

# 社群網路行銷管理

Social Media Marketing Management



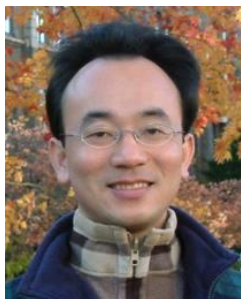
Tamkang  
University  
淡江大學

## 社群網路行銷蜻蜓效應 (The Dragonfly Effect of Social Media Marketing)

1042SMMM05

MIS EMBA (M2200) (8615)

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



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2016-03-17



# 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)

# 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*

# Designing Happiness



**Jennifer Aaker**

Connect with Jennifer:



A social psychologist and marketer, Jennifer Aaker is the General Atlantic Professor of Marketing at Stanford University's Graduate School of Business.



**Andy Smith**

Connect with Andy:



A career tech marketer, Andy Smith is a Principal of Vonavona Ventures where he advises and bootstraps technical and social ventures with guidance in marketing and customer strategy.

# Dragonfly Effect

## WING ONE · FOCUS »

*Identify a single, concrete, measurable goal*

## WING TWO · GRAB ATTENTION »

*Make someone look*

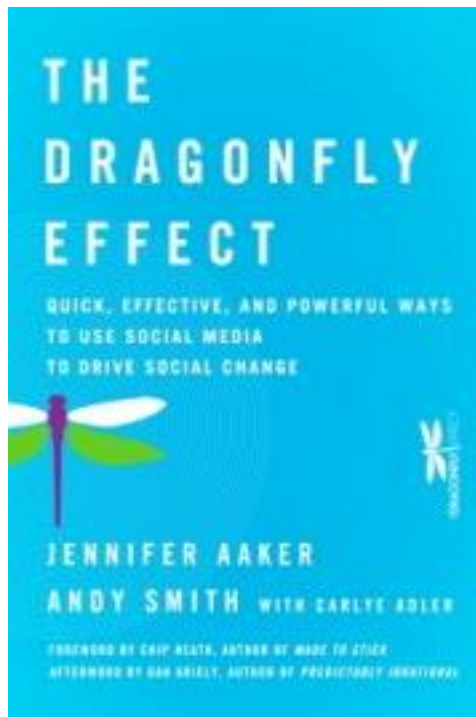


## WING THREE · ENGAGE »

*Foster personal connection*

## WING FOUR · TAKE ACTION »

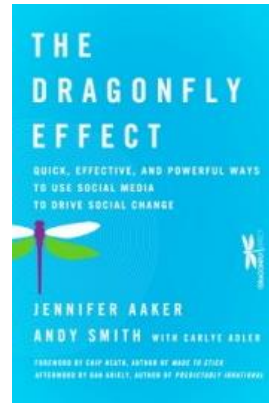
*Enable and empower other*



- ✓ **FOCUS:** on a clear goal
- ✓ **GRAB ATTENTION:** look at me
- ✓ **ENGAGE:** tell a great story



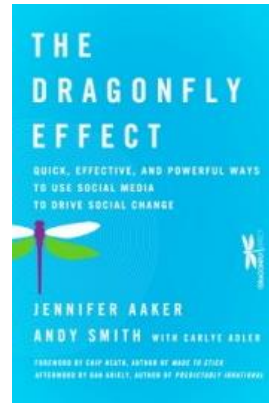
# Dragonfly Effect



- How to tap **social media** and **consumer psychological insights** to achieve a single, concrete goal.
- Named for the only insect that is able to move in any direction when its four wings are working in concert.

## Happiness

# Dragonfly Effect



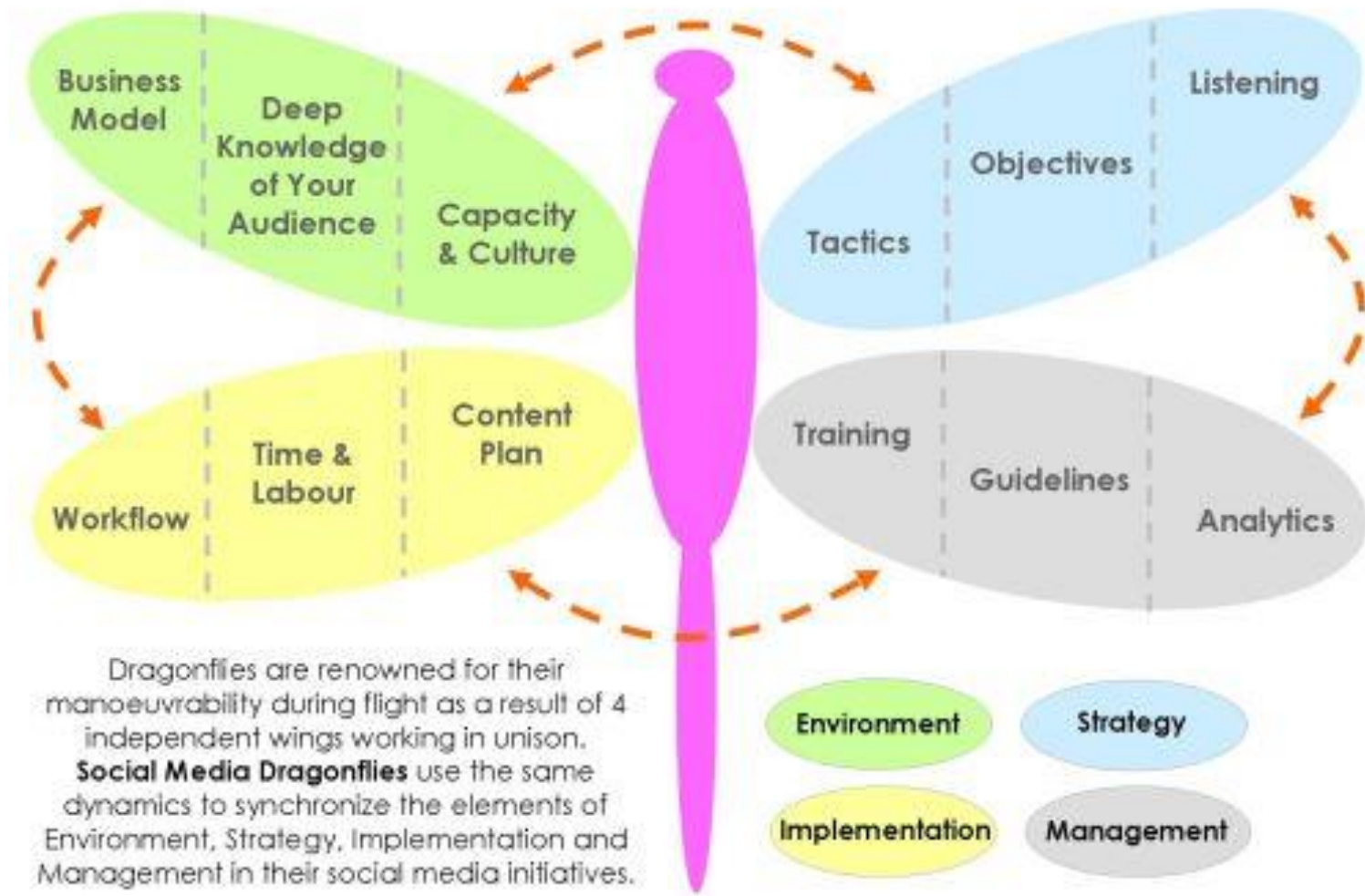
How to harness  
the incredible power of  
social media  
to make a difference

