

社群網路行銷管理

Social Media Marketing Management



Tamkang
University
淡江大學

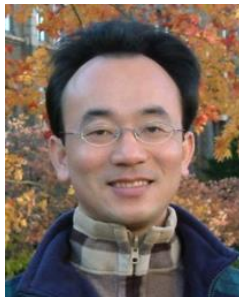
顧客價值與品牌

(Customer Value and Branding)

1042SMMM03

MIS EMBA (M2200) (8615)

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



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2016-03-03



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)

Marketing

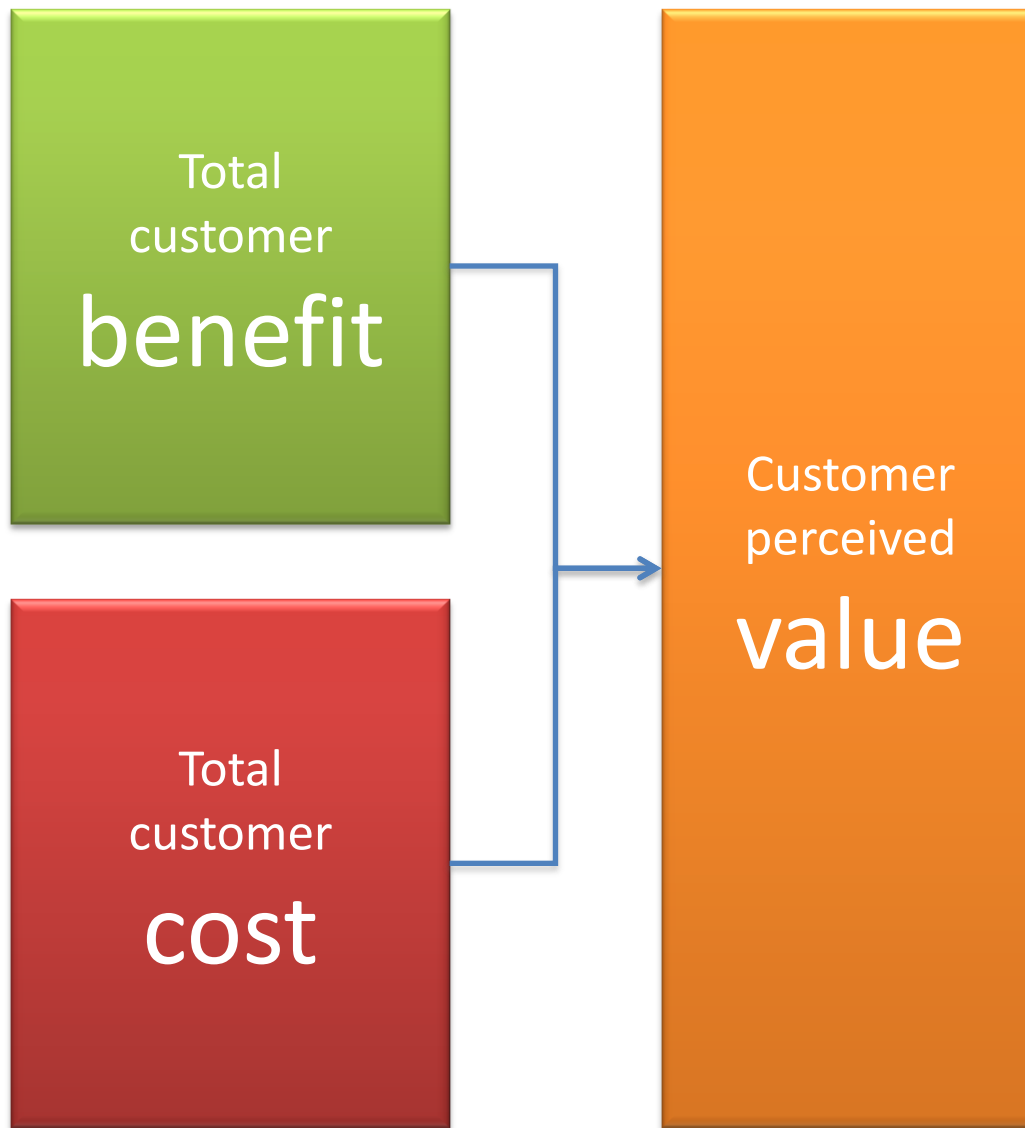
**“Meeting
needs
profitably”**

Value

the sum of the
tangible and
intangible

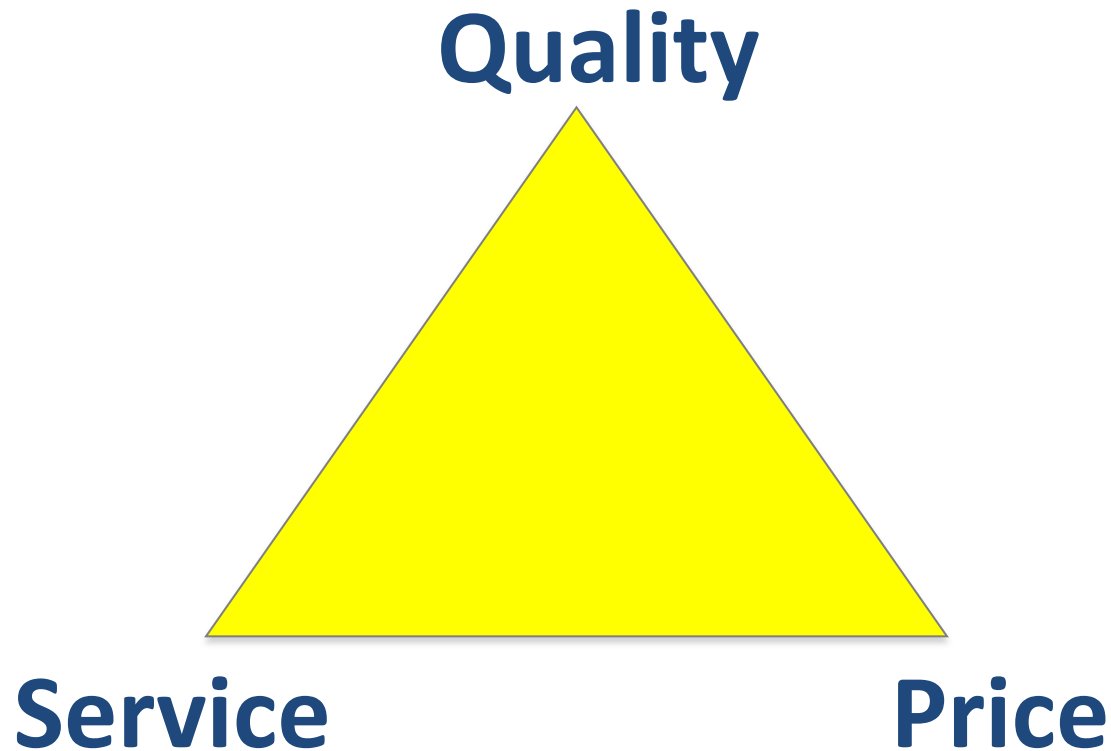
benefits and costs

Value



Customer Value Triad

Quality, Service, and Price
(qsp)



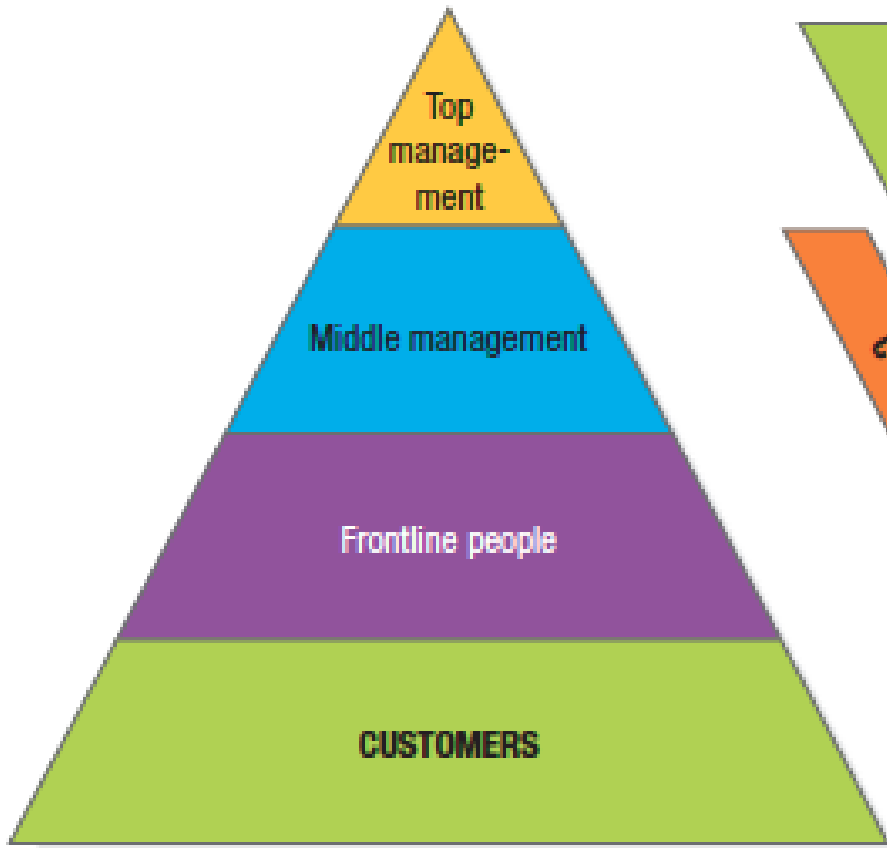
Value and Satisfaction

- Marketing
 - identification, creation, communication, delivery, and monitoring of **customer value**.
- Satisfaction
 - a person's judgment of a product's **perceived performance** in relationship to **expectations**

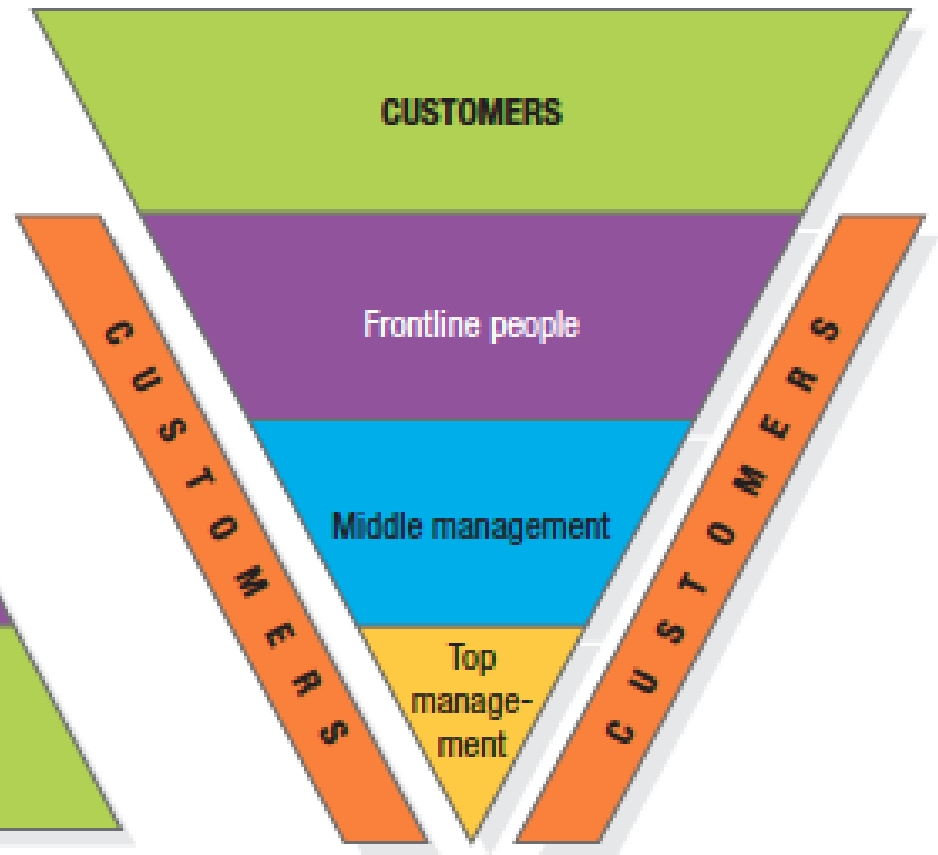
Building Customer Value, Satisfaction, and Loyalty

