

社群網路行銷管理

Social Media Marketing Management



Tamkang
University
淡江大學

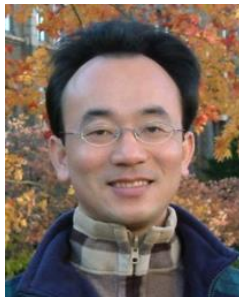
行銷傳播研究

(Marketing Communications Research)

1042SMMM06

MIS EMBA (M2200) (8615)

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



Min-Yuh Day

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<http://mail.tku.edu.tw/myday/>

2016-03-31



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) |

Copyrighted Material

Marketing Communications

Integrating offline and online with social media

PR Smith and Ze Zook



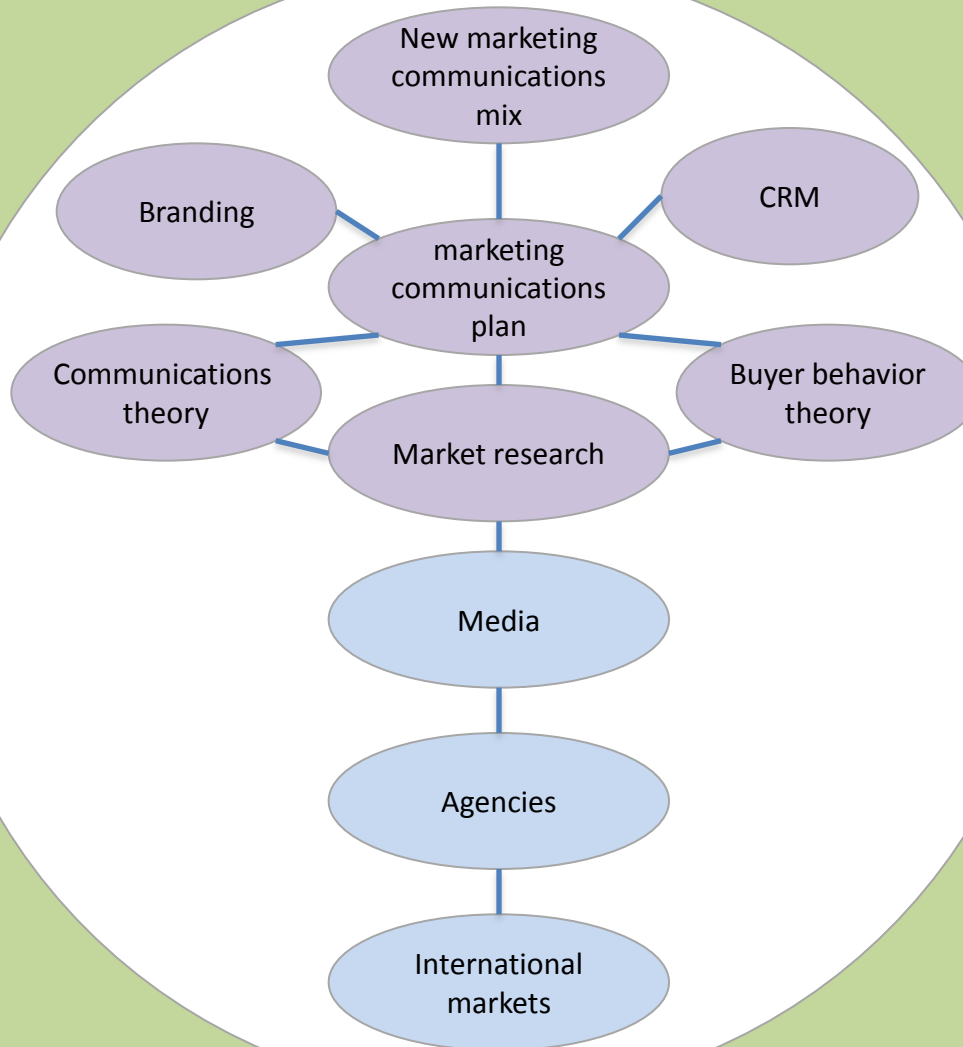
Fifth Edition

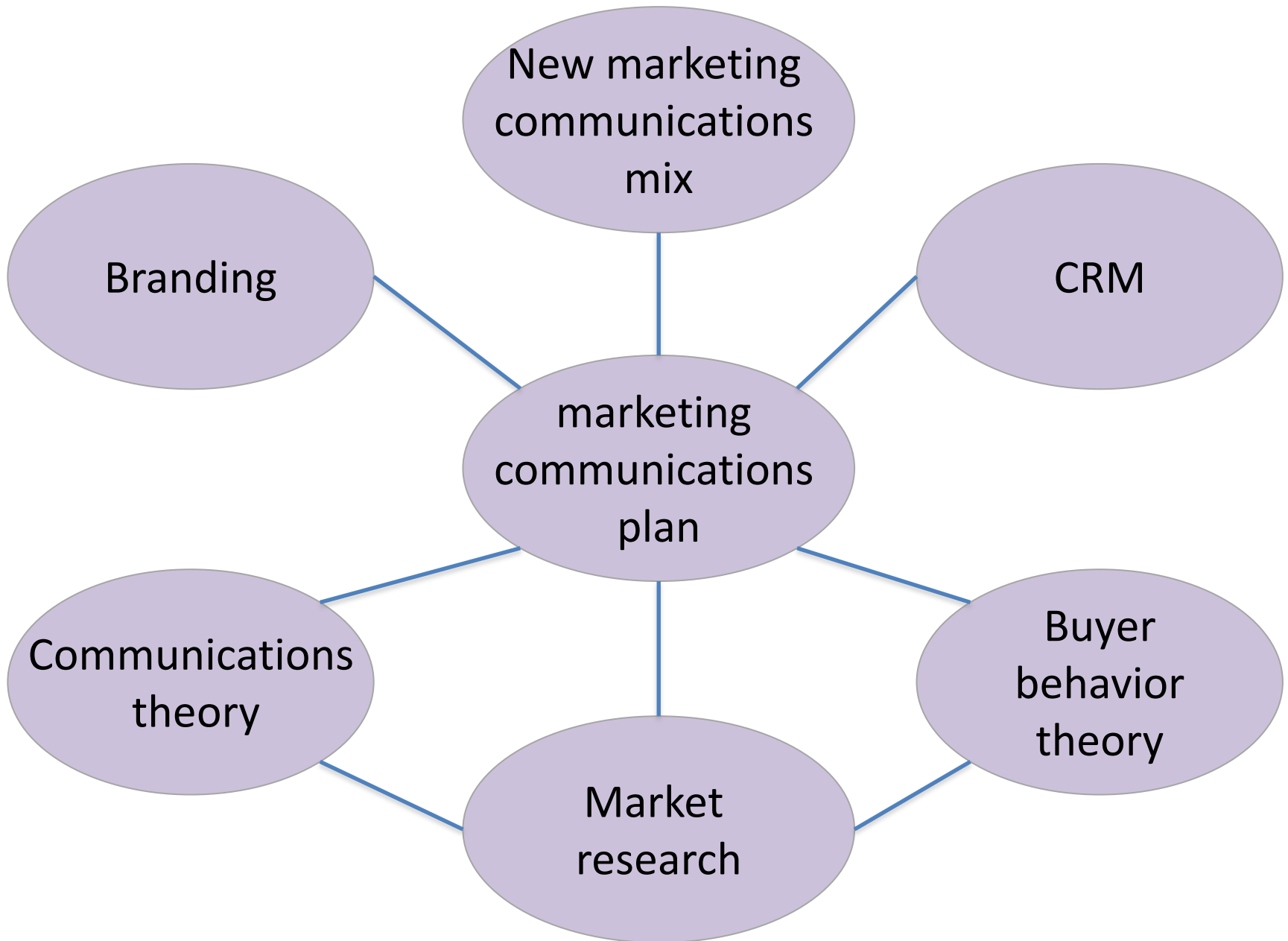
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