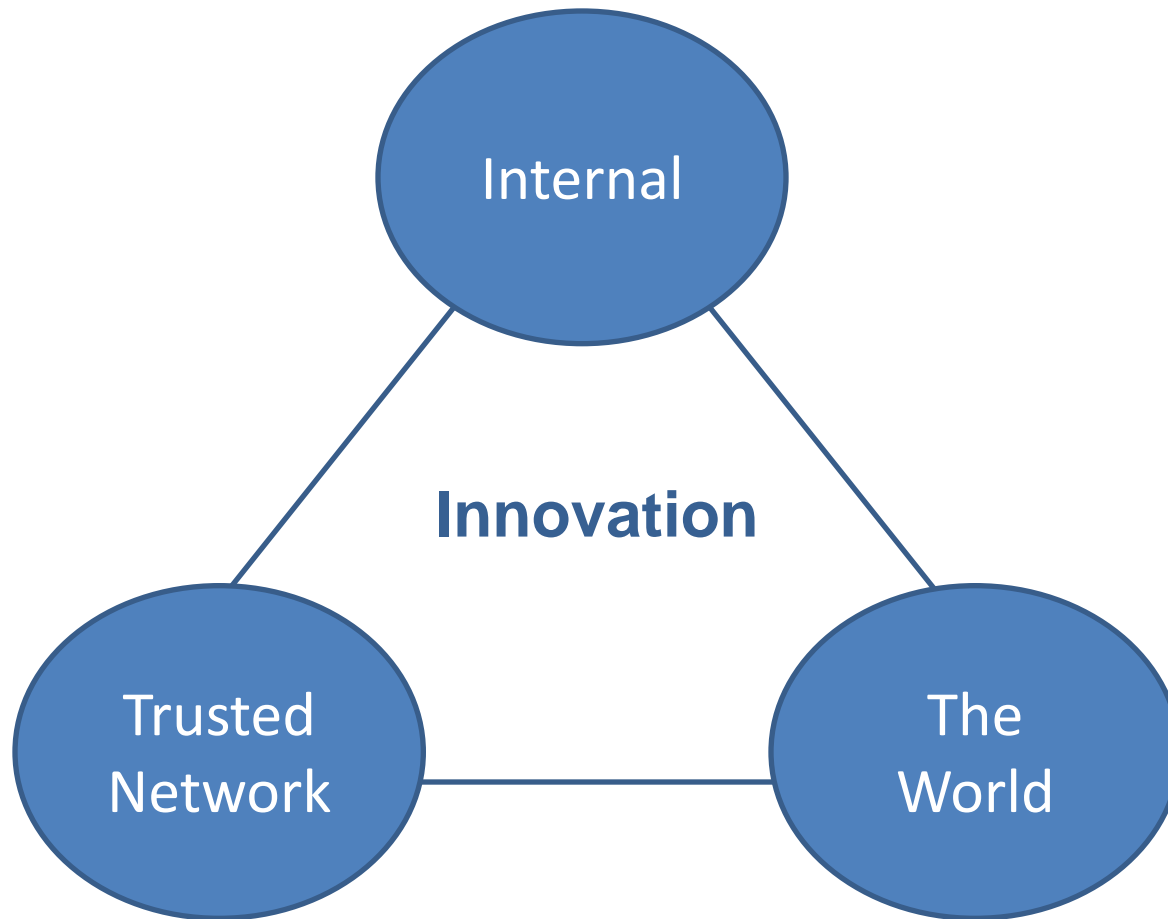
- **Product** → **Customer solution**
- **Price** → **Customer Cost**
- **Place** → **Convenience**
- **Promotion** → **Communication**

Four Pillars of **Social Media Strategy**

C²E²



Social Media Can Help Orchestrate Three Spheres to Influence to Boost a Company's Innovation Efforts



Examples of Social Media Selling Strategies in the Market Today



Social Media takes TIME



Original concept by Beth Kanter

Social Media Marketing- Marketing and Sales in Social Media

- Social Media and the **Voice of the Customer**
- Integrating Social CRM Insights into the Customer Analytics Function
- Using Social Media to Drive Product Development and Find New Services to Sell
- Social Community Marketing and Selling

Marketing

- “**Marketing** is an organizational function and a set of processes for creating, communicating, and delivering **value** to customers and for **managing customer relationships** in ways that benefit the organization and its stakeholders.” *(Kotler & Keller, 2008)*

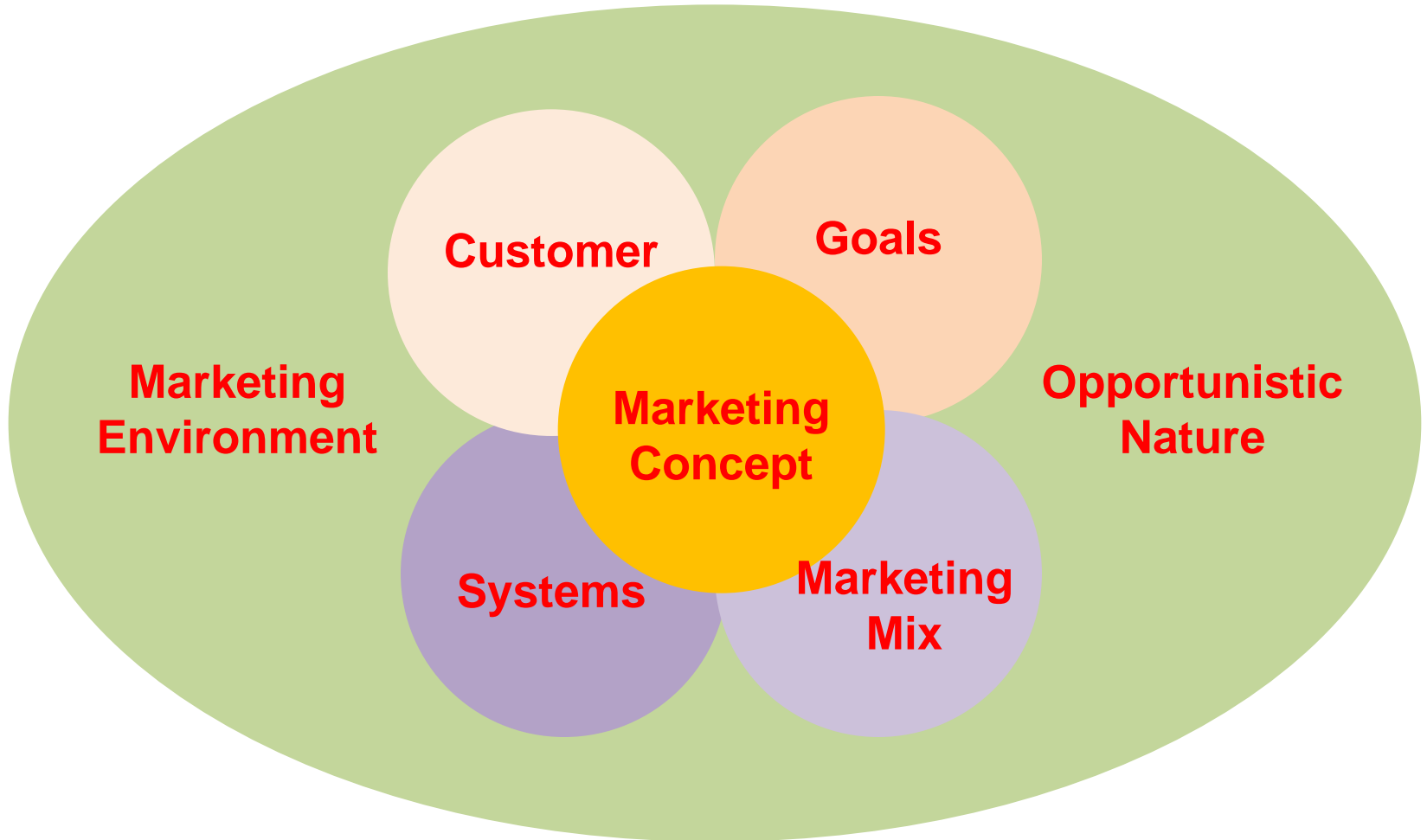
Marketing Management

- “Marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.” *(Kotler & Keller, 2008)*

Marketing Research

- Marketing Research is the planning, collection, and analysis of data relevant to marketing decision making and the communication of the results of this analysis to management.