Modern Customer-Oriented Organization

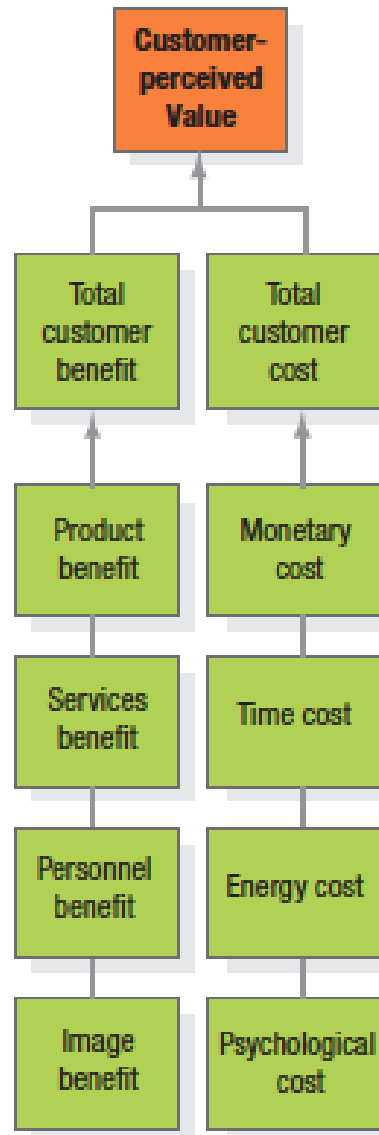
(a) Traditional Organization Chart



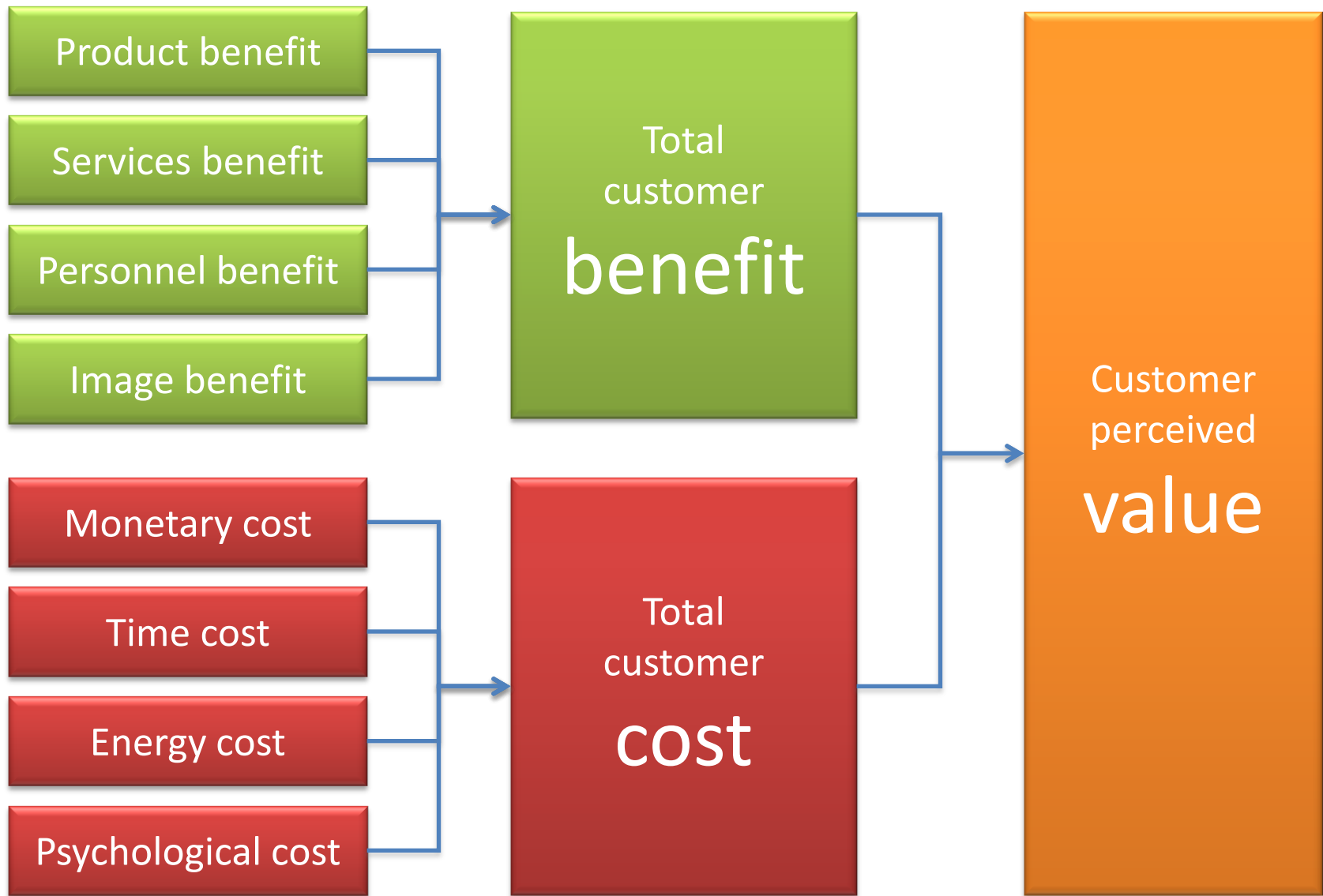
(b) Modern Customer-Oriented Organization Chart



Customer Perceived Value



Customer Perceived Value



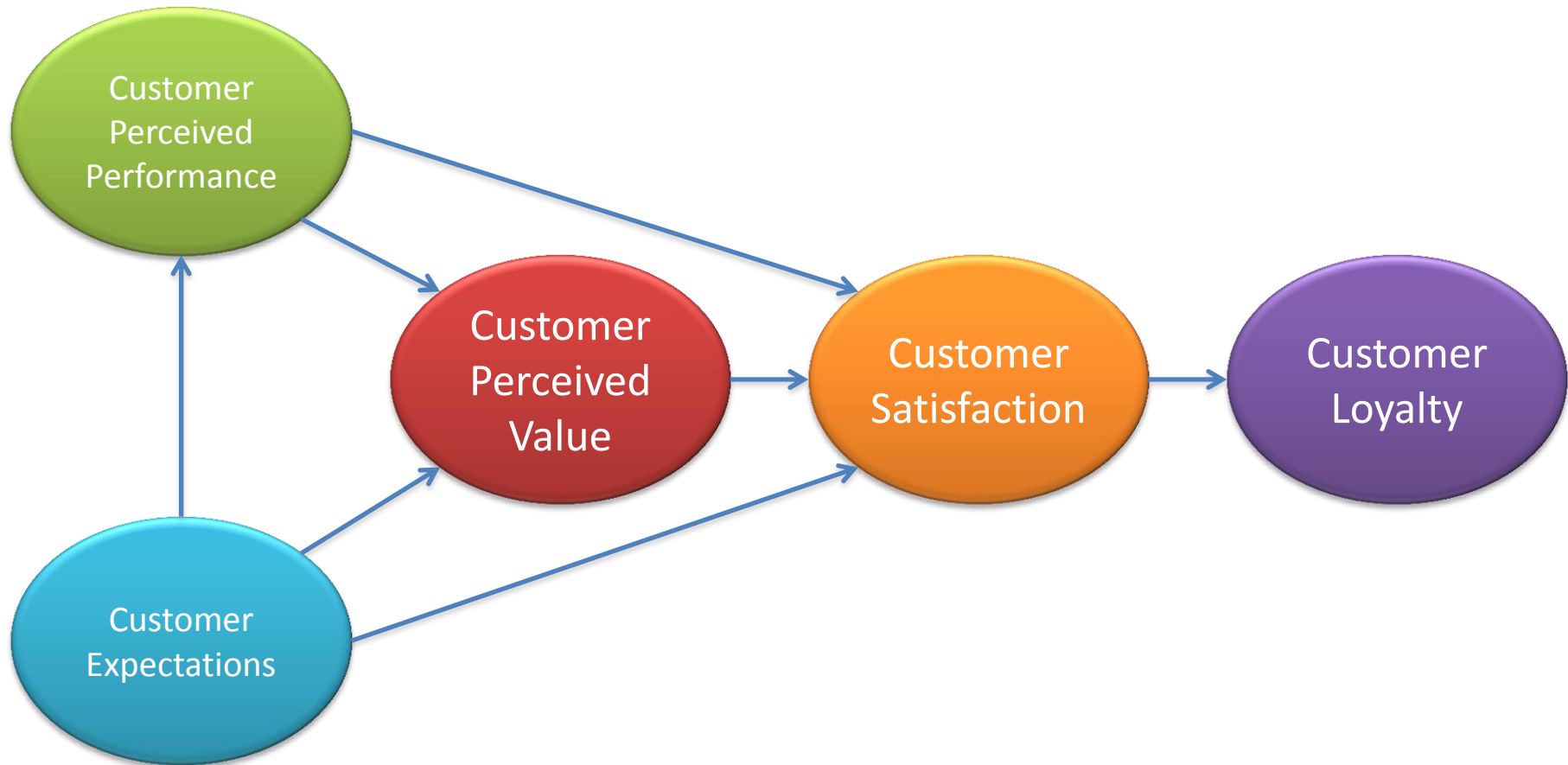
Satisfaction

“a person’s **feelings of pleasure or disappointment** that result from comparing a product’s **perceived performance** (or outcome) to **expectations**”

Loyalty

**“a deeply held commitment to
rebuy or repatronize
a preferred product or service
in the future
despite situational influences and
marketing efforts having the
potential to cause switching
behavior.”**