# Dragonfly Effect



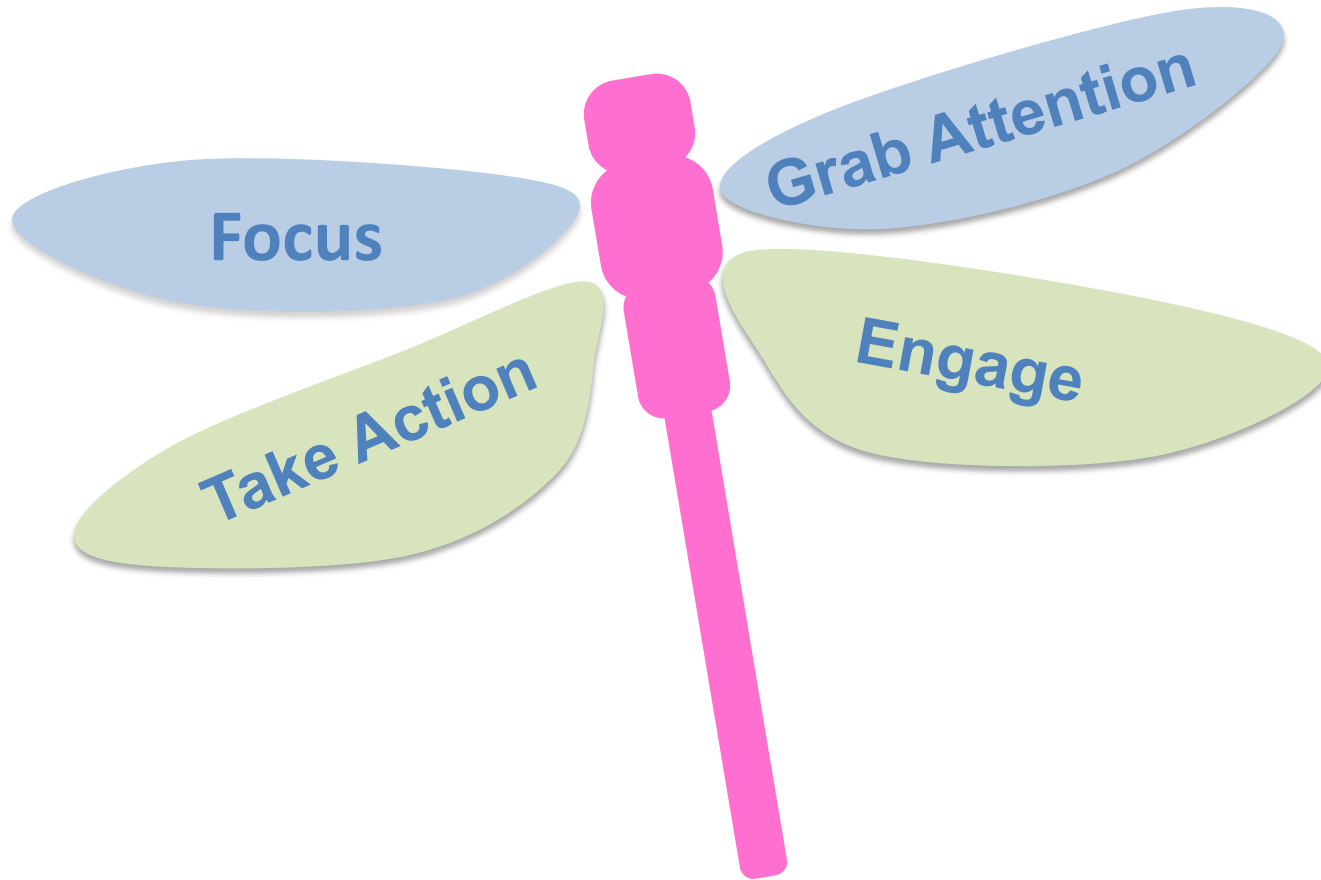
# Dragonfly Effect

## Social Media Dragonfly



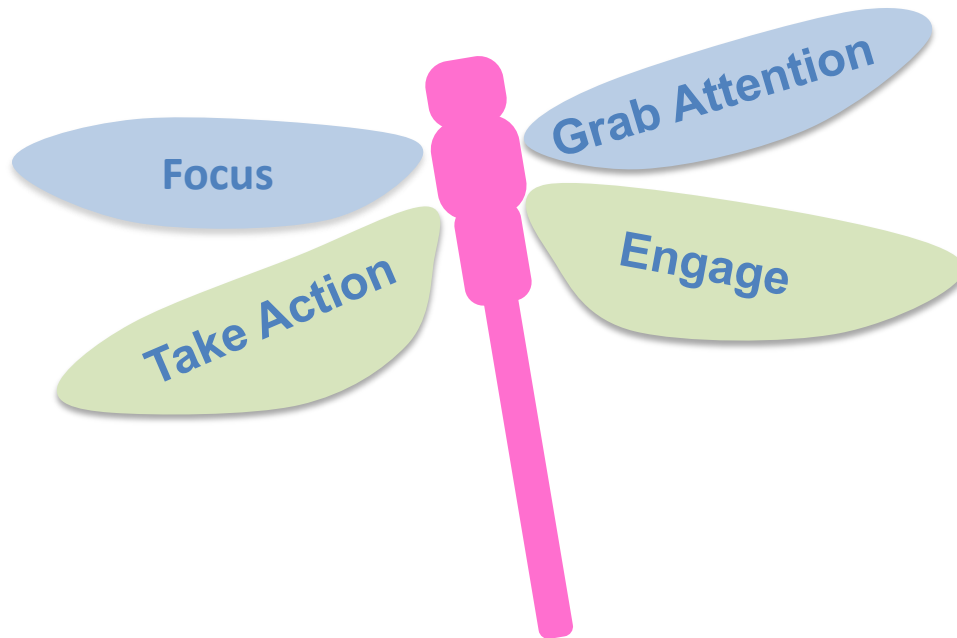
Inspired by The Dragonfly Effect. Jennifer Aaker, Andy Smith © Mark Smiciklas, Digital Strategist, IntersectionConsulting.com/blog

# The Dragonfly Effect Model



# The Dragonfly Model

## Focus + GET



# The Dragonfly Model



## Focus + GET

**G**rab  
Attention

**E**ngage

**T**ake  
Action

# The Dragonfly Model



## Focus + GET

### Grab Attention

- Make our message bold, crisp, & human
- Use MANY channels

### Engage

- Funnel traffic to a single destination
- Be personally meaning

### Take Action

- Clear call to action in all communication (K.I.S.S)
- Track metrics & collective impact



# The Dragonfly Model



## Focus + GET

The Dragon Effect relies on **four distinct wings**;  
when **working together**,  
they achieve **remarkable results**

# The Dragonfly Model

## Focus + GET



- **Focus**
  - Identify a single concrete and measurable goal
- **Grab Attention**
  - Make someone look
  - Cut through the noise of social media with something personal unexpected visceral, and visual
- **Engage**
  - Create a personal connection, accessing higher emotions through deep empathy, authenticity, and telling story.
- **Take Action**
  - Enable the power others to action

# How to Do Something Seismic and Create a Movement

1. Stay focused; develop a single goal.