The Nature of Marketing Research



Dragonfly Effect

Stanford **SOCIAL**
INNOVATION Winter 2011 Volume 9, Number 1 **REVIEW**



The Dragonfly Effect

How to use social media for social good.

By Jennifer Aaker & Andy Smith

PAGE 30

Collective Impact

By John Kamin & Mark Kramer
PAGE 36

Disseminating Orphan Innovations

By Susan H. Evans & Peter Clarke
PAGE 42

Microfinance Needs Regulation

By Anael Karnani
PAGE 48

Dragonfly Effect

WING ONE · FOCUS »

Identify a single, concrete, measurable goal

WING TWO · GRAB ATTENTION »

Make someone look



WING THREE · ENGAGE »

Foster personal connection

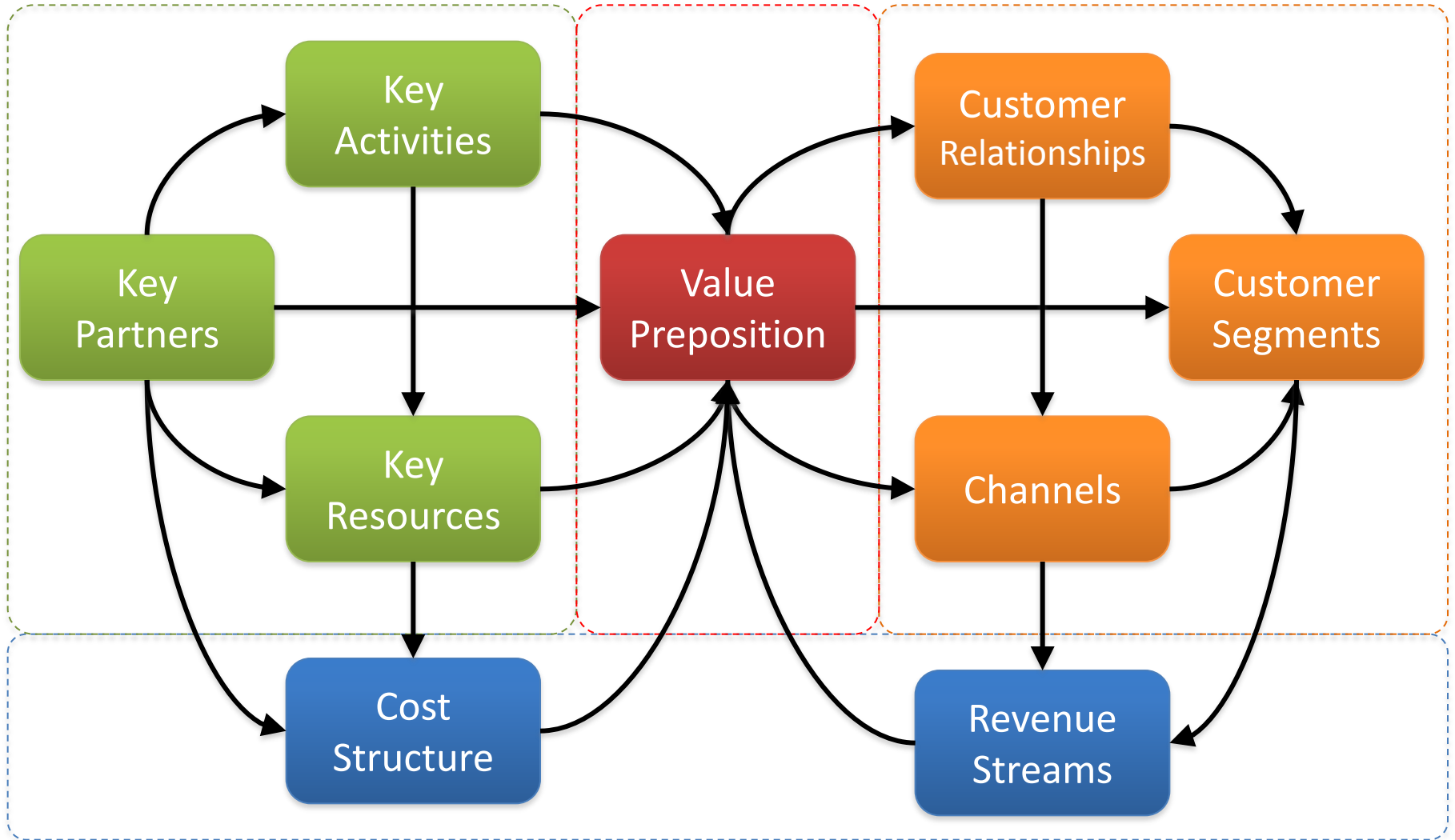
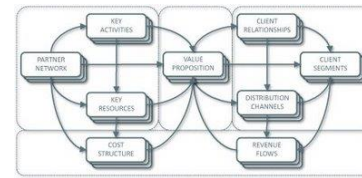
WING FOUR · TAKE ACTION »

Enable and empower other

Definition of Business Model

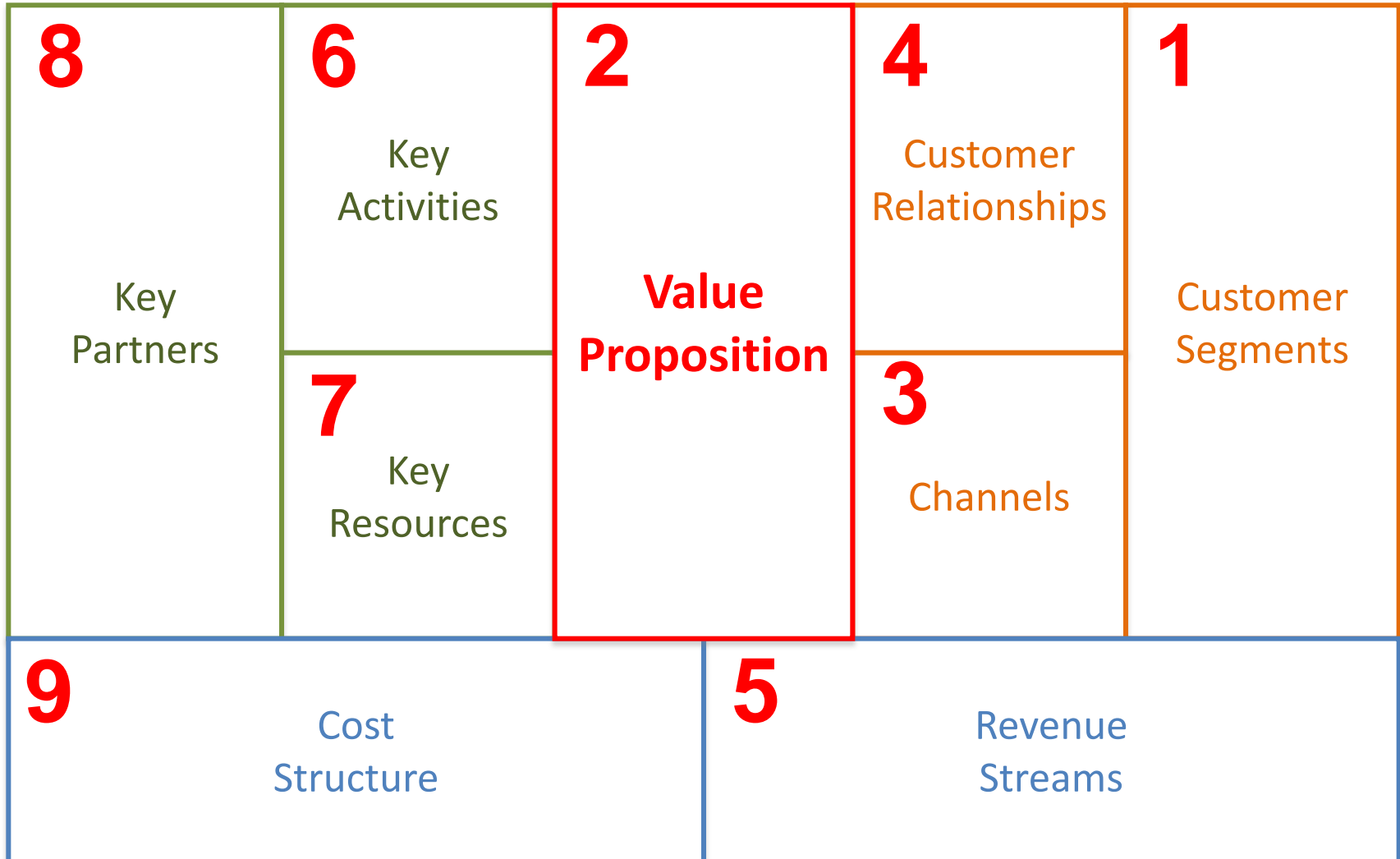
A business model
describes the rationale of
how an organization
creates, delivers, and captures
value.