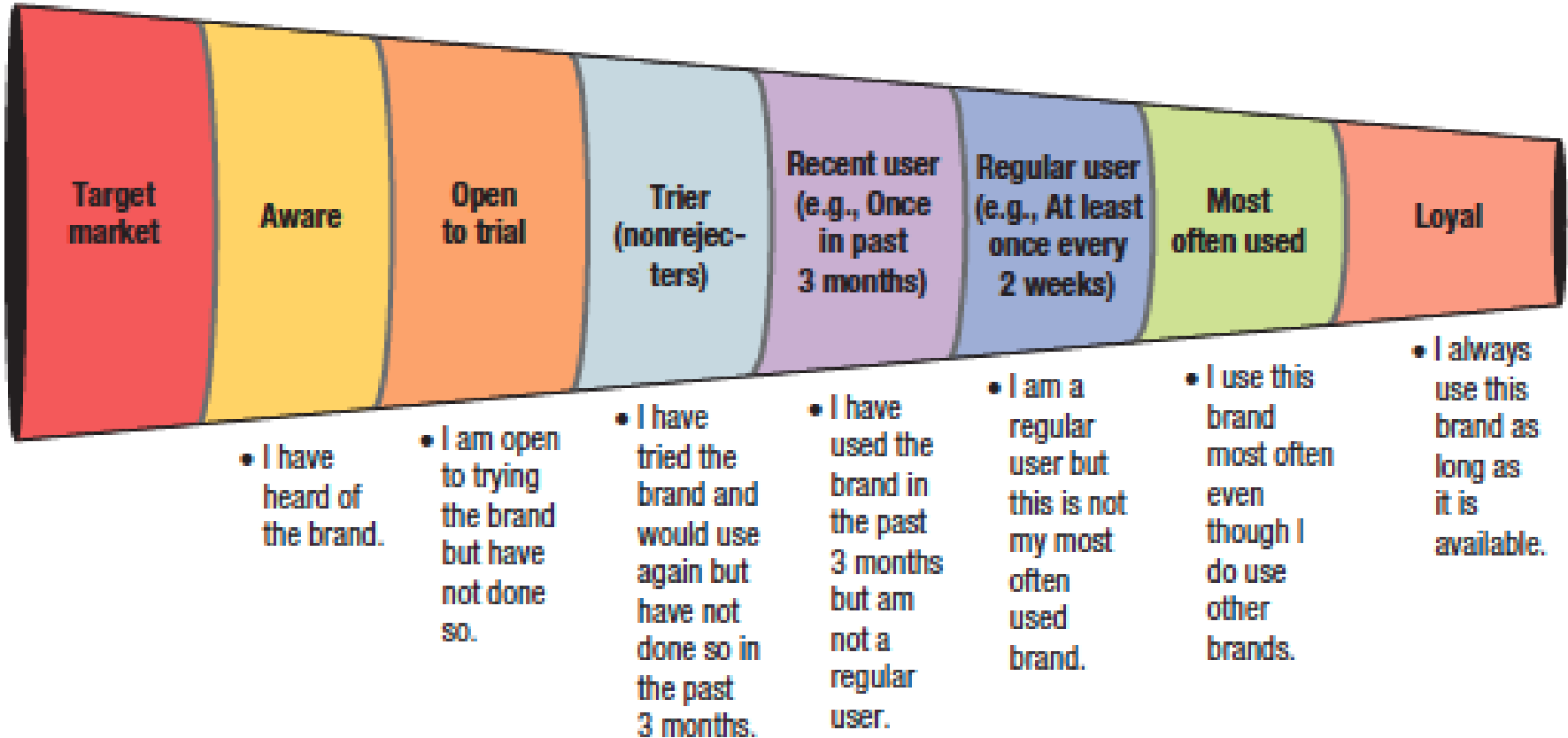
Customer Perceived Value, Customer Satisfaction, and Loyalty



Customer Value Analysis

1. Identify the major attributes and benefits customers value
2. Assess the quantitative importance of the different attributes and benefits
3. Assess the company's and competitors' performances on the different customer values against their rated importance
4. Examine how customers in a specific segment rate the company's performance against a specific major competitor on an individual attribute or benefit basis
5. Monitor customer values over time

The Marketing Funnel



Developing Compelling Customer Value Propositions

1. Internal engineering assessment

2. Field value-in-use assessment

3. Focus-group value assessment

4. Direct survey questions

5. Conjoint analysis

6. Benchmarks

7. Compositional approach

8. Importance ratings

Customer Value, Brand, and Product

- At the heart of a great **brand** is a great **product**.
- Product is a **key element** in the **market offering**.
- To achieve market leadership, firms must offer products and services of superior **quality** that provide unsurpassed **customer value**.

Brand







Brand

Volvo - Safety

Welcome to Volvo

VOLVO

www.VolvoGroup.com

Explore Volvo Group



» Volvo Trucks



» Volvo Buses



» Volvo Construction Equipment



» Volvo Penta



» Volvo Financial Services



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www.VolvoCars.com



VOLVO OCEAN RACE

Learn more on www.volvooceanrace.com

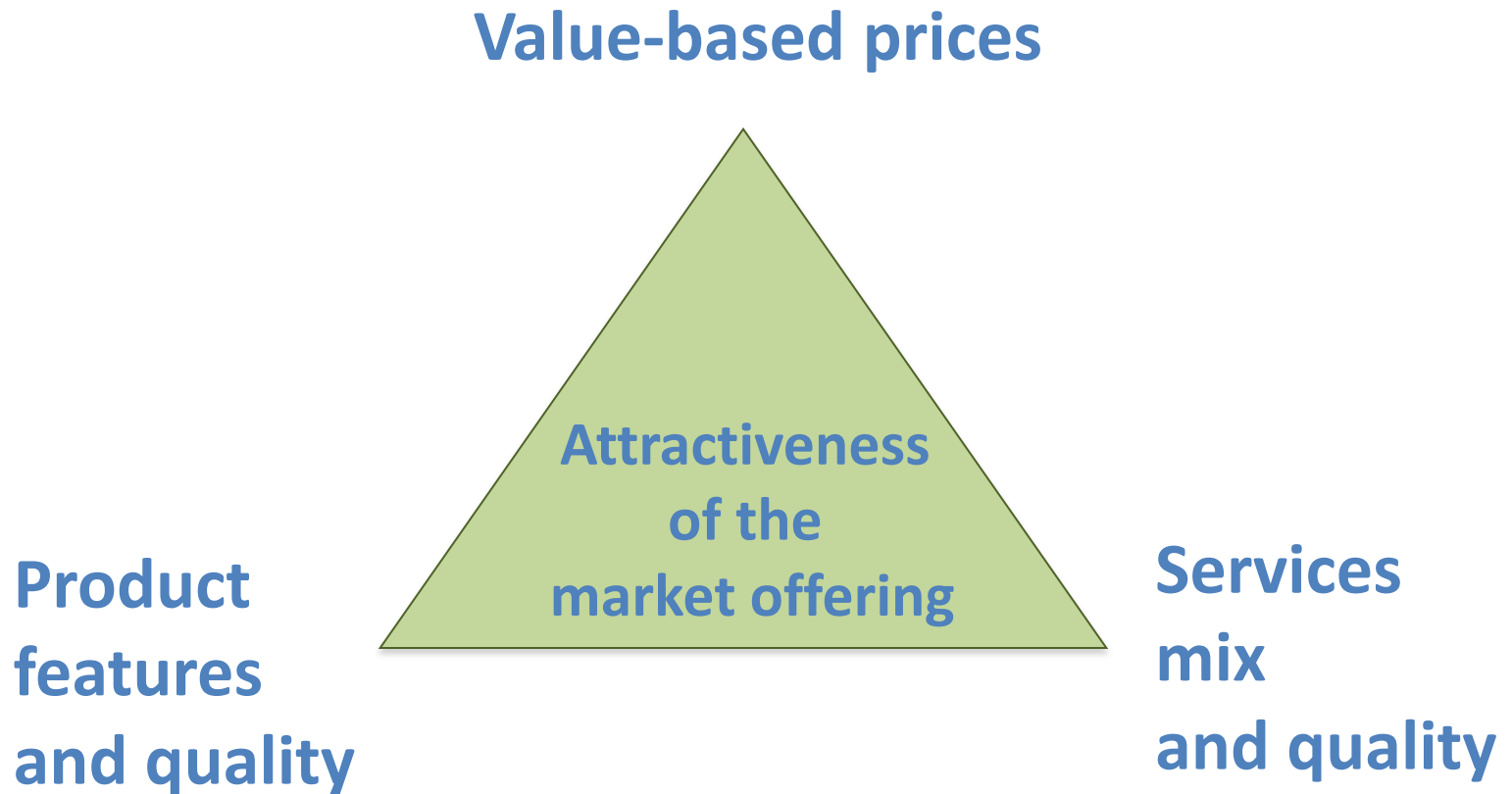


Volvo provides transportation related products and services with focus on quality, safety and environmental care.

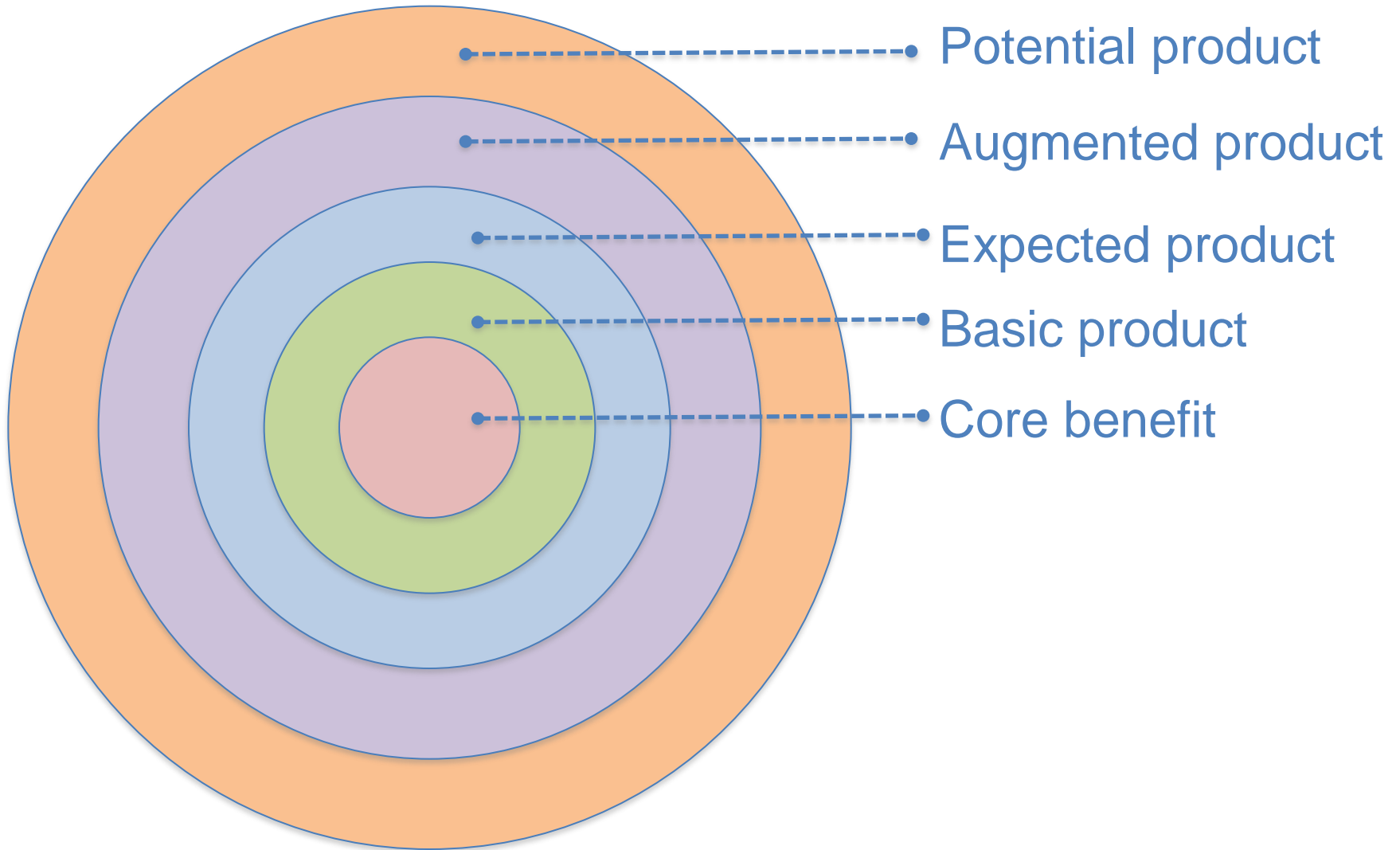
Founded more than 80 years ago, a solid position and reputation worldwide has been built up over the decades.