2. Tell your story.
3. Act, then think.
4. Design for collaboration.
5. Employ empowerment marketing.
6. Measure one metric.
7. Try, fail, try again, succeed.
8. Don't ask for help; require it.

# Cultivating a Human-Centered Approach

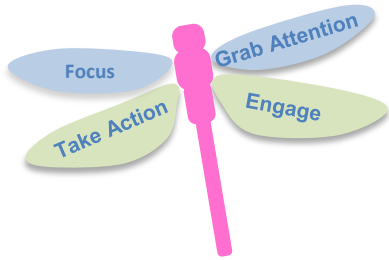
- What is she like?
- What keeps her up at night?
- What do you want her to do?
- How might she resist?
  - Shared experiences
  - Shared values
  - Shared goals

# Building Three Bridges

- Shared experiences:
  - What do you have in common: memories, historical events, interests?
- Shared values:
  - What do you value personally and collectively: beliefs, norms, and driving desires?
- Shared goals:
  - Where are you headed in the future?
  - What outcomes are mutually desired?

# Five Design Principles to Focus HATCH

## 1. Focus



Humanistic

Actionable

Testable

Clarity

Happiness

# Five Design Principles to Focus HATCH

- Humanistic
  - Focus on understanding your audience rather than making assumptions about quick solutions.
- Actionable
  - Use short-term tactical micro goals to achieve long-term macro goals.
- Testable
  - Before you launch, identify metrics that will help evaluate your progress and inform your actions.
  - Establish deadlines and celebrate small wins along the way.
- Clarity
  - Keep your goal clear to increase your odds of success and generate momentum.
- Happiness
  - Ensure that your goals are meaningful to you and your audience.