Business Model Canvas

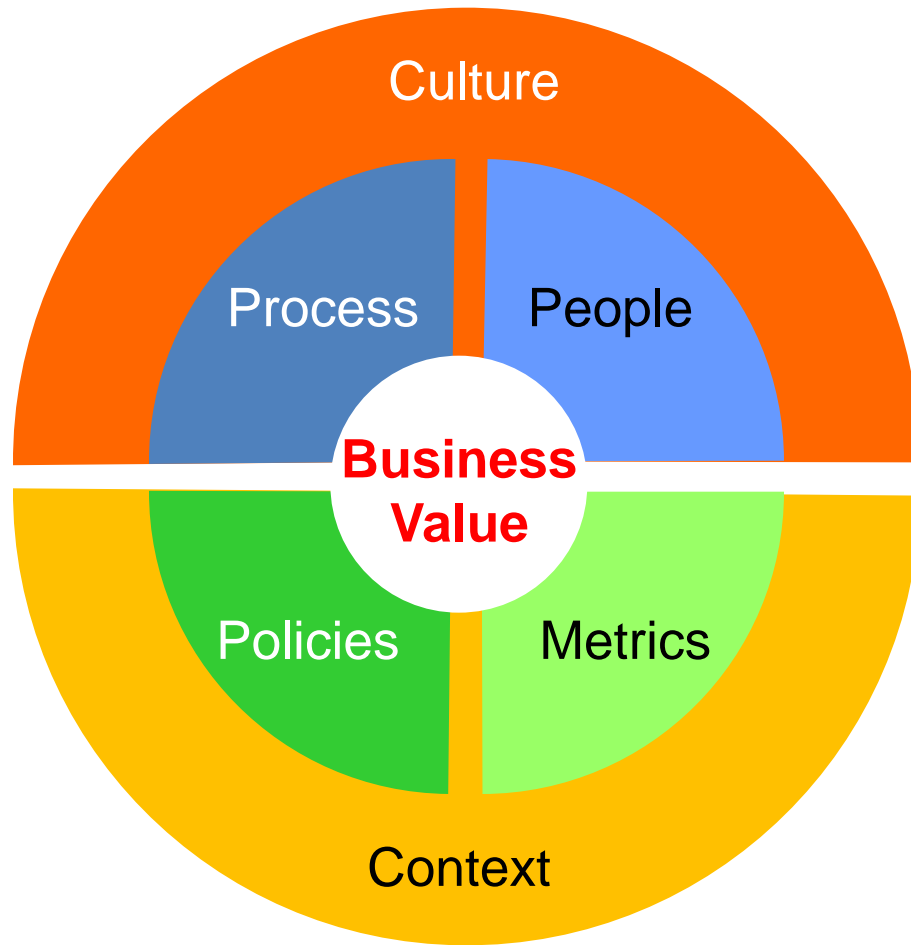


Source: http://nonlinearthinking.typepad.com/nonlinear_thinking/2008/07/the-business-model-canvas.html
<https://www.youtube.com/watch?v=QoAOzMTLP5s>