The brand is shared between Volvo Group and Volvo Cars - we welcome you to explore our worlds!

Components of the Marketing Offering



Product Levels: The Customer-Value Hierarchy



Branding

Creating Brand Equity

Creating Brand Equity

- One of the most valuable **intangible assets** of a firm is its **brands**, and it is incumbent on marketing to properly manage their value.
- **Building a strong brand** is both an art and a science.
- It requires careful **planning**, a deep long-term **commitment**, and creatively designed and executed **marketing**.
- A **strong brand** commands intense **consumer loyalty**—at its heart is a **great product or service**.

**What
is
a Brand?**

Brand

- “a **name, term, sign, symbol,** or **design,** or a **combination of them,** intended to **identify** the goods or services of one seller or group of sellers and to **differentiate** them from those of **competitors.”**

(The American Marketing Association)

**What
is
Branding?**

Branding
is endowing
products and services
with the
power of a brand.

Branding

creating
differences
between products

Branding

Marketers need to **teach** consumers
“who” the product is—
by giving it a name and other brand
elements
to **identify** it—
as well as
what the product does
and
why **consumers** should care.

Branding

Branding creates **mental structures** that help consumers organize their knowledge about products and services in a way that **clarifies their decision making** and, in the process, provides value to the firm.

Branding

Coca-Cola learned a valuable lesson about its brand when it changed its formula without seeking sufficient consumer permission.



Branding



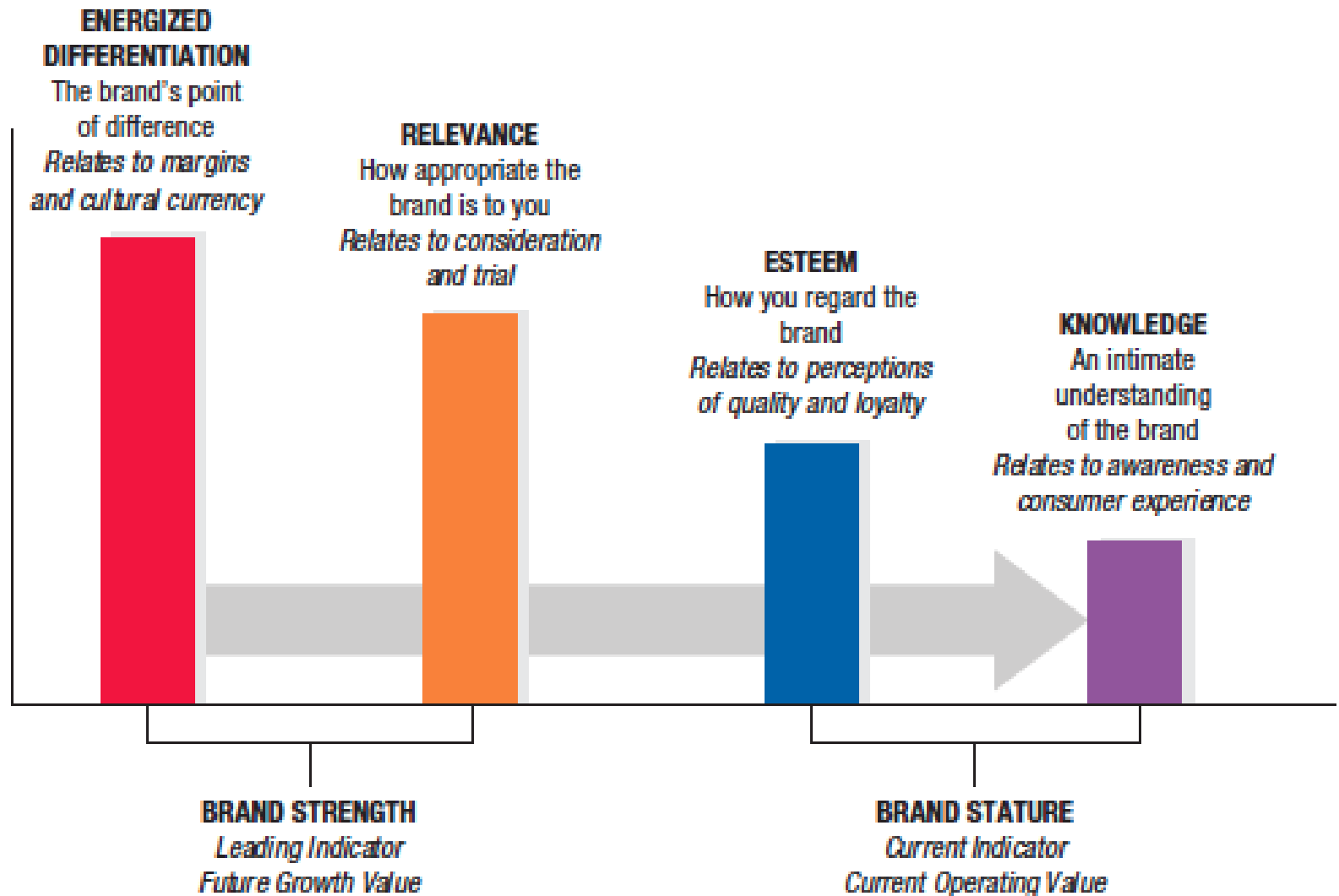
NetApp™

- Business-to-business technology leader NetApp has made a concerted effort to **build its brand** through a variety of **marketing communications** and **activities**

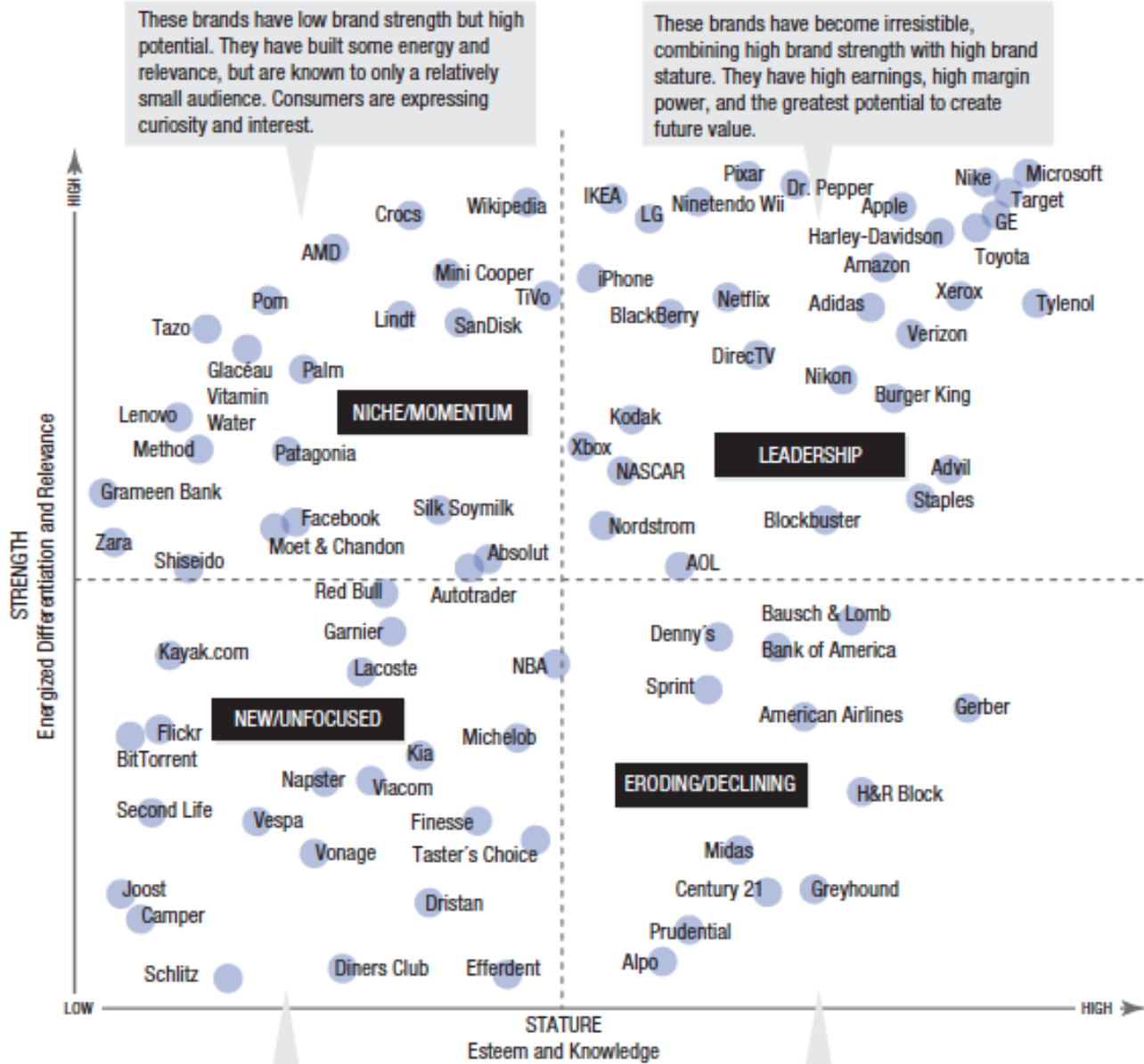
Brand Equity

- Brand equity is the **added value** endowed on products and services.
- It may be reflected in the way **consumers think, feel, and act** with respect to the brand, as well as in the prices, market share, and profitability the brand commands.