**Yes We Can!**



# Yes We Can!

## How Obama Won with Social Media

# How Obama Won with Social Media

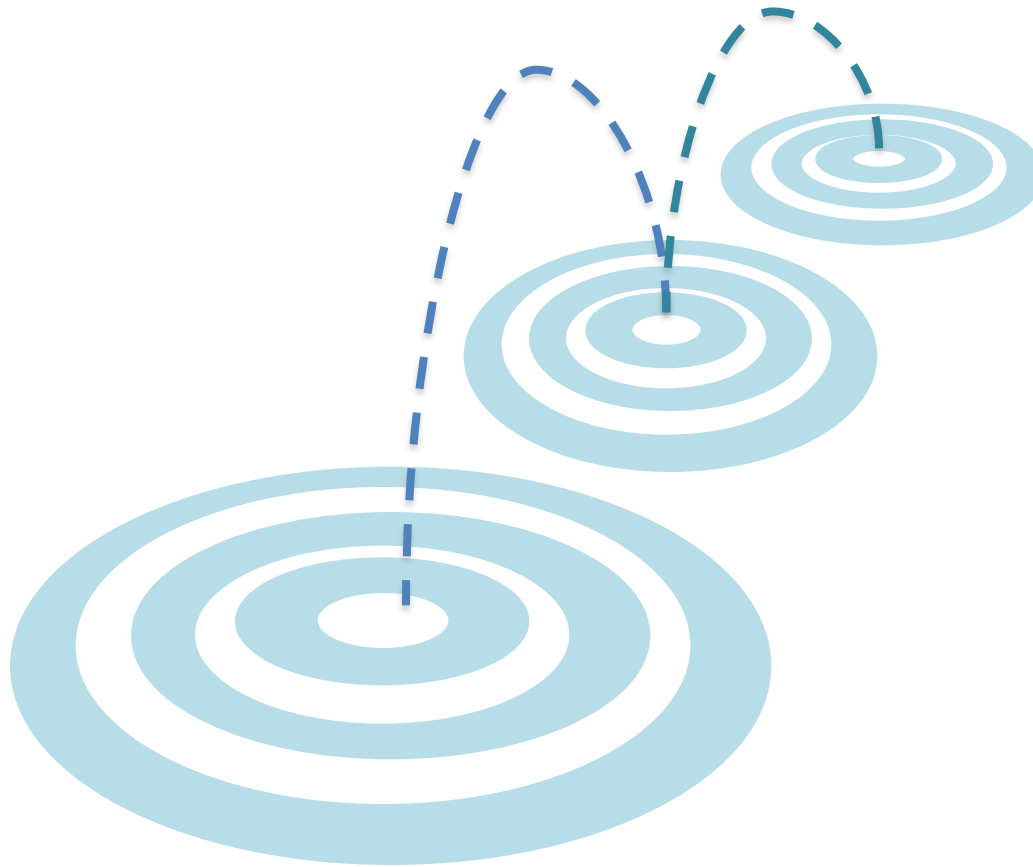
The image is a screenshot of the Obama-Biden campaign website. At the top, there is a navigation bar with links for 'Get Local', 'Create Your MyBO Account (or Login)', 'Email Address', 'Zip Code', and 'Get Started'. The main header features the Obama-Biden logo, a photo of Barack and Michelle Obama, and a quote: "I'M ASKING YOU TO BELIEVE. Not just in my ability to bring about real change in Washington ... I'm asking you to believe in yours." To the right, there is a 'CHANGE' logo and a button for 'FIND YOUR POLLING LOCATION'. Below the header is a navigation menu with links for 'LEARN', 'ISSUES', 'MEDIA', 'ACTION', 'PEOPLE', 'STATES', 'BLOG', and 'STORE'. A prominent red button says 'DONATE AND GET A GIFT'. The main content area is divided into several sections. On the left, there is a 'VOLUNTEER NEAR YOU' section with a large 'YOU' graphic and a 'FIND YOUR LOCAL VOLUNTEER EVENT' box containing a 'Zip Code' input field and a 'LEARN MORE' button. On the right, there is a '5 THINGS YOU CAN DO' section with a 'VOLUNTEER' heading and four sub-sections: 'KNOCK ON DOORS', 'MAKE CALLS', 'FIND EVENTS', and 'LOGIN to MyBO'. At the bottom, there is an 'OBAMA BLOG' section and a 'LIVE NOW' section with a 'ON AIR' button and the date 'OCTOBER 31'.

# Lessons from Obama's Campaign

- Present a **focused message** and vision
  - Obama focused on three key words:
    - Hope
    - Change
    - Action
- Map out your digital landscape
  - Know social influencers, the top bloggers, the top social networks, and central communications hubs
- Build relationships
  - Listen, be authentic, and ask questions
- Have a clear call to action
- Empower brand ambassadors



# Ripple Effect: Small Acts Contribute to Big Changes



# Three Tips for Facebook Presence

Virality

Video

Insights



# WING 1: Focus

- Single, concrete goal
- Clear micro goals and metrics
- Prototype and design for feedback
- Update your plan based on prototype tests

# Four Design Principles to **Grab Attention**

## PUVV

## 2. Grap Attention



Personal

Unexpected

Visual

Visceral



# WING 2: Grab Attention

## PUVV

- Personal
  - Create with a personal hook in mind
- Unexpected
  - People like consuming and then sharing new information.
- Visual
  - Show, don't tell.
  - Photos and videos
- Visceral
  - Use music to tap into deep, underlying emotions

# WING 3: Engage

- How to Make People Connect with Your Goal
- How to Engage Your Audience Through Social Media

# Characteristics of Highly Engaging Campaigns

Transparency

Interactivity

Immediacy

Facilitation

Commitment

Cocreation

Collaboration

Experience

Trust

# Four Design Principles to Engage TEAM

Tell a Story

Empathize

Be Authentic

Match the Media



**3.** Engage

# WING 4: Take Action

- How to Empower Others, Enable Them - and Cultivate a Movement

# From Newsletters to Social Media: The Story of Alex's Lemonnade Stand Foundation

- Turning is everything
- Facebook and Twitter are different species
- Less is more

# Case Study:

## Alex's Lemonade





**ALEX'S LEMONADE STAND FOUNDATION:  
ERADICATING CANCER, ONE CUP AT A TIME**





# Sponsors



**Lemonade Stand for Life**

**Alex's Lemonade Stand**

As of today, 207,701 cups have been purchased.