Business Model

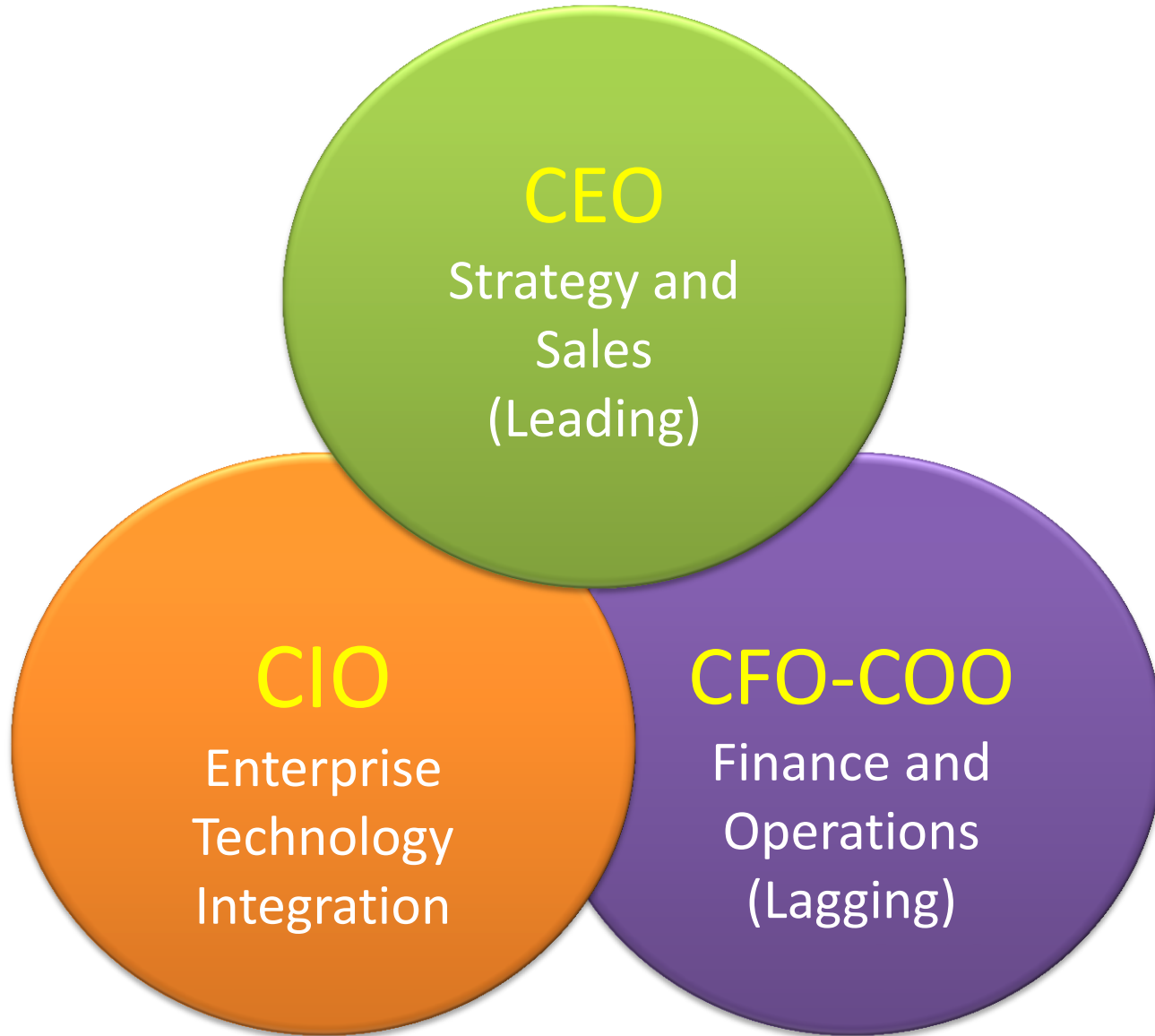


Social Media Management Framework



Value

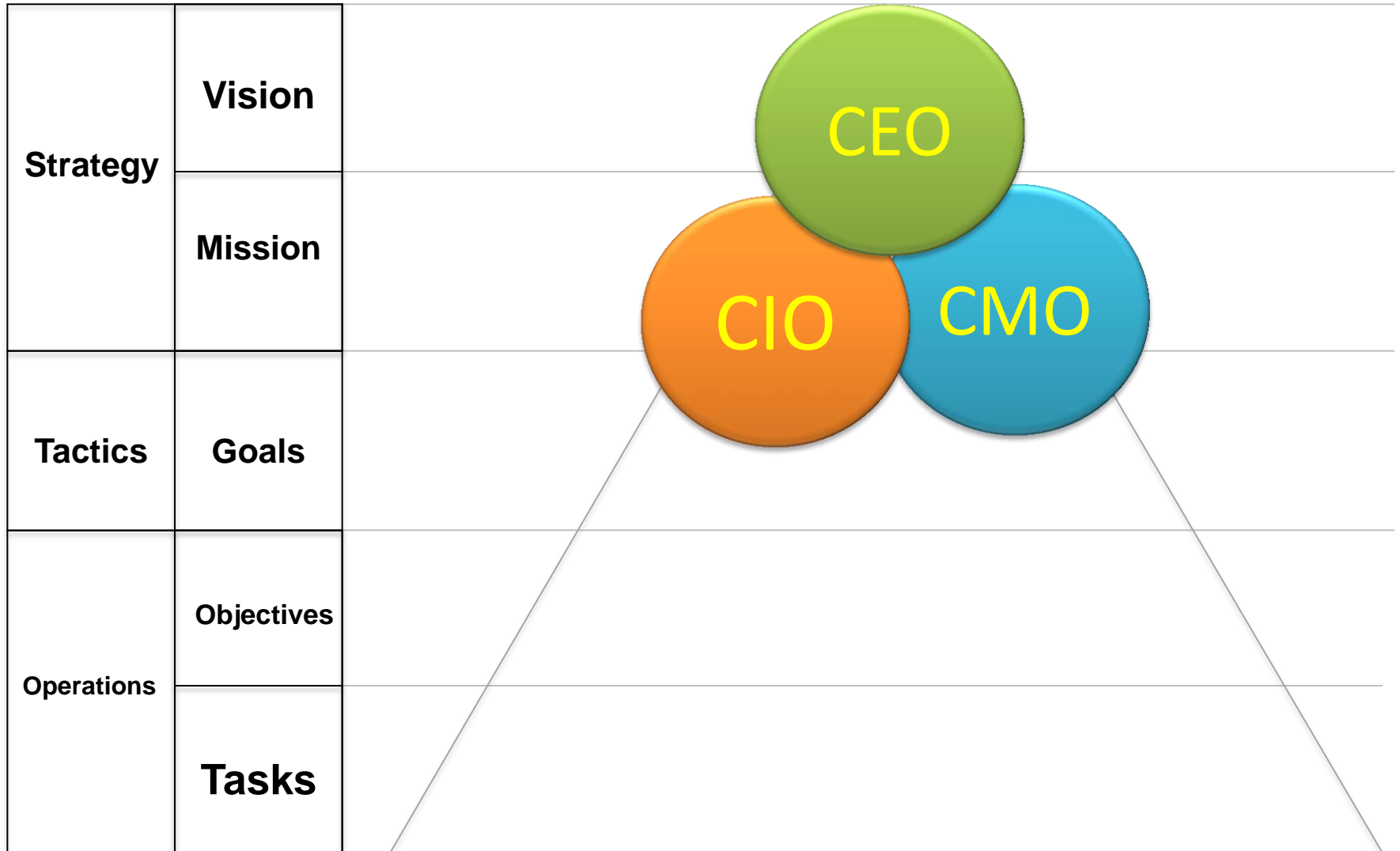
CEO CIO CFO



CEO CIO CMO



CEO CIO CMO



CIO

Chief Information Officer



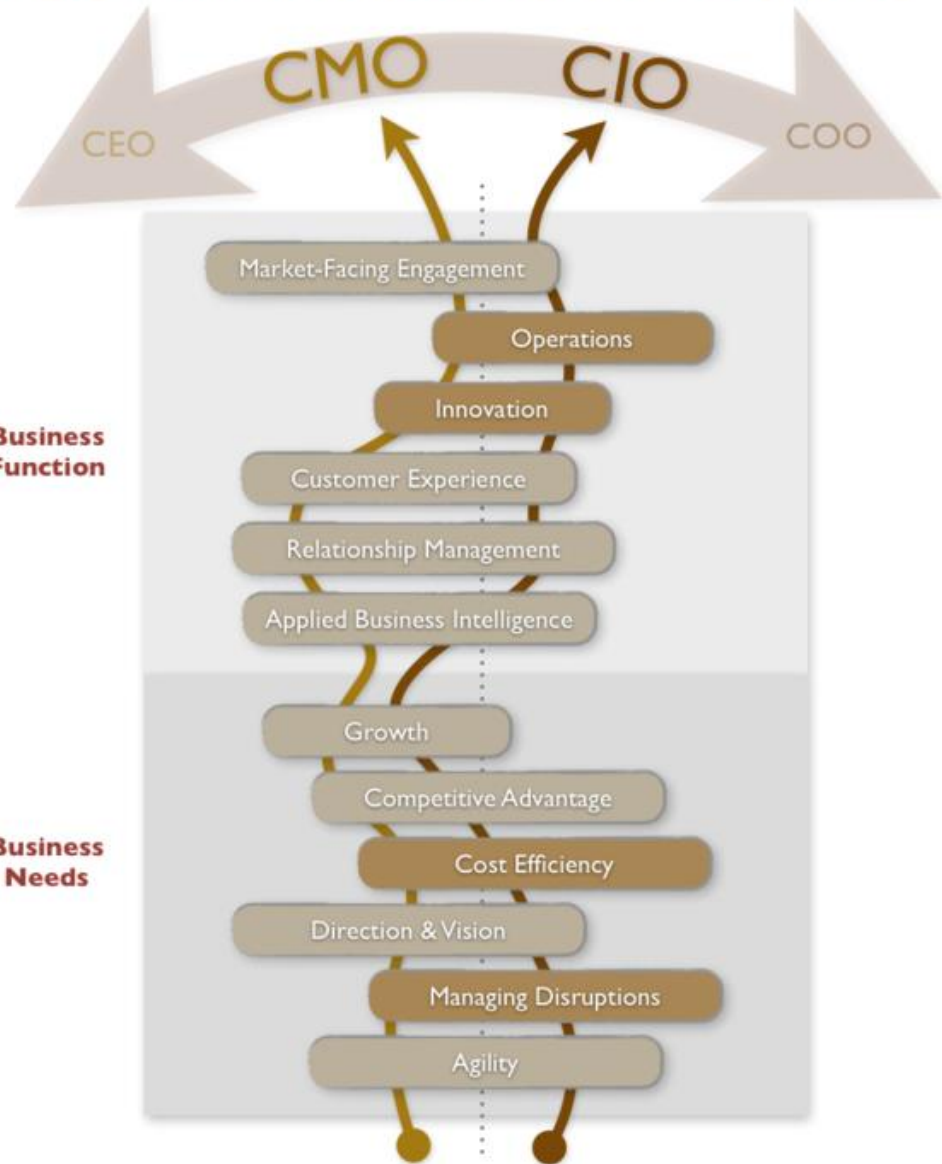
CMO

Chief Marketing Officer



CMO:
Chief
Marketing
Officer
CIO:
Chief
Information
Officer

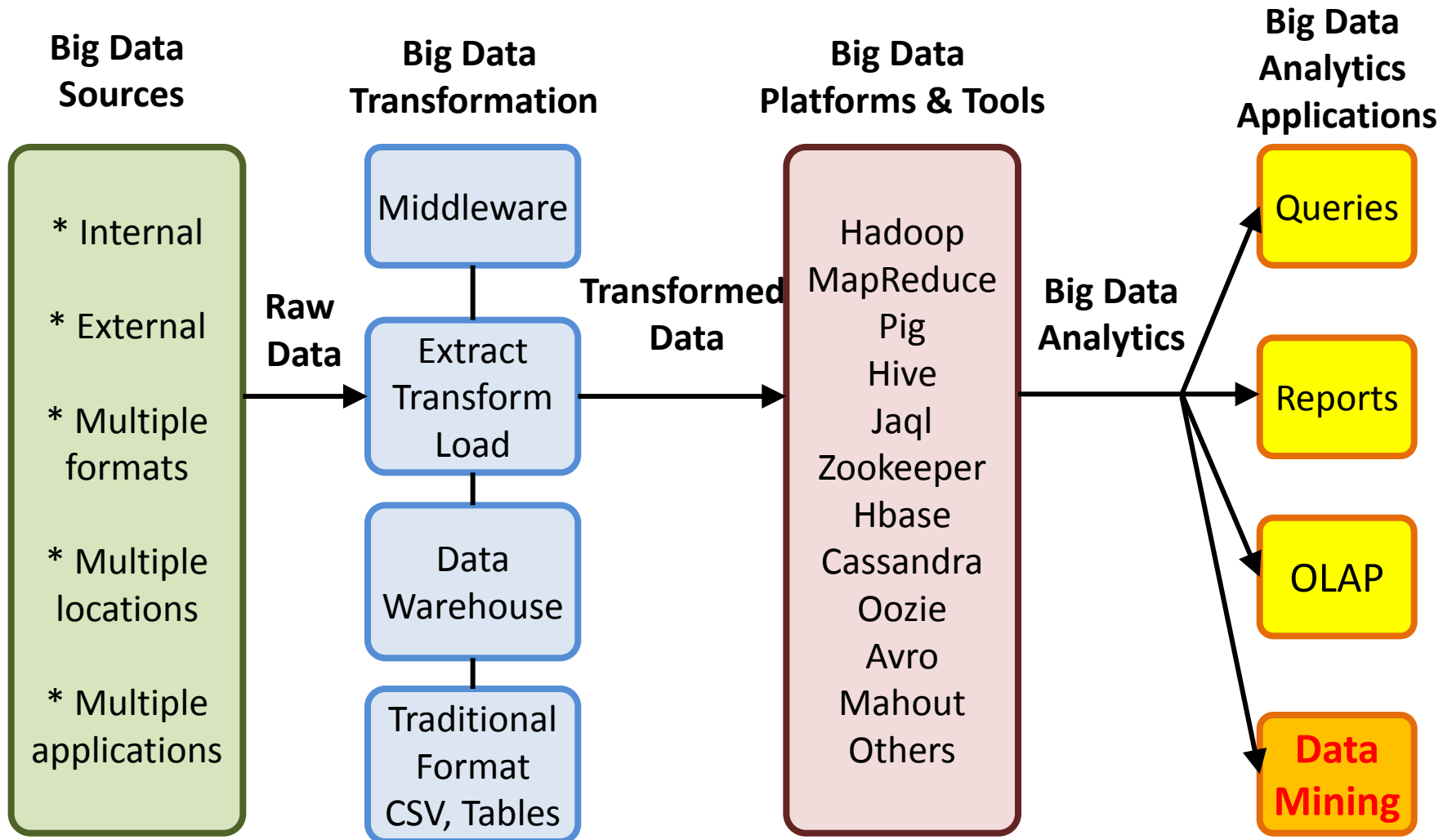