BrandAsset Valuator Model



The Universe of Brand Performance



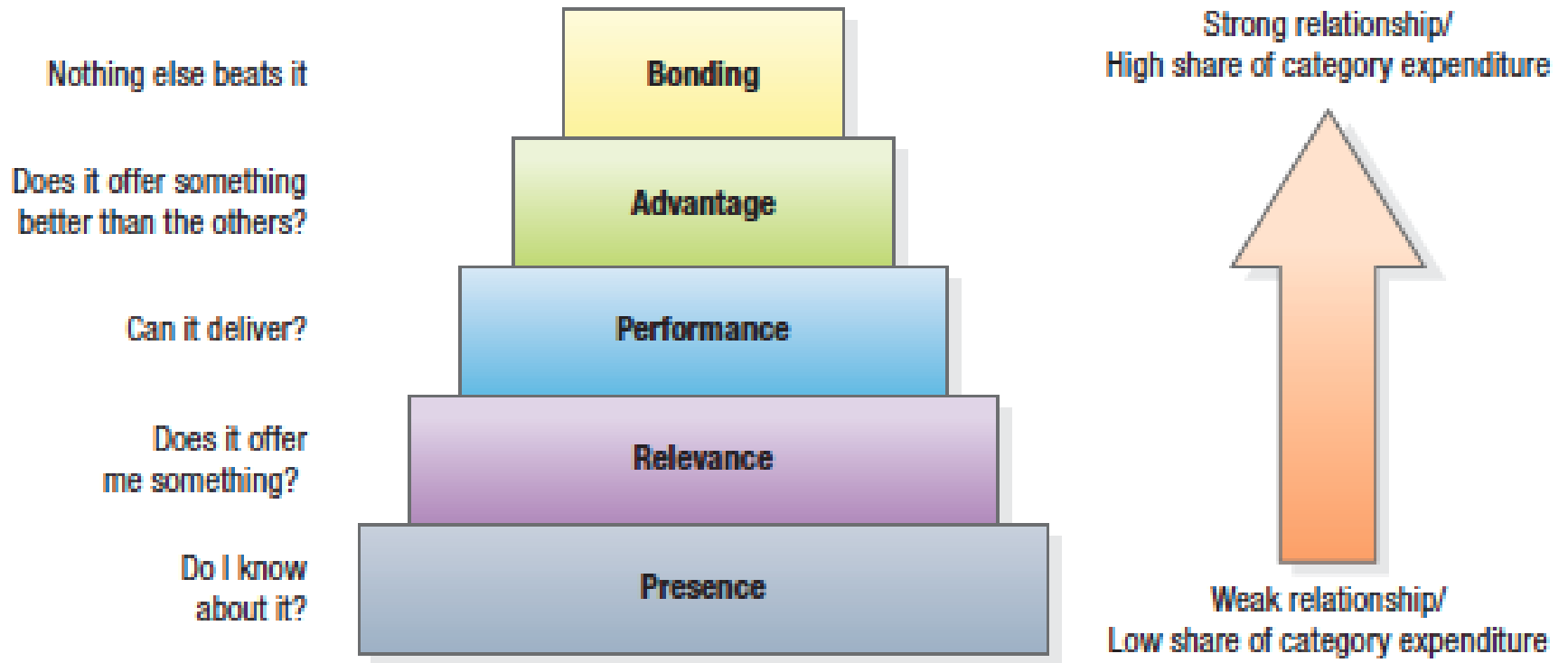
These brands have low brand strength but high potential. They have built some energy and relevance, but are known to only a relatively small audience. Consumers are expressing curiosity and interest.

These brands have become irresistible, combining high brand strength with high brand stature. They have high earnings, high margin power, and the greatest potential to create future value.

These brands, with both low brand stature and low brand strength, are not well known among the general population. Many are new entrants; others are middling brands that have lost their way.

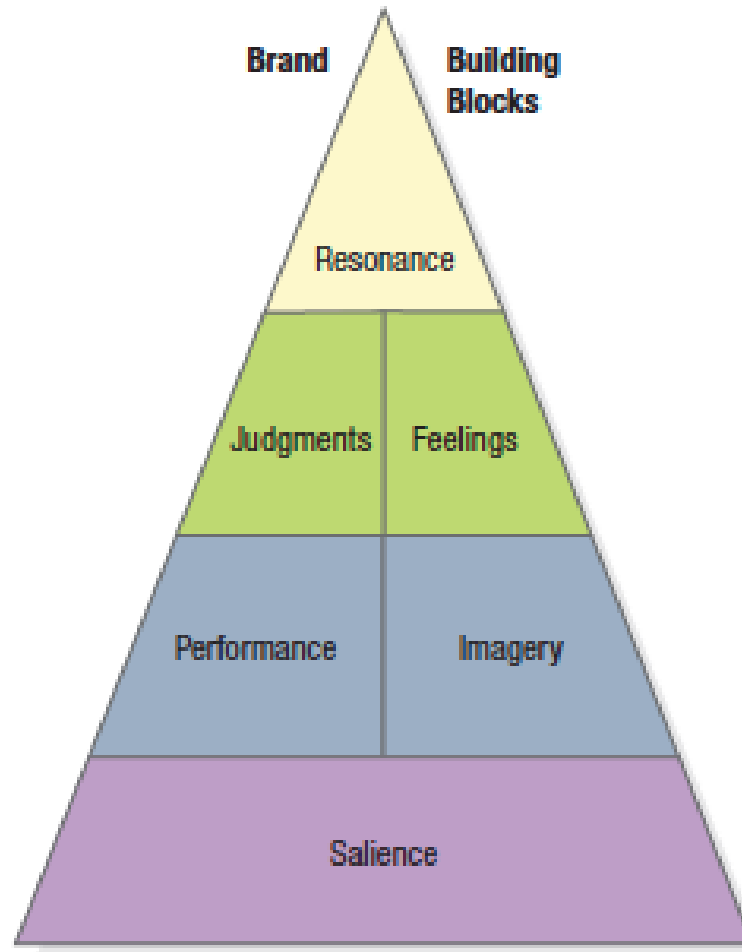
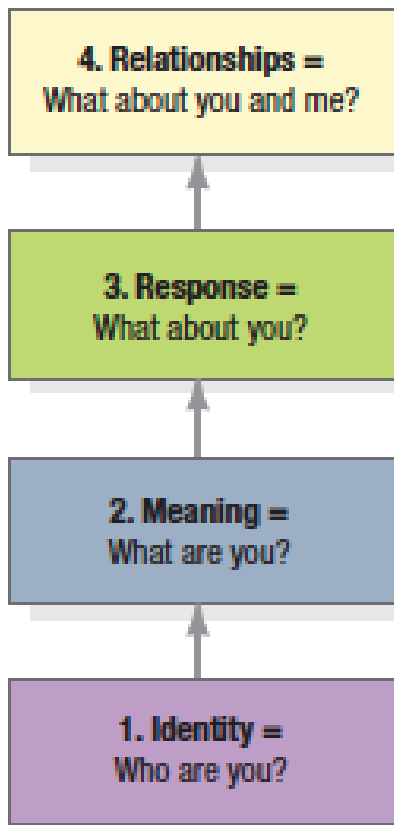
These brands show why high brand stature by itself is insufficient for maintaining a leading position. They struggle to overcome what consumers already know about and expect from them.