Volvo logo

**ALEX'S LEMONADE STAND**

**THE GREAT CRUSADE**

**E**very child has a dream. For Alex, it's to help fight childhood cancer. Alex's Lemonade Stand is a nonprofit organization that raises money for childhood cancer research. The organization has raised over \$10 million for research since its inception in 2001. Alex's Lemonade Stand is proud to announce that it has received a donation from Volvo.

**Alex's Lemonade Stand**

**WE TAKE PRIDE IN PROTECTING WHAT'S IMPORTANT IN LIFE. LIKE LIFE ITSELF.**

Volvo logo

# Alex's Lemonade Stand Foundation

Home

Videos

Playlists

Discussion

About



## Alex's Lemonade Stand Foundation 2013 Documentary

8,635 views · 8 months ago

Learn more about Alex's Lemonade Stand Foundation →  
[AlexsLemonade.org](http://AlexsLemonade.org)

Alex's Lemonade Stand Foundation (ALSF) emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott (1996-2004). In 2000, 4-year-old Alex announced that she wanted to hold a lemonade stand ...

[Read more](#)

# WING 4: Take Action

- Inspiring Action
- A Call to Action
- The Psychology of Asking

# How to Ask

## Emotional Intensity

Low (Climate change)      High (Life or Death)

**Social Distance**

Far (Celebrity)

Invite

Require

Close (Family)

Ask

Tell

# Ask for Time (Before Money)

- The American Lung Cancer Foundation and the Time-Ask Effect:
  - Why you Should Ask People to Donate Time!

# The Dragonfly Encyclopedia of Asks

- The indirect (implied) ask
- The reciprocity ask
- The concession ask
- The social validation ask
- The competitive ask
- The authoritative ask

# How to Make Behavior Change Easy

- Make the ask small and concrete
- Offer a kit that contains templates
- Encourage reuse of material

# Four Design Principles to Enable Others to **Take Action**

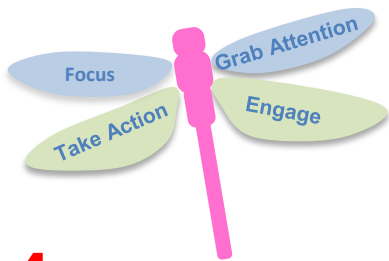
## EFTO

Easy

Fun

Tailored

Open



### **4.** Take Action

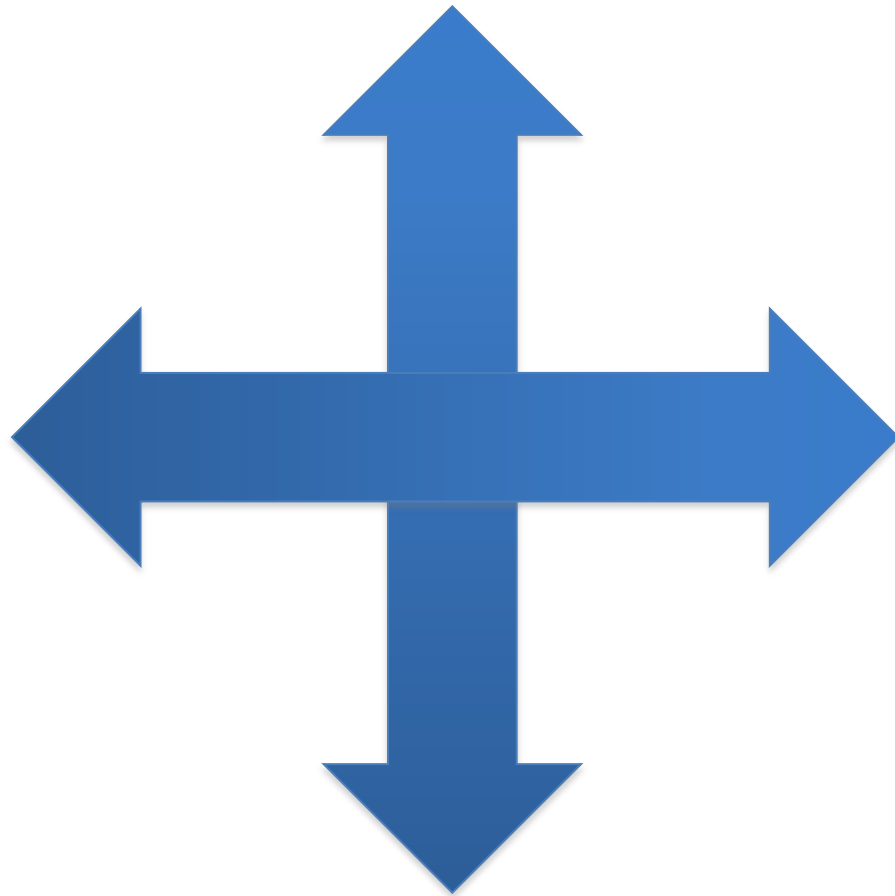


# You're Flying! Now What?

Dual Goals:  
Cultivating **Social Good** and **Profitability**  
at the Same Time

# You're Flying! Now What?

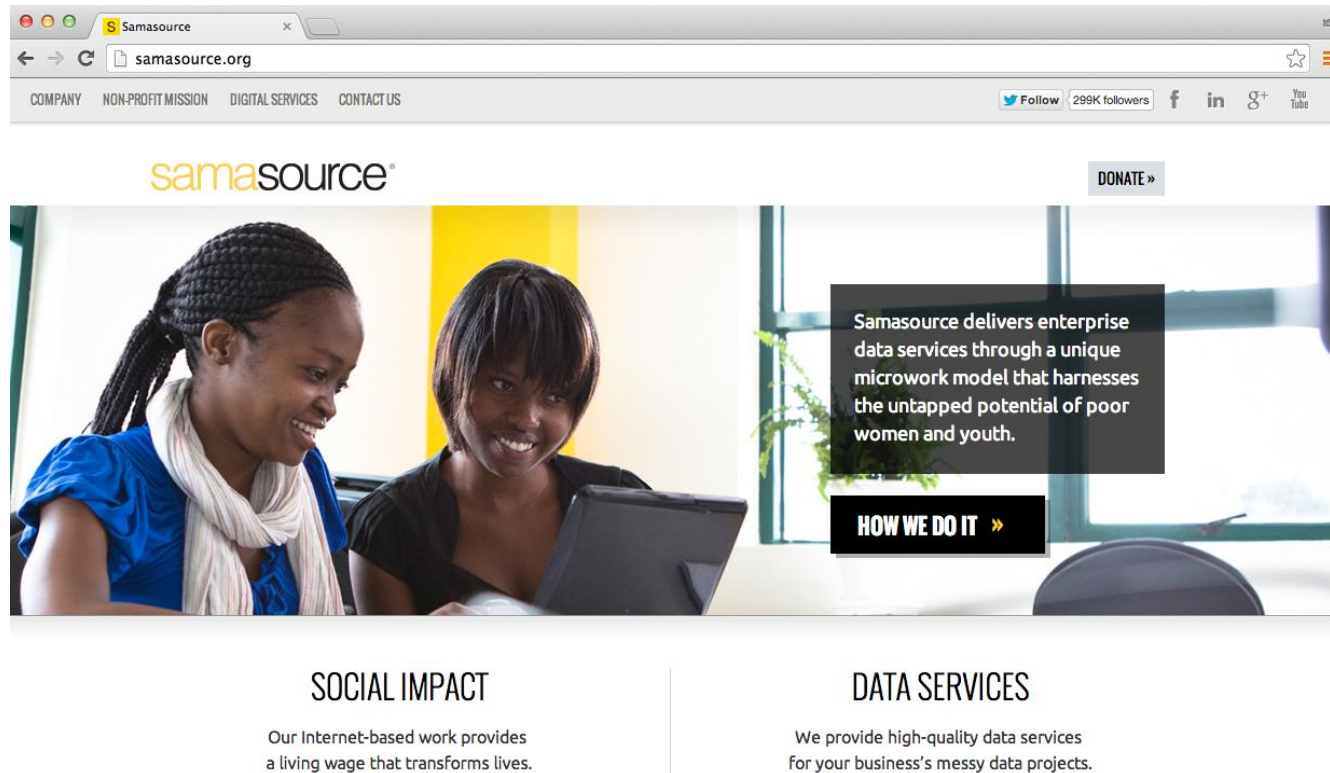
**Social Good**



**Profitability**

# The Fear Factor

- The fear of failure is worse than failure itself.
- Samasource: Doing Well by Doing Good

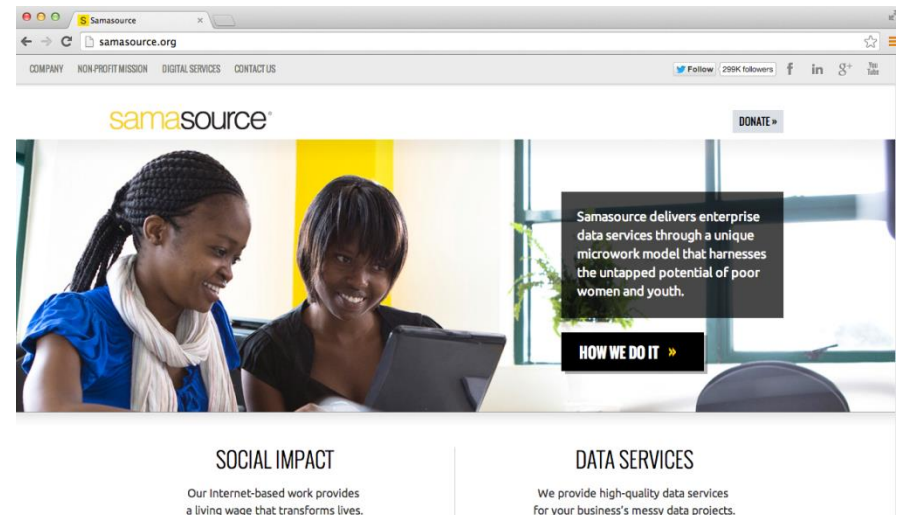


The image shows a screenshot of the Samasource website homepage. The browser address bar displays "samasource.org". The navigation menu includes "COMPANY", "NON-PROFIT MISSION", "DIGITAL SERVICES", and "CONTACT US". Social media links for Twitter (299K followers), Facebook, LinkedIn, Google+, and YouTube are visible. The main header features the "samasource" logo and a "DONATE »" button. The hero section contains a photograph of two women, one in a blue top and one in a black top, smiling while looking at a laptop. A text box on the right of the photo reads: "Samasource delivers enterprise data services through a unique microwork model that harnesses the untapped potential of poor women and youth." Below this is a "HOW WE DO IT »" button. The page is divided into two columns: "SOCIAL IMPACT" with the text "Our Internet-based work provides a living wage that transforms lives." and "DATA SERVICES" with the text "We provide high-quality data services for your business's messy data projects."

# Samasource:

## Applying the Dragonfly Model

- Focus
  - Help women, young people, and refugees in impoverished countries earn a viable living through dignified work.
- Grab Attention
- Engage
- Take Action



# Distinguishing Between Stretch and Realistic Goals

- Stretch Goals:
  - What do I have to do each day to achieve the aspirational goal?
- Realistic Goals:
  - What do I need to do to not feel defeated when I go to bed?

# An Equation for Virality

$$\begin{aligned} & \% \text{ people who pass on the story} \\ & \quad \times \\ & \quad \% \text{ invitations accepted} \\ & \quad \times \\ & \text{Average number of people invited} \\ & \quad = \\ & \text{Viral} \end{aligned}$$

# Dragonfly Effect: Long term

If you want to go far,  
go together.

# **Case Study:** **The Story of Sameer and Vinay**

**Two friends diagnosed with  
Leukemia.**

**Just weeks to find a Bone Donor.**



# Using Social Media to Save Lives

**POWER of SOCIAL TECHNOLOGY**

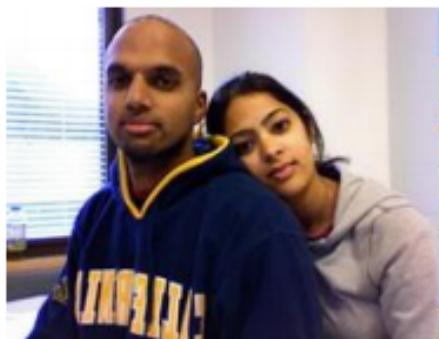
By Robert Chatwarni

The Dragonfly Effect aaker@gsb.stanford.edu

# Two friends, diagnosed with Leukemia



- **Sameer Bhatia, 32**
- **Grew up in Seattle**
- **My Co-Founder, prior roommate, best friend**
- **Married Reena in 2006**
- **Stanford undergrad, serial entrepreneur**
- **Diagnosed May 2007**



- **Vinay Chakravarthy, 28**
- **Grew up in Fremont, CA**
- **Married Rashmi in 2005**
- **Berkeley undergrad, MD from Boston University**
- **Diagnosed November 2006**

# Built the brands

## HelpSameer.org

## HelpVinay.org

### Help Sameer

Attend an upcoming bone marrow drive and join the registry

[Attend an upcoming drive](#)

[Home](#) [About Sameer](#) [Inspirations](#)



#### About Sameer

Our friend, Sameer Bhatia, was just diagnosed with Acute Myelogenous Leukemia (AML), which is a cancer of the blood. He is in urgent need of a bone marrow transplant. Sameer is a Silicon Valley entrepreneur, is 31 years old and just got married in 2006. His diagnosis was confirmed just weeks ago and caught us all by surprise.

Another friend of ours, [Vinay](#), was also diagnosed with AML and also requires a transplant (many of you may already be familiar with Vinay's campaign). We have teamed up with Team Vinay in order to build greater awareness of how you can help.

#### Donor info

- [All upcoming drives](#)
- [Bone marrow donor FAQ](#)
- [How donation works](#)
- [Myths and facts](#)
- [Organize a drive at work](#)

#### Information

- [Help Vinay](#)
- [Sameer receives transplant](#)
- [Send Sameer support](#)

### Help Vinay!

URGENT! JOIN THE MARROW REGISTRY!!!

[Home](#) [Confirm Donor Status](#)

#### Need To Register?

- [All Upcoming Drives](#)
- [How to Register](#)
- [Donation \(FAQ\)](#)
- [View Videos on Donor Registration](#)
- [Pregnant Women](#)
- [Others In Need](#)
- [Useful Links](#)

#### Already Registered?

- [How You Can Help](#)
- [Cities Needed For Drives](#)
- [Confirm Donor Status](#)
- [DONOR HEROES](#)
- [How to Organize a Drive](#)
- [I-Believe Drives](#)

#### Information

[Home](#)

### PBS Documentary on Vinay

Vinay is profiled in an upcoming documentary that will air on PBS on 1/11/08.

The Truth About Cancer will feature three stories of Boston-based Ca challenges and navigating the healthcare system to try and obtain the Cancer Center and their vast amount of resources is also featured.

[Details on the program can be found here](#)



### God Bless You

On May 3rd, 2008 Anonymous says:

Dear Vinay-  
Please post your updated progress as we are all wondering how you

# Help Sameer

Attend an upcoming bone marrow drive and join the registry

Attend an upcoming drive

Home

About Sameer

Inspirations



## The Legacy of Sameer Bhatia

It's hard to believe that two years have gone by since Sameer left us. Why? It's because his energy was so pervasive that it often feels like he's still here. So many things that surround us serve as a reminder. A photo, a black BMW cruising down Hwy 280 (speeding of course), a visit to Stanford, or brunch at a sidewalk cafe in San Francisco on a Sunday morning.

But more often the reminders are those things that we cannot see. Like his entrepreneurial drive, which taught us to take more risks in life. Or his selflessness, which inspires us to give more of ourselves to others. And his passion for adventurous travel, loud music, and weeknight partying, which reminds us to live in the moment. Sameer taught us to always be our very best.

While his departure helped bring us in touch with the reality of life, it also created a large void. Yet it is in this very void where his spirit continues to manifest. Our peace comes from knowing that Sameer lives on in each one of us. And yet, this is only a small part of his great legacy.