Overlapping roles as data-driven engagement becomes a top business priority



Shifting Balance of Responsibility

From <http://zdnet.com/blog/hinchcliffe> on 

Architecture of Big Data Analytics

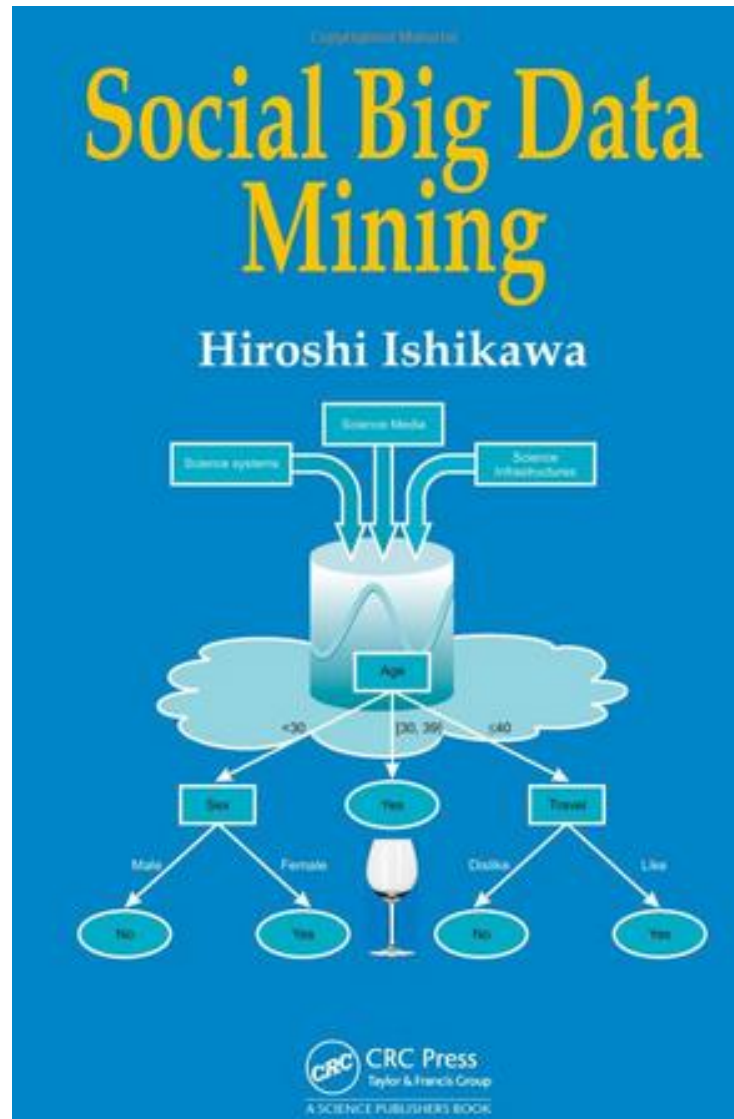


Architecture of Big Data Analytics



Social Big Data Mining

(Hiroshi Ishikawa, 2015)

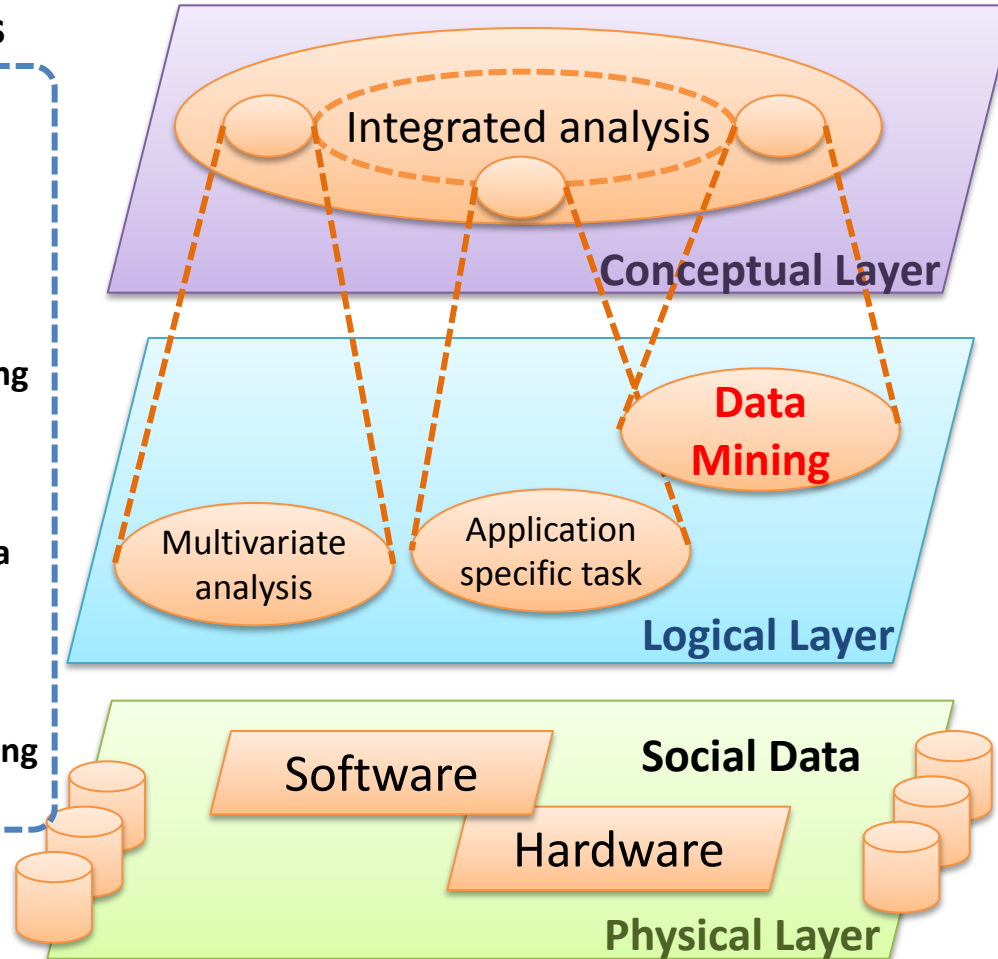


Architecture for Social Big Data Mining

(Hiroshi Ishikawa, 2015)