BrandDynamics Pyramid

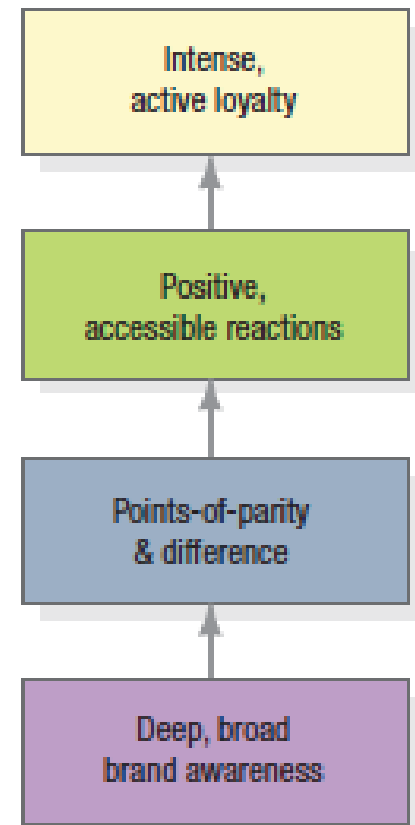


Brand Resonance Pyramid

Stages of Brand Development



Branding Objective at Each Stage



MasterCard's “Priceless” campaign reinforces the emotional rewards of the brand

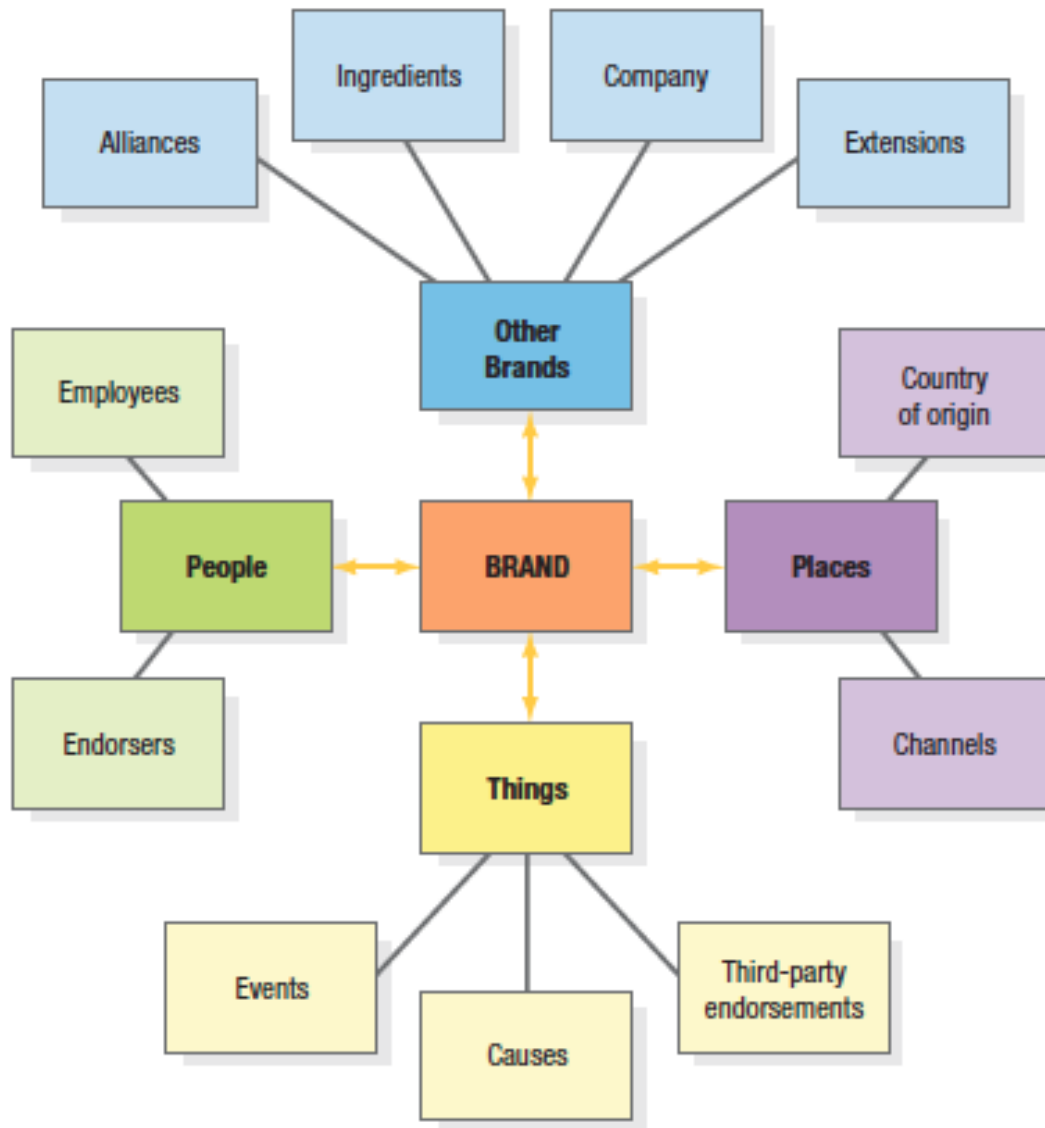






i'm lovin' it™

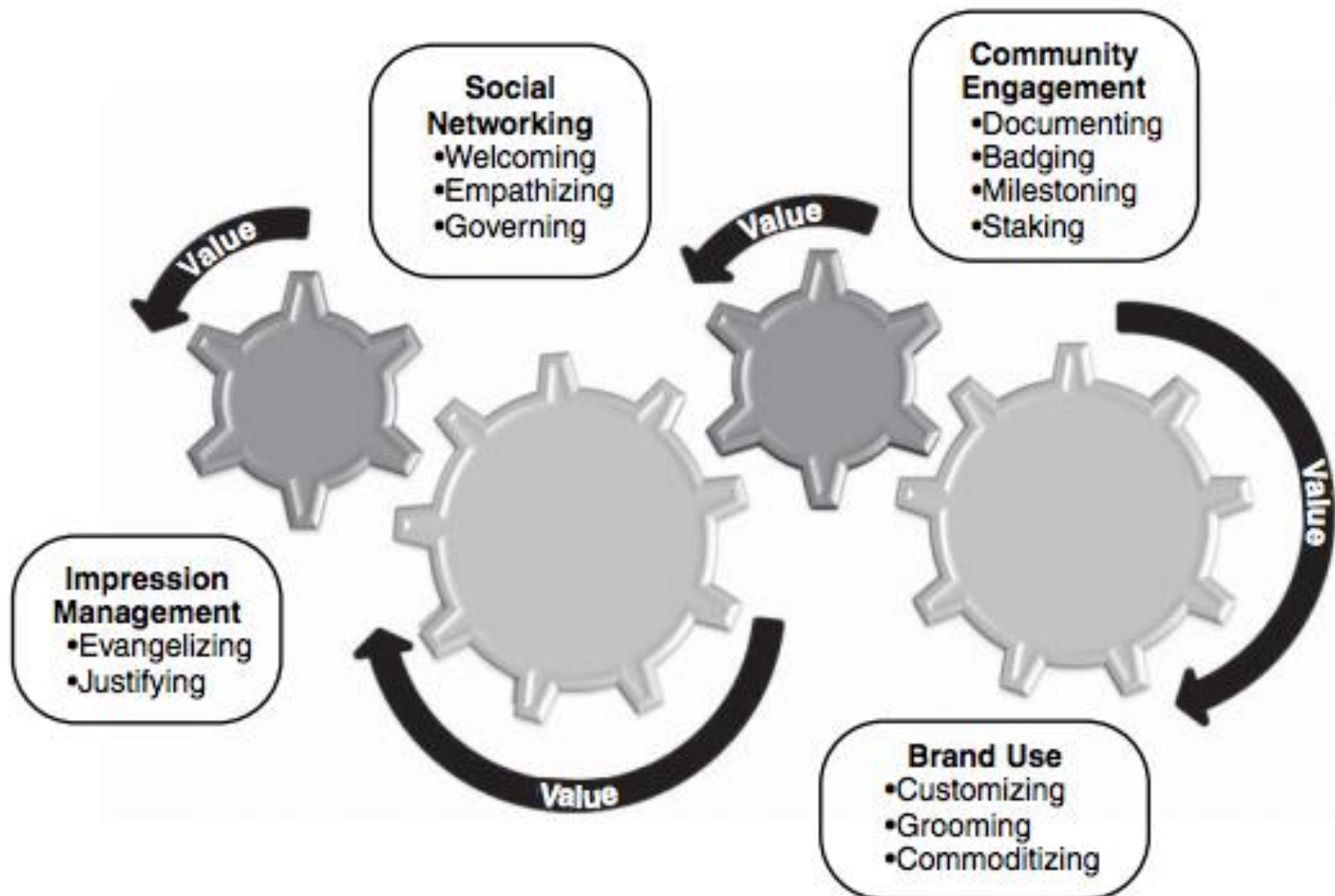
Secondary Sources of Brand Knowledge



Brand Communities

- a specialized community of consumers and employees whose identification and activities focus around the brand
- companies are interested in collaborating with consumers to create value through communities built around brands.

The Process of Collective Value Creation in Brand Communities



Value Creation Practices

How Brand Community Practices Create Value

Social Networking

Welcoming

Empathizing

Governing

Community Engagement

Staking

Milestoning

Badging

Documenting

Impression Management

Evangelizing

Justifying

Brand Use

Grooming

Customizing

Commoditizing

Brand

2014 Brand Keys Customer Loyalty Engagement Index

Social Networking Sites

Facebook/Twitter (tie)

YouTube/LinkedIn (tie)

Flickr/ Google Plus (tie)

Tumblr

Instagram

DeviantArt

Orkut

Myspace/Pinterest (tie)

hi5

Tagged

Yelp

Tablets

Amazon/ Apple (tie)

Samsung

Acer/Asus

Google/ Microsoft (tie)

Toshiba

Sony











Dell

Barnes & Noble

Kobo/Lenovo (tie)

LG

The World's Most Valuable Brands

Rank ▲	Brand	Brand Value (\$bil)	1-Yr Value Change (%)	Brand Revenue (\$bil)	Company Advertising (\$mil)	Industry
1	 Apple	104.3	20	156.5	1,100	Technology
2	 Microsoft	56.7	4	77.8	2,600	Technology
3	 Coca-Cola	54.9	9	23.5	3,342	Beverages
4	 IBM	50.7	5	104.5	1,339	Technology
5	 Google	47.3	26	43.5	772	Technology
6	 McDonald's	39.4	5	88.3	788	Restaurants
7	 General Electric	34.2	2	132.1	-	Diversified
8	 Intel	30.9	-4	53.3	2,000	Technology
9	 Samsung	29.5	53	181.0	4,398	Technology
10	 Louis Vuitton	28.4	16	9.4	4,211	Luxury

Source: <http://www.forbes.com/powerful-brands/list/>



Apple

Market Cap **\$416.62 B**

As of May 2013

[+ Follow](#) (2095)

At a Glance

Industry: **Computer Hardware**

Founded: **1976**

Country: **United States**

CEO: **Timothy Cook**

Website: www.apple.com

Employees: **72,800**

Sales: **\$164.69 B**

Headquarters: **Cupertino,
California**

Forbes Lists

**#1 World's Most
Valuable Brands**

**#79 Innovative
Companies** (#26 in 2012)

#15 Global 2000

#15 in Sales

#2 in Profit

#141 in Assets

#1 in Market value

PROFILE & NEWS

[AAPL: Detailed Financial Data](#)



Coca-Cola

Market Cap **\$173.05 B**

As of May 2013

[+ Follow](#) (510)

At a Glance

Industry: **Beverages**

Founded: **1892**

Country: **United States**

CEO: **Muhtar Kent**

Website: www.thecoca-colacompany.com

Employees: **150,900**

Sales: **\$48.02 B**

Headquarters: **Atlanta, Georgia**

Forbes Lists

#3 World's Most Valuable Brands

#79 Global 2000

#182 in Sales

#49 in Profit

#285 in Assets

#26 in Market value

PROFILE & NEWS

[KO: Detailed Financial Data](#)



Google

Market Cap **\$268.44 B**

As of May 2013

[+ Follow](#) (1709)

At a Glance

Industry: **Computer Services**

Founded: **1998**

Country: **United States**

CEO: **Larry Page**

Website:
www.google.com/corporate/index.html

Employees: **53,861**

Sales: **\$50.18 B**

Headquarters: **Mountain View,
California**

Forbes Lists

**#5 World's Most
Valuable Brands**

**#47 Innovative
Companies** (#24 In 2012)

#68 Global 2000

#176 in Sales

#38 in Profit

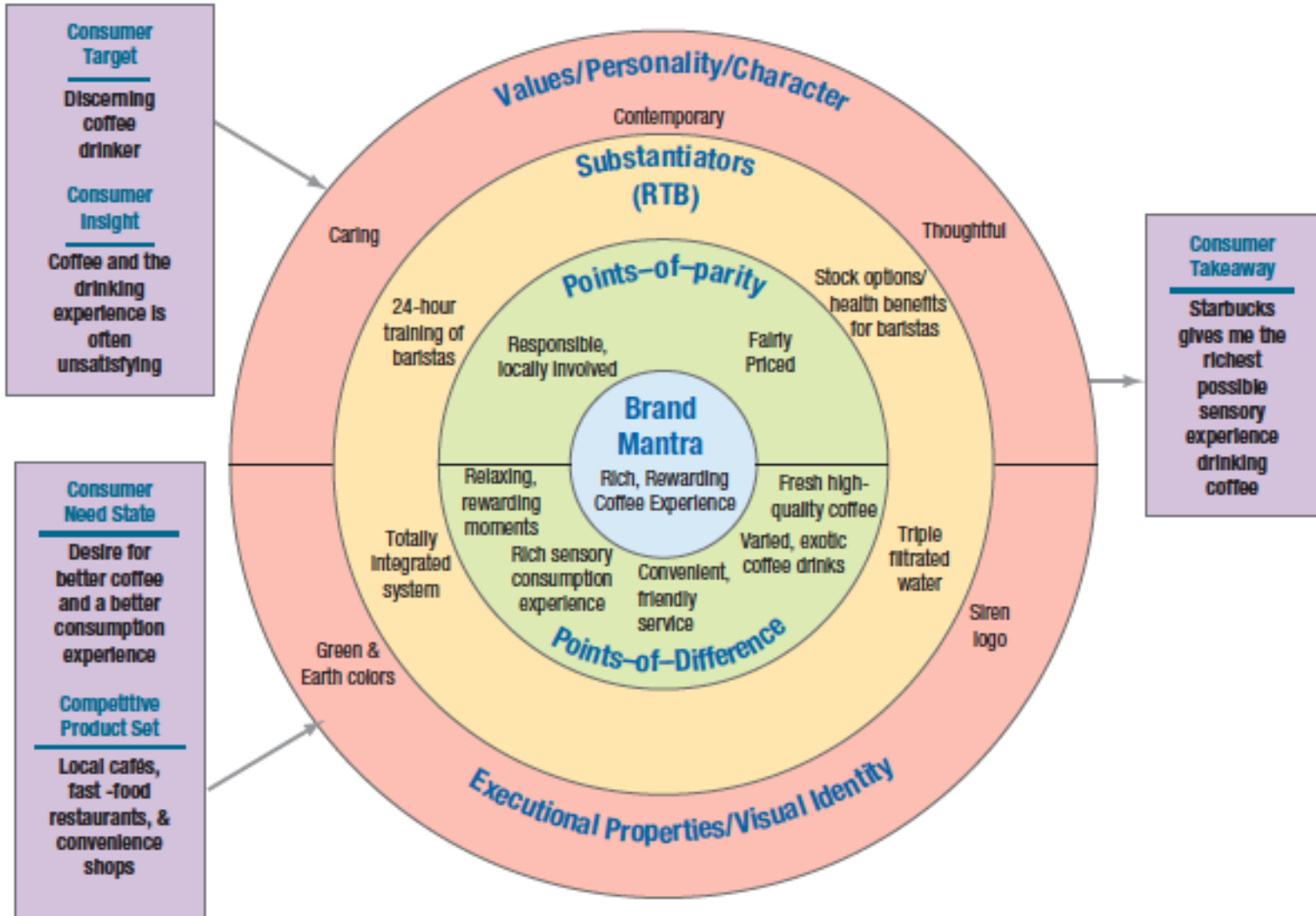
#263 in Assets

#3 in Market value

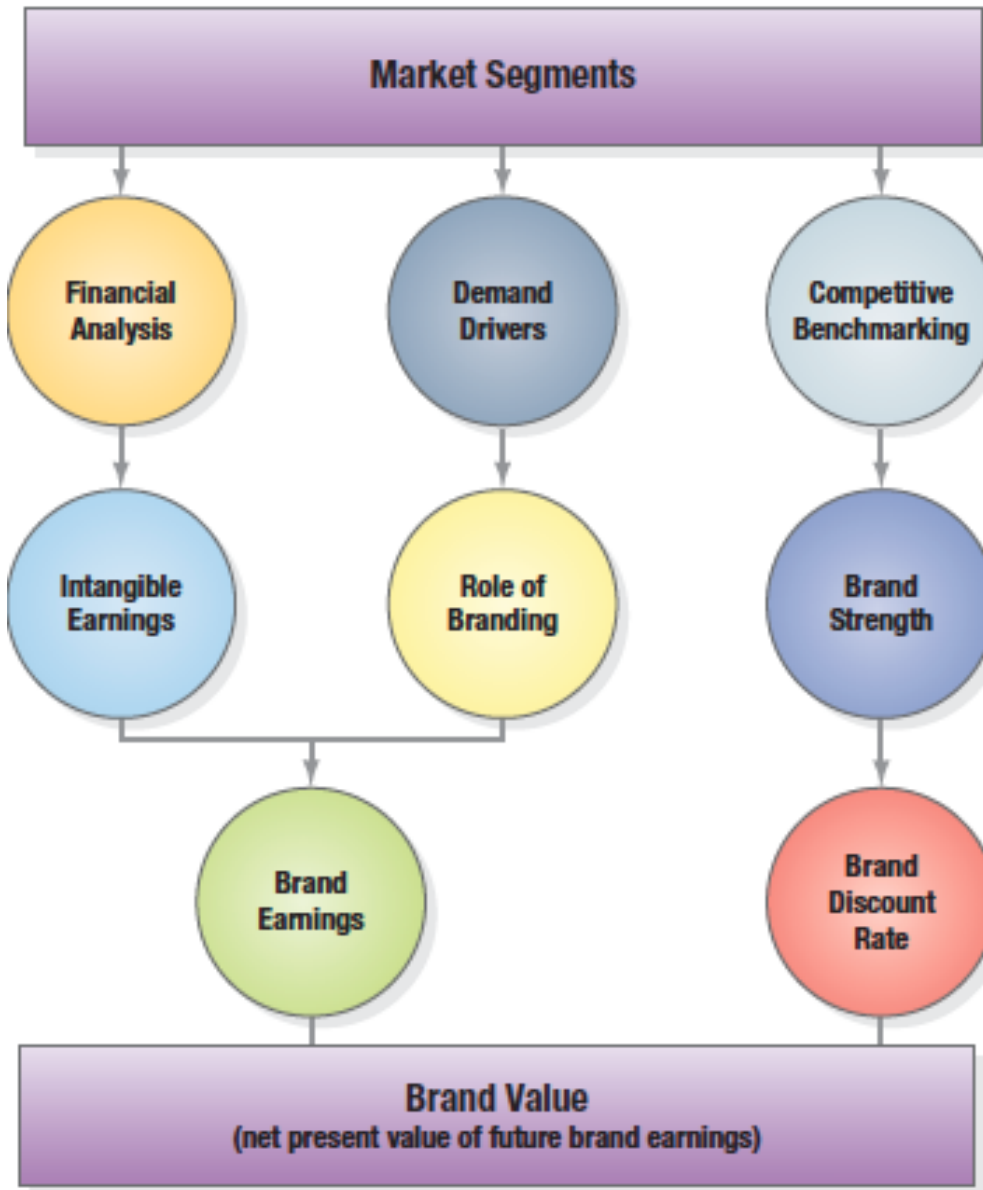
PROFILE & NEWS

[GOOG: Detailed Financial Data](#)

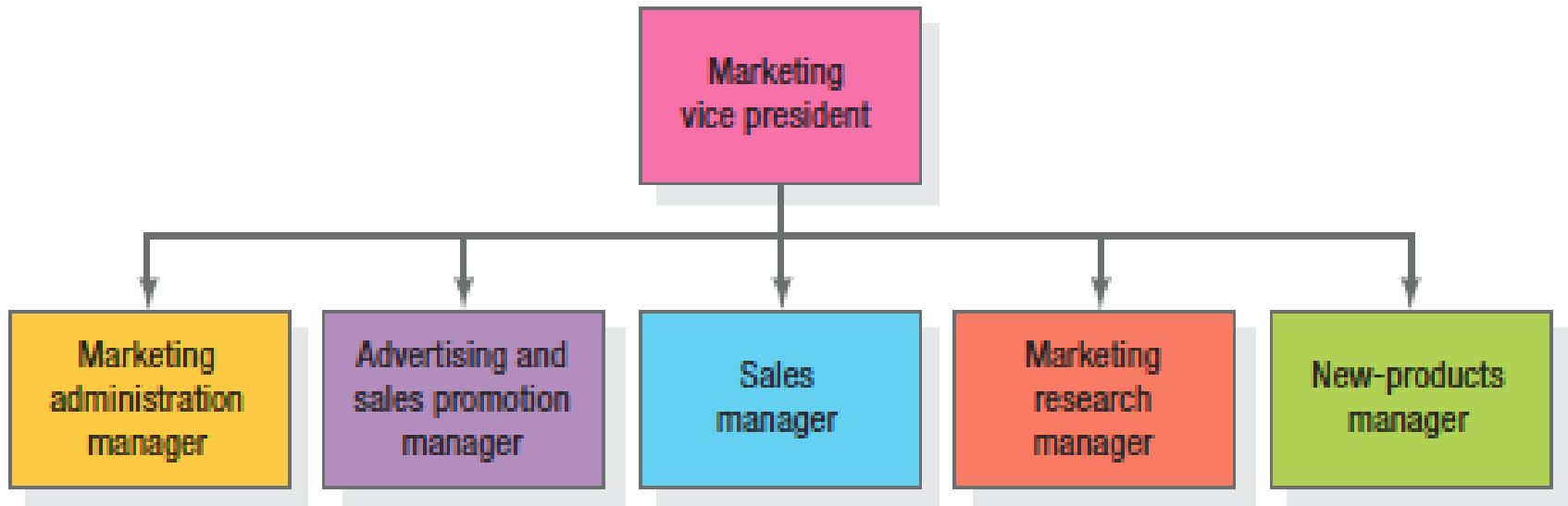
Constructing a Brand Positioning Bull's-eye



Interbrand Brand Valuation Method



Marketing Organization



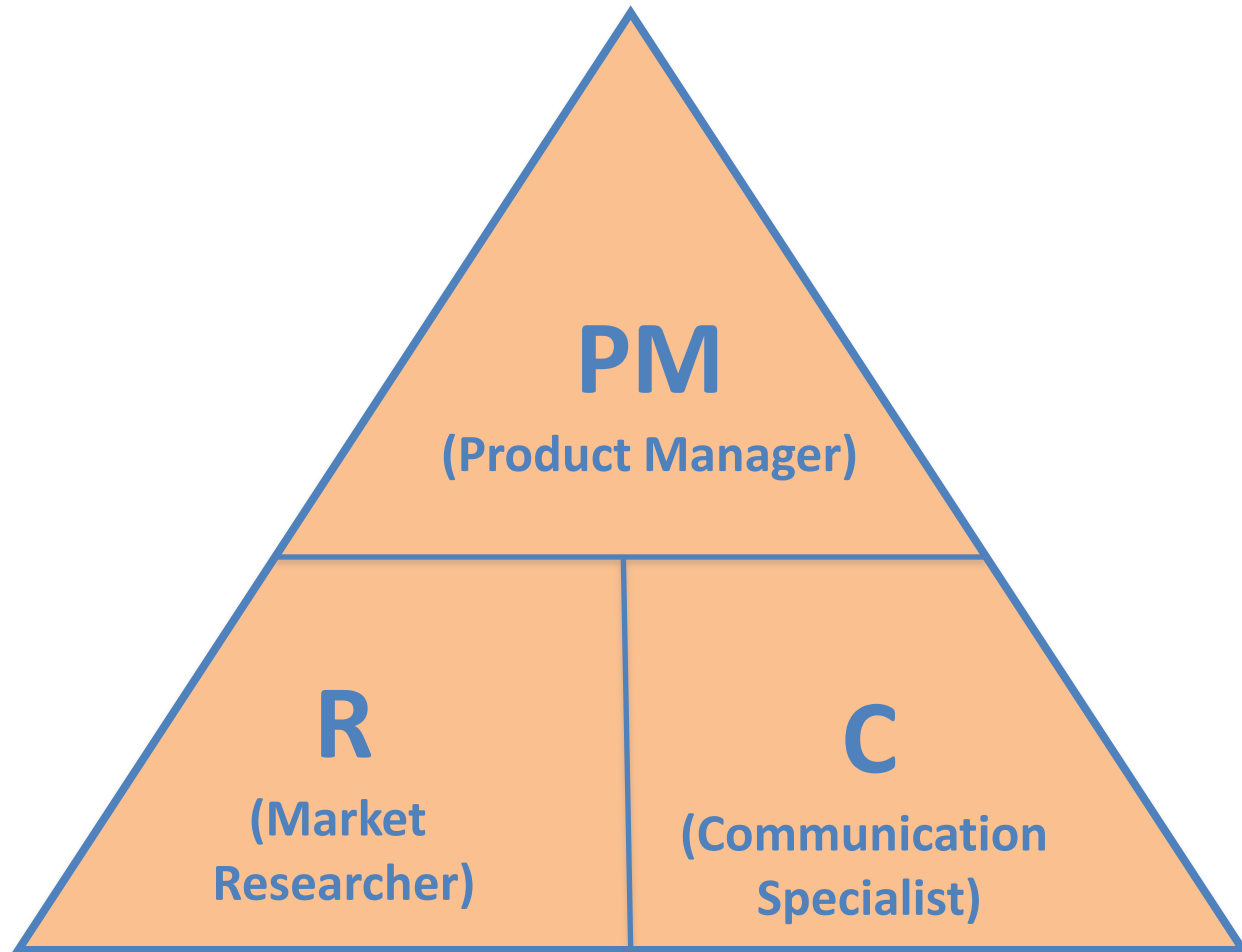
Brand/Product Manager Interaction



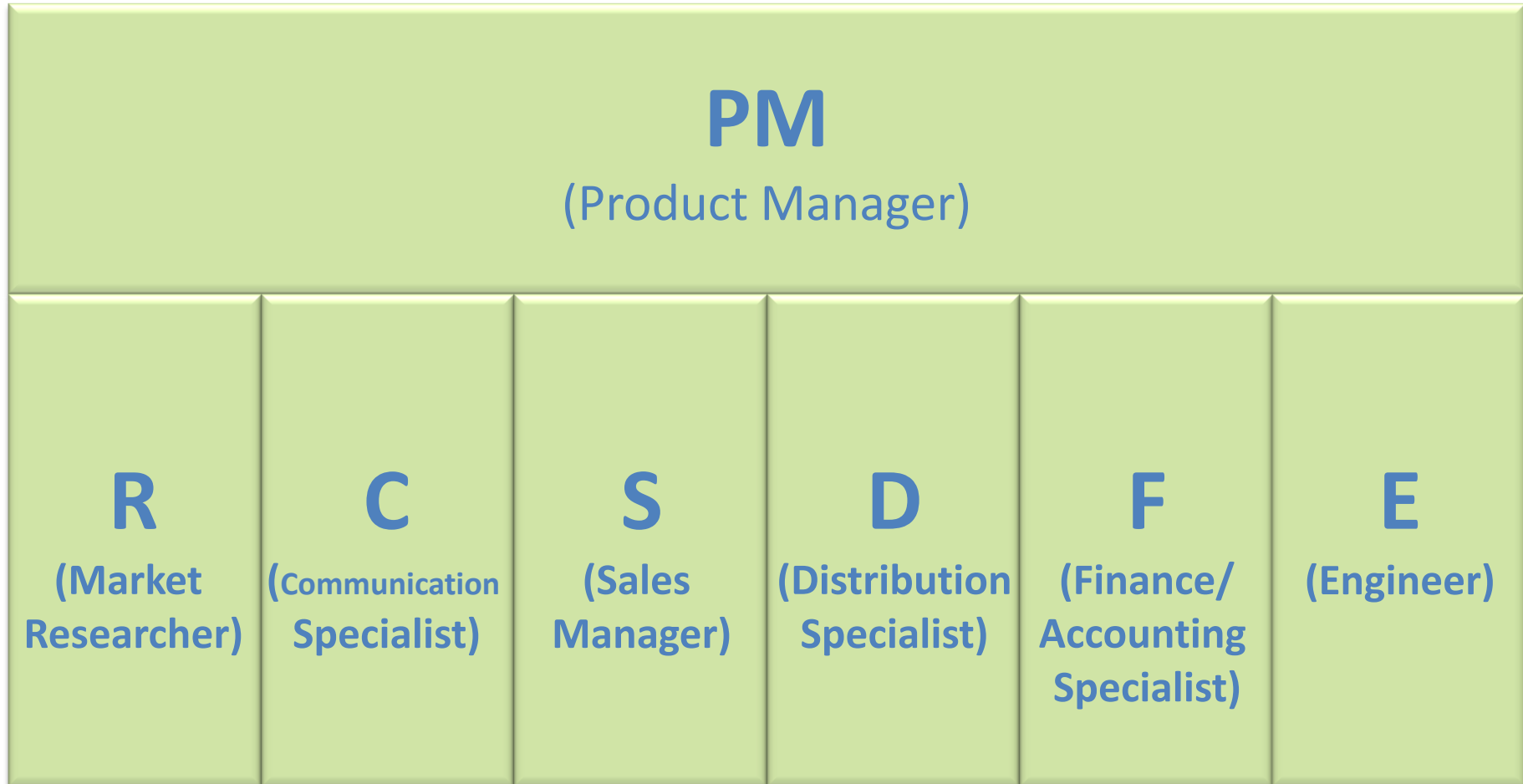
Vertical Product Team



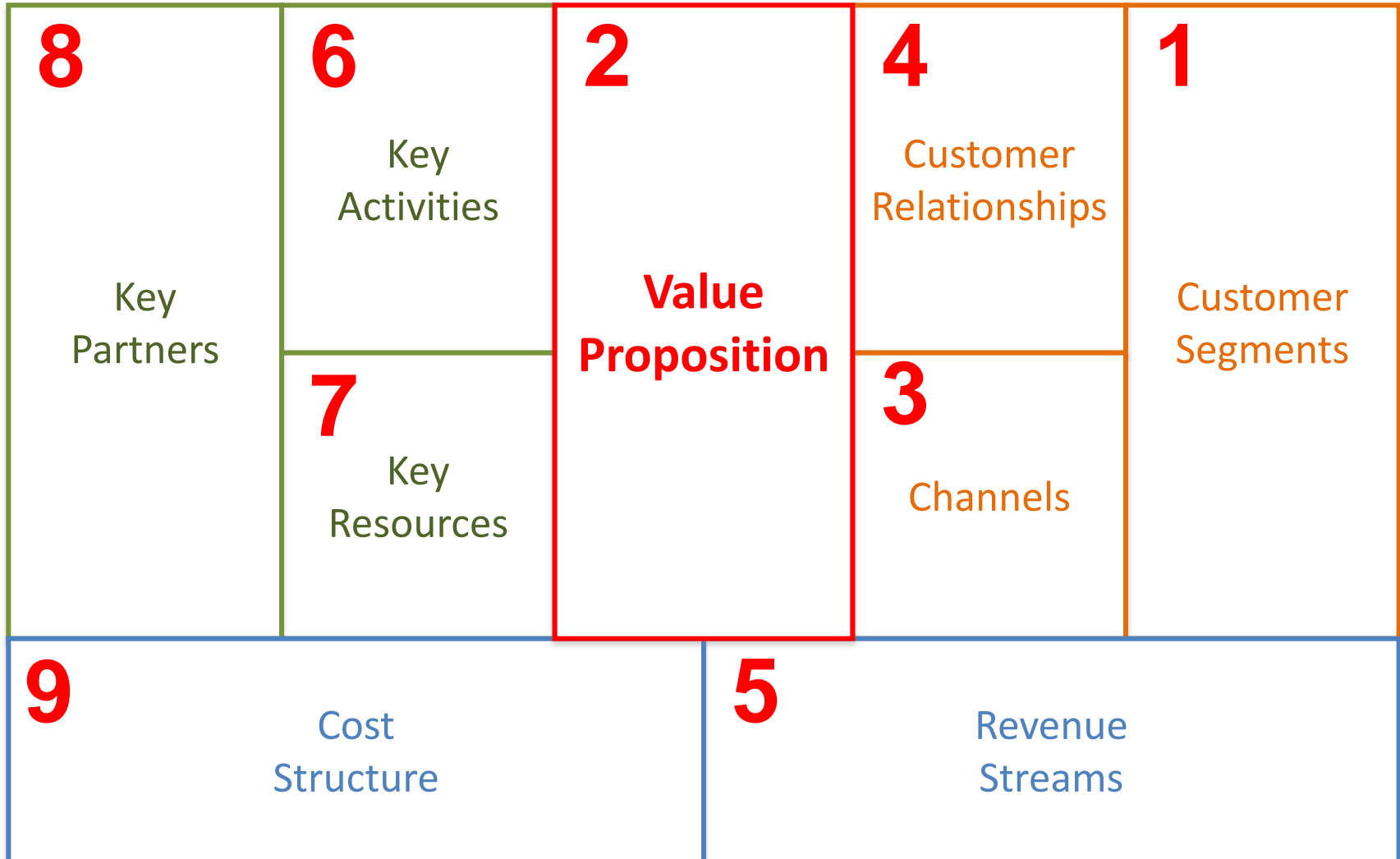
Triangular Product Team



Horizontal Product Team

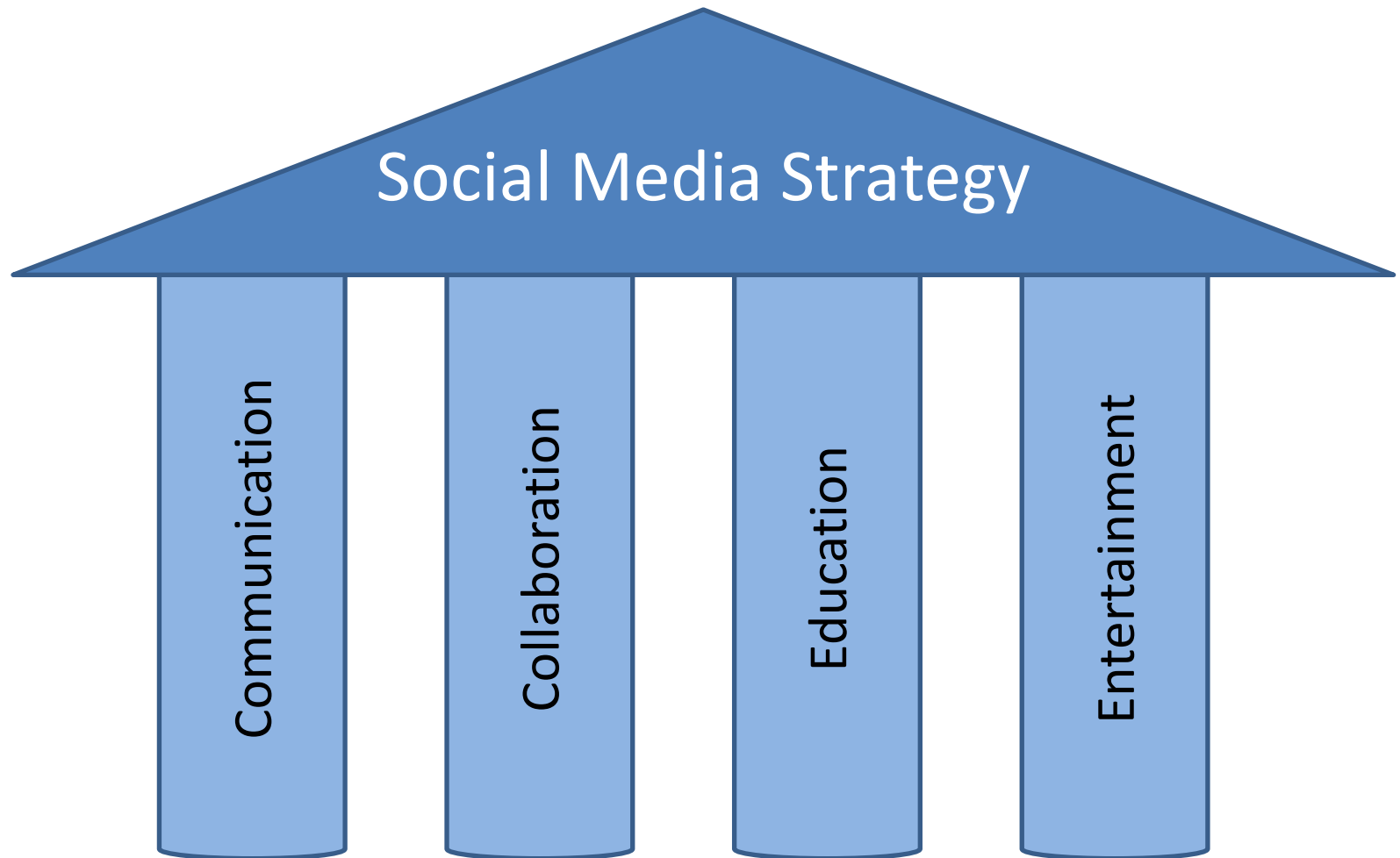


Business Model



Four Pillars of **Social Media Strategy**

C²E²



The Customer Engagement Cycle

Building lifetime customer relationships on relevant marketing information



References

- Philip Kotler & Kevin Lane Keller, *Marketing Management*, 14th ed., Pearson, 2012
- Hope Jensen Schau, Albert M. Muñoz Jr., & Eric J. Arnould, How Brand Community Practices Create Value, *Journal of Marketing*, Vol. 73 (September 2009), 30–51
- Alexander Osterwalder & Yves Pigneur, *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*, Wiley, 2010.
- Lon Safko, *The Social Media Bible: Tactics, Tools, and Strategies for Business Success*, 3rd ed., Wiley, 2012