<http://www.helpsameer.org/>

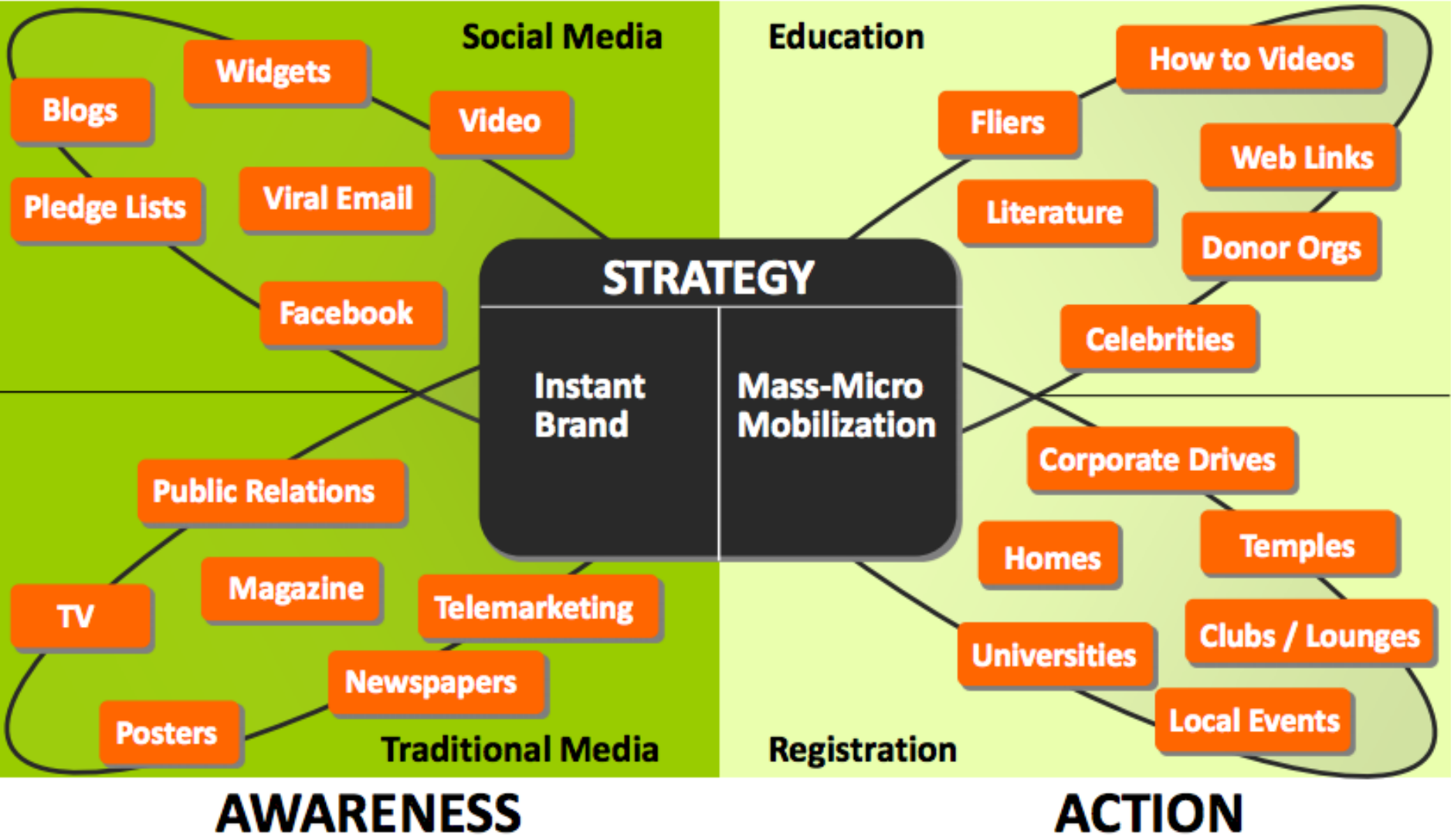
## Register as a donor

Every day over 6,000 people desperately search the National Marrow Donor Program (NMDP) Registry for a matching bone marrow donor. You could be the one to save a life.

[Attend an upcoming drive](#)

## Donor info

- » [Bone marrow donor FAQ](#)
- » [How donation works](#)
- » [Myths and facts](#)
- » [Organize a drive at work](#)



<http://www.helpsameer.org/strategy/>

Source: <http://faculty-gsb.stanford.edu/aaker/pages/documents/UsingSocialMediaToSaveLives.pdf>

# GET: Examples of what we used

## Grab attention

- **Celebrities**
- **Tons of media**
- **Bold messages:**  
***YOU can be the one***

## Engage

- **Videos & photos:**
  - Newlywed
  - Family
  - Nonprofit work
  - Entrepreneur
  - Indian
- **Powerful stories & blogging**

## Take action

- **(1) Register**
- **(2) Hold a drive**
- **(3) Spread the word**
- **Consistent message across all media**
- **Dummies Guide**

# Develop a clear goal.

There is elegance in  
simplicity

**Tell a good (truthful) story**

Tell stories to connect with  
**human emotion.**

Develop the right voice,  
and strike a bond.



# Design for the Ripple Effect: How Small Acts Lead to Big Change



Source: <http://www.youtube.com/watch?v=zGoUZoKm3pl>

# References

- Jennifer Aaker & Andy Smith, The Dragonfly Effect: Quick, Effective, and Powerful Ways To Use Social Media to Drive Social Change, Jossey-Bass, 2010