Enabling Technologies

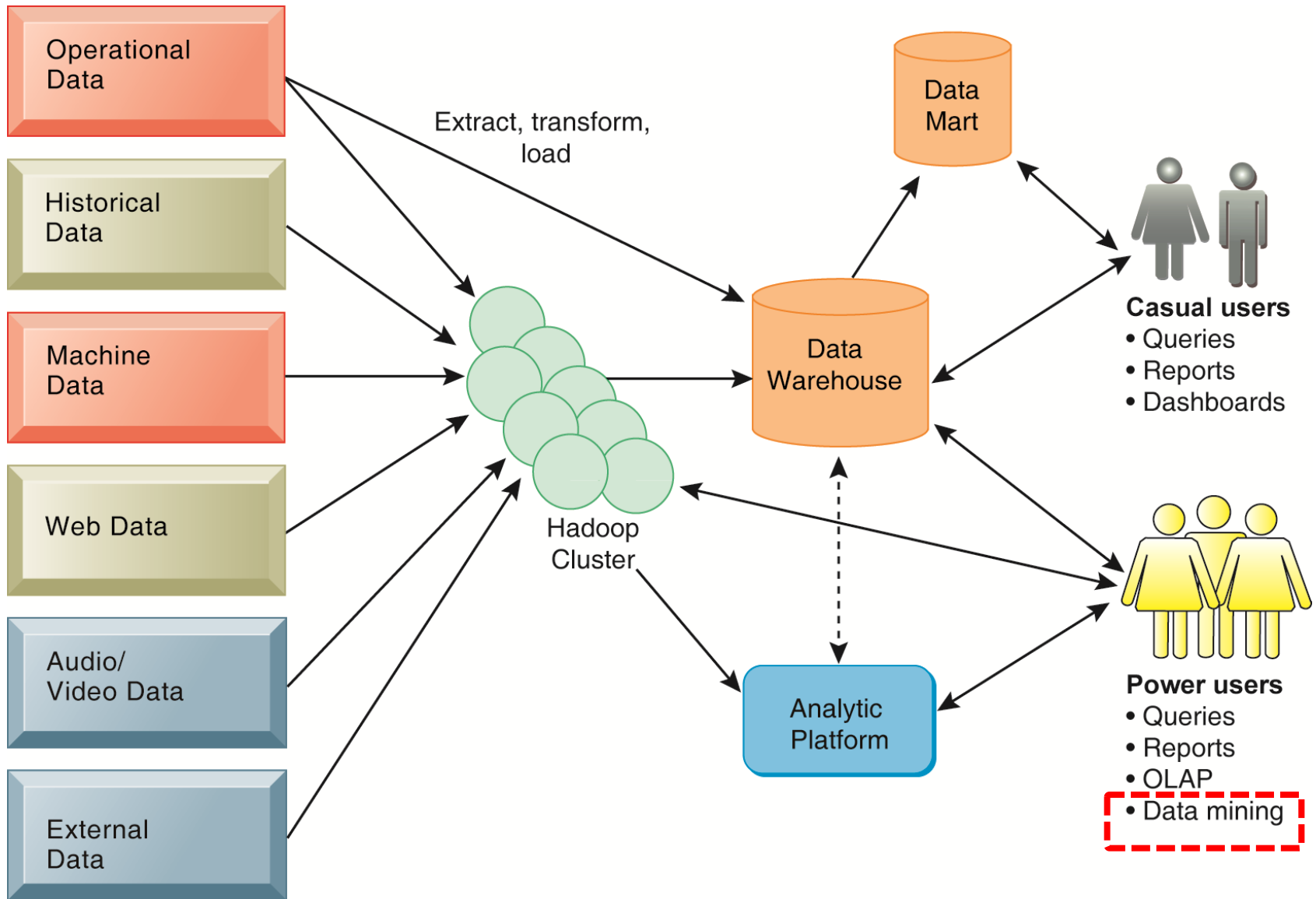
- Integrated analysis model
- Natural Language Processing
- Information Extraction
- Anomaly Detection
- Discovery of relationships among heterogeneous data
- Large-scale visualization
- Parallel distributed processing



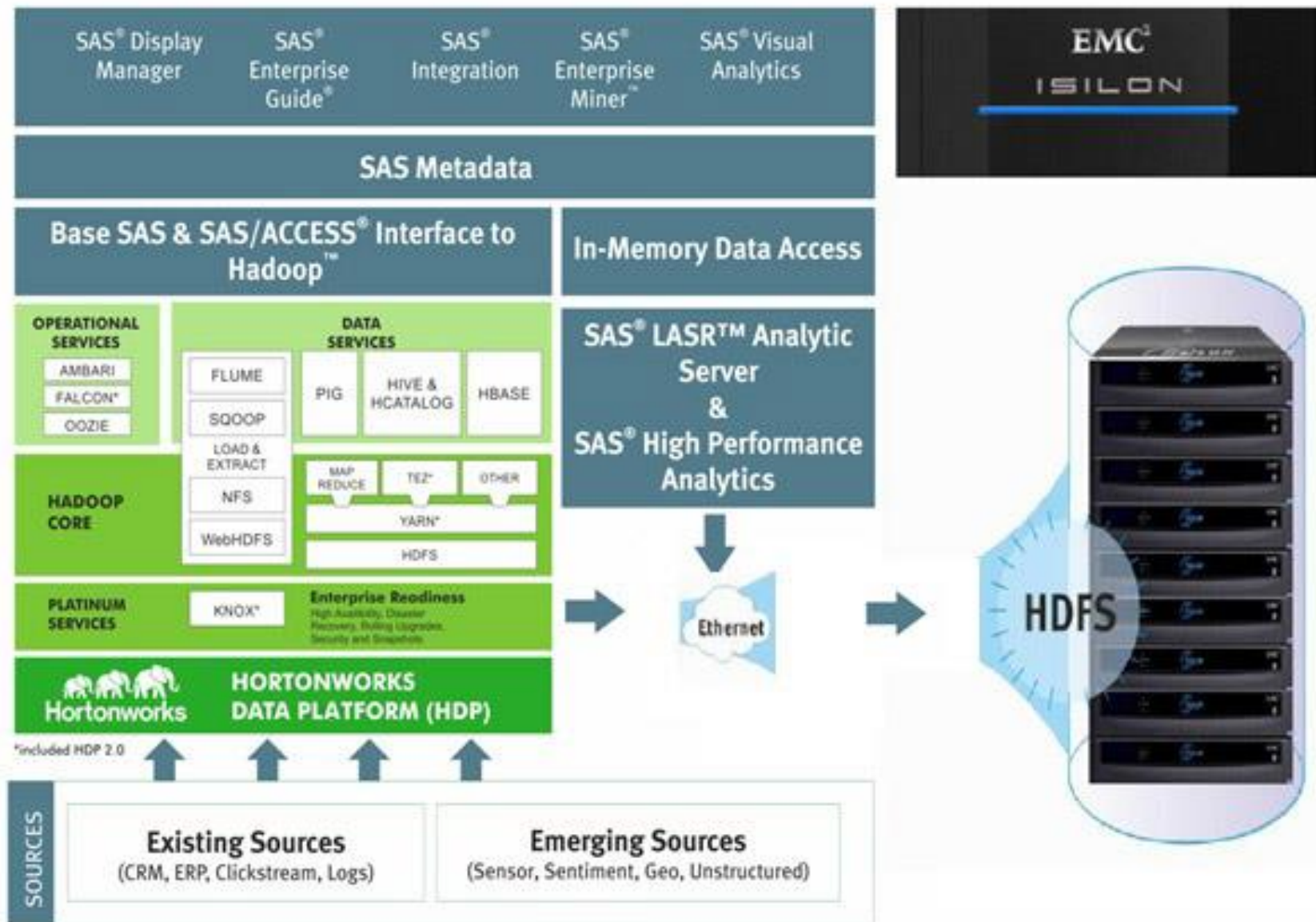
Analysts

- Model Construction
- Explanation by Model
- Construction and confirmation of individual hypothesis
- Description and execution of application-specific task

Business Intelligence (BI) Infrastructure



Big Data Solution





VISUAL ANALYTICS

DYNAMIC & INTERACTIVE

Dashboard Graph
Map

ENHANCE

Understanding Investigation
User Experience



BIG ANALYTICS

QUERY & FILTER

Complex queries
 R^2I^2

DETECT

Anomalies
Communities
Typologies

PREDICT

Tending
Real-time
Prediction

DECIDE

Simulation
Optimization



BIG DATA – Batch



BIG DATA – Real Time



Complex by nature



DATA

Complex by structure



Deep Learning

Intelligence from Big Data



SOCIAL LUMAscape

MARKETER

CONSUMER

Social Marketing Management

BUDDY#MEDIA shoutlet vtrue SYCAPS
 Context Optional Spredfast thismoment
 votigo sprinklr involver

Social Publishing Platforms

hootsuite awareness social marketing software
 EXPION tweet tapit vralheat
 hear say moment socialvibe SOCIAL FLOW Socialware
 POST LINE socialvibe dynamix SPROUT SOCIAL ArgyleSocial

Social Promotion Platforms

offerpop SocialAppsHQ Strutta SnapApp
 535353 factory heyo Seismic extole Ambassador
 FandA NORTH SOCIAL Zuberance BuzzAgent crowdtop

URL Shorteners

bity tiny arrows
 TinyURL.com

Stream Platforms

UberMedia TweetDeck
 twirl Aol Lifestream...

Twitter Apps

twitpic tweetmeme
 wefollow StockTwits
 chirpify Cadmus
 Listorious twitvid

Analytics

awe.sm bluefin
 kontagent Campaignst
 mixpanel OMNITURE
 webtrends Simply Measured

Content Curation

hunch memolane
 BuzzFeed summary
 Flipboard SkyGrid Storyfy

Facebook Apps

LIKESTER BranchOut
 SNAP badoo smile
 causes booshaka

Social Advertising Platforms

nanigans Acaptly spruceMEDIA Involved Media
 Marin Taykey ampush BLING SOCIALYZE
 SOCIAL SAM SocialWire TBG
 SHIFT SAM brandnetworks
 KENSHOO UNIFIED Alchemy
 optima Compu Labs Lexity EfficientFrontier

Social Brand Engagement

socialvibe eralygo
 adly appinsight
 mylikes inFuitive
 Alphabird SponsorPay
 virool sharethrough

Social Commerce Platforms

SHOP TAB
 live gamer dotbox
 Munchery Mollko
 STORENVY vendomshop
 FLUID miyoni

Facebook Gaming

playfish zynga MetroGames
 Playdom WABAM CrowdStar
 socialpoint DIGITA
 WILDNEEDLEGAMES

Social Ad Networks

OneRiot rockyou 33 screens 140
 LIFESTREET radiumone media6degrees

Social Data

LiveRamp DATASIFT TOPSY
 GNIP

Social Search & Browsing

TOPSY Wink Aardvark StumbleUpon
 spokeo cue

Social Intelligence

PostRank Trendrr ATTERVITY integy TRAACKR
 synthesio actionly quantifind
 Buzzfeed bottlenose colligent
 trackr brandprotect
 backtype
 ALTERIAN conversion NETBASE

Social Scoring

KLOUT
 empireavenue
 PeerIndex
 Kred

Social TV

tunerfish GelGlue FLINGO
 INTO NOW viggie
 UHAMI

Social Networks - Other

LinkedIn TAGGED my SKOUT Nextdoor
 plowx Path FLEET
 meet me orkut Google+ #hashable renren
 friend.ly

Social Business Software

lithium jive telligent
 External (Customer) Facing
 Ingage satisfaction mzingo
 Assistly Tick Apps Pluck
 Internal (Employee) Facing
 huddle acquia IGLOO TWiki
 cubetree Watchtoo Yammer
 moxie Socialtext nrmble SOCIALCAST

Blogging Platforms

WordPress
 tumblr
 posterous
 Blogger
 SQUARESPACE
 Joomla!

Social/Mobile Apps & Games

waze ingmoco
 RADIUS
 toopt

Social Shopping

Giantmedia Swipely Zaarly
 WARE FANCY LOCKERZ
 SUPPLY kobocode

Content Sharing (Reviews/Q&A/Docs)

Dropbox Pinterest fotopea Scribd
 box Quora Answers topix
 yelp Anglii list KlubPages reddit
 everplaces

Social Referral

Speciality Turnio
 soofriends curebit

Image/Video Sharing

imgur
 SnugWag flexible ZangZing flickr
 clip clipic

Community Platforms

GROU.PS
 tick Apps
 mixxt Groupie

Social Content & Forums

DISQUS

Traditional Publishers

GLAM MEDIA
 THE WALL STREET JOURNAL
 Hearst Corporation
 Aol. CONDÉ NAST

twitter
 facebook



Denotes acquired company

Denotes shuttered company

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MARKETING TECHNOLOGY LUMAscape

Sales & Marketing

Email Optimization
 rework, RapLeaf, Moveable, AdStack, CausiSee, LiveHire, eContact

Integrated Mktg Mgmt
 Oracle, Aprimo, SAS, MarketShare, Nielsen, Symphony, Bluebeam, Bluewin, Nielsen, ThinkView, iQ

Marketing Modeling
 MarketShare, Nielsen, Symphony, Bluebeam, Bluewin, Nielsen, ThinkView, iQ

DB Mktg
 Axiom, Merkle, Epsilon, Allant, KBM Group, Targetbase, Quero

Social Marketing Management
 Buddy Media, Shoutlet, Vitruve, Spreadlast, Voligo, Sprinklr, Involver

Email Service Providers
 Experian, Responsys, DeCircle, Silverpop, Dialog, Constant Contact, Yestmail, iContact, VerticalResponse, Lyris, Emalvision, RedEye, MailChimp

Sales Automation
 Salesforce, Oracle Siebel, Microsoft Dynamics CRM, Nimbie, SAP, Sugar CRM, Steelwedge, Pega, Creativelly, Sage, Highrise, CDC Software

Visualization
 Cognos, Leftronic, GoodData, Simply Measured, Chartio

Sales/ Mktg BI
 SAS, SPSS, IBM, Collective, Blip, PivotLink, QlikView

DMPs
 Bluebeam, Bluewin, Akamai, Oracle, Turn, Lotame, Turn, Lotame, Turn, Lotame

Data Warehouses
 Teradata, Oracle, SAP, Microsoft, Greenplum, Sybase, SAP, SAP, SAP

Marketing Data
 Experian, Nielsen, Epsilon, ComScore, Nielsen, Nielsen, Nielsen

Social Publishing Platforms
 Hootsuite, Expion, Awareness, CoTweet, Tapit, Socialware, Hearst, Social Dynamix, SocialFlow, Argyle Social

Social Promotion Platforms
 Offerpop, Seismic, Strutta, Extole, SnapApp, Social Apps HQ, FanZilla, Zuberance, BzzAgent

Mktg Automation
 Eloqua, Marketo, V12, Pardot, Genie, iVtrentz, ClickSquared, HubSpot, Action, Manticore, Infusionsoft, Kapouse, Sitecore

Website

Recommendation
 RichRelevance, SAILTHRU, Choice@Stream, MyBuys, Baynote, Certona

B2B Personalization
 Demandbase, Insigntera, Enecto

SEO Platforms / Tools
 Bloomreach, Rio SEO, SEOmoz, Bright Edge, Wordtracker, Altruik, RankAbove, GinzaMetrics, GShifti

Website Personalization & Optimization
 Touch, LivePerson, [24]7, Needcl, Steelhouse, Apptegic

Real-time Message/Offers
 Commerce Sciences, Telspan, Ruro

AB/MV Testing
 Monetate, Optimizely, Qubit, SiteSpect, Wingify, Maxymiser

Landing Pages
 Unbounce, Lander, Insta Page, iOn Interactive

E-Commerce Technology

E-Commerce Platform/Storefront (Enterprise)
 Demandware, Escalate, Gal Commerce, Atg, InterShop, Vanda, ElasticPath, Hybris, Amazon Services, NetSuite, Digital River, Shopify, Commerce V3, Ultracart, ProStores, Goecart

Social Referral
 Bridge, ScoFriends, Extole, ShopSodally, Curabit, Tumbio

Payments
 PayPal, Amazon Payments, Recurly, Skrill, Braintree, Stripe, First Data

M-Commerce
 Zappi, Revel, ShopPad, Movylo, Airbrite, Zmags, ShopHubs, Mobicart, Mobipass, Mobivest

Merchandising
 Merqad, Swifttype, Koolha

Online Video Players
 Ooyala, Magnify, Brightcove, OneScreen, Delve, Vidyard, Kaltura, Mionni, Silverlight, Longtail, VideoJuster

DAM
 OpenText, EMC, IBM, North Plains, Widen, Delum, WEDAM, DigiEyeZ, Entis

Web Analytics
 Comtiture, Nielsen, Google Analytics, Unica, Cloudner, KISSmetrics, iJento, Clicktale, Crazyegg

Website Creation & Mgmt
 WCM, Interq, Vignette, Day, FatWire, Episerver, Percussion, CrownPeak, WordPress, Joomla!, Drupal, Agility

Feedback / Surveys
 Vizi, Feedback, Alliasance, Medallia, SurveyMonkey, Qualtrics

Translation
 Lingo, Smartling, SpeakLabs

Mobile Web
 Usablenet, Mobify, bMenu, POLAR, MOOVWB, Thrillbit Mobile

Community
 Jive, OneSite, Assafinity, Lithium, Neustar, Neustar, Neustar

Social Content & Forums
 Disqus, Echo, Facebook, AddThis, Sharethis, Tjnk

Tag Mgmt
 Tealium, Man Insight

Site Perf/Opt
 SitePerf, Strongloop

Gameification
 Badgeville, Sunchase, PunchTab, Actionable



Denotes acquired company Denotes shuttered company

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MARKETING EXPERIENCES

- Email Marketing:** Constant Contact, MailChimp, Campaign Monitor, SendGrid, etc.
- Mobile Marketing:** Airpush, Tapad, etc.
- Search & Social Ads:** Kenshoo, Acquia, etc.
- Display Advertising:** DoubleClick, Rubicon, etc.
- Video Ads & Marketing:** Veeva, etc.

Creative & Design: Fluid, etc.

Communities & Reviews: Jive, etc.

Social Media Marketing: Sprinklr, etc.

Events & Webinars: Citrix, etc.

Calls & Call Centers: Keymetric, etc.

Customer Experience/VoC: KANA, etc.

Loyalty & Gamification: Badger, etc.

Personalization: Evergage, etc.

Testing & Optimization: Optimizely, etc.

Marketing Apps: Wizehive, etc.

SEO: BrightEdge, etc.

Content Marketing: Copyblogger, etc.

Sales Enablement: Postwire, etc.

Marketing Data: Epsilon, etc.

Channel/Local Mktg: Zift, etc.

Marketing Resource Mgmt: Infor, etc.

Digital Asset Mgmt: Widen, etc.

Agile & Project Mgmt: Liquid, etc.

MARKETING OPERATIONS

- Marketing Analytics:** Beckon, etc.
- Dashboards:** Logi, etc.
- Web & Mobile Analytics:** Google Analytics, etc.
- Business Intelligence:** Pentaho, etc.

MIDDLEWARE

- Data Management Platforms/Customer Data Platforms:** Bluekai, etc.
- Tag Management:** DC Storm, etc.
- User Mgmt:** Giga, etc.
- Cloud Connectors:** Snaplogic, etc.
- APIs:** Layers, etc.

BACKBONE PLATFORMS

- CRM:** Oracle, Microsoft, etc.
- Marketing Automation / Integrated Marketing:** Marketo, etc.
- Web Site / WCM / WEM:** Akamai, etc.
- E-commerce:** Magento, etc.

INFRA-STRUCTURE

- Databases:** Oracle, etc.
- Big Data:** Hadoop, etc.
- Cloud:** Amazon, etc.
- Mobile App Dev:** Google, etc.
- Web Dev:** Django, etc.
- Marketing Environment:** Google, etc.

CMO Social Media Landscape

| WEB SITE | CUSTOMER COMMUNICATION | BRAND EXPOSURE | TRAFFIC TO YOUR SITE | SEO |
|--|---|---|---|---|
| <p>facebook</p> <p><i>A social-networking site where users can add friends, send messages, and build their own profiles</i></p> | <p>A central and open communication portal, Facebook is the hub through which businesses want to drive social interaction. Positive or negative, companies can use Facebook to get their messages out and to receive customer feedback.</p> | <p>Using pages as a persona allows companies to position their brands on other relevant pages. For example, Starbucks' page itself can now post on large coffee-lovers' pages.</p> | <p>For many Web sites, Facebook has emerged as one of the top traffic sources. While the "viral potential" is lower on Facebook than others, nothing is more consistent at driving a steady flow of traffic to every message or post.</p> | <p>Google and Bing have both indicated that they are using "social signals" as part of their ranking algorithms, pointing to Facebook and Twitter, in particular. While the links themselves are "nofollow," the search benefits exist, especially in instances where "Query Deserves Freshness."</p> |
| <p>twitter</p> <p><i>A microblogging site that enables users to send "tweets," or messages of 140 characters or less</i></p> | <p>Twitter is the ultimate outbound messaging tool. Inbound customer communications are quick and to the point, allowing for simple monitoring and management of conversations.</p> | <p>It isn't what you're saying on Twitter that exposes your brand. It's what you can get others to say about you that has the real impact. Getting retweets and interactions can do more for brand exposure than any other social site.</p> | <p>The prevalence of noise and spam have reduced Twitter's ability to send direct traffic. However, it is an exceptional tool for assisting with traffic generation from other sites, like Digg, StumbleUpon, and Facebook.</p> | <p>As with Facebook, Twitter has been singled out as a component of Google's and Bing's social component. The links are "nofollow," but the social component is real and expected to become more prominent over time.</p> |
| <p>flickr</p> <p><i>An image-and video-hosting Web site where community members can share and comment on media</i></p> | <p>As a PR tool, Flickr gives company-sponsored events a pictorial home that can be more professional and better organized than on other social image-sharing sites (including Facebook).</p> | <p>Flickr's improved search rankings and integration with other social sites makes it the high-quality image posting service of choice. Bulk images should go on Facebook. Quality images should go on Flickr.</p> | <p>Even if you get tens of thousands of visits to a photo with your URL hyperlinked below, the click-through rates are among the lowest around. All links are "nofollow."</p> | <p>Flickr is very much indexed in search engines and passes links and page rank. It is also a major part of Google's and Bing's social search component—photos liked by individuals can be seen more prevalently in their friends' searches.</p> |
| <p>LinkedIn</p> <p><i>A social-networking site for business professionals</i></p> | <p>Not the primary focus, but you can potentially engage customers by encouraging employees to answer industry-related questions people post and become known as an expert in the field.</p> | <p>LinkedIn is great for personal branding and showing the professional prowess in your organization. Encourage employees to maintain complete profiles to show off your solid team.</p> | <p>LinkedIn continues to improve its standing in traffic generation by encouraging sharing through every new feature it has rolled out during the past year. It isn't as consistent as Facebook or as viral as Digg, but it's getting better.</p> | <p>Very high page rank, almost guaranteed to be a ranking on the first page of search results, especially for your individual employee names. High SEO value for vanity search for your name, but that is about it.</p> |
| <p>YouTube</p> <p><i>A video-sharing Web site where users can share and upload new videos</i></p> | <p>Whether you seek to entertain, inform, or both, video is a powerful channel for quickly responding to customer complaints and showing your social-media savvy. It is also the best venue for reputation "repair" if things go wrong.</p> | <p>Your YouTube branding is second only to Facebook when people are researching your company. Be certain that the messages are frequent and that they align with what you want as your perceived company persona.</p> | <p>YouTube is growing in the traffic-generation segment, particularly through in-video messaging through annotations and URL branding. Clicks on content links are still minimal, but even those numbers have seen a recent rise.</p> | <p>Very good for building links back to your site because the videos rank very well. YouTube channels are a tried-and-true way to send some really good exposure and SEO back to your brand.</p> |

GOOD!

OKAY!

BAD!

Nothing
is
so practical
as a
good theory

Summary

- This course introduces the **fundamental concepts** and **research issues** of **social media marketing management**.
- Topics include
 - Business Models of Social Media,
 - Customer Value and Branding,
 - Consumer Psychology and Behavior on Social Media,
 - The Dragonfly Effect of Social Media Marketing,
 - Marketing Communications Research,
 - Social Media Marketing Plan
 - Mobile Apps Marketing,
 - Social Word-of-Mouth and Web Mining on Social Media,
 - Deep Learning for Sentiment Analysis on Social Media,
 - Deep Learning with Google TensorFlow,
 - Case Study on Social Media Marketing Management

Contact Information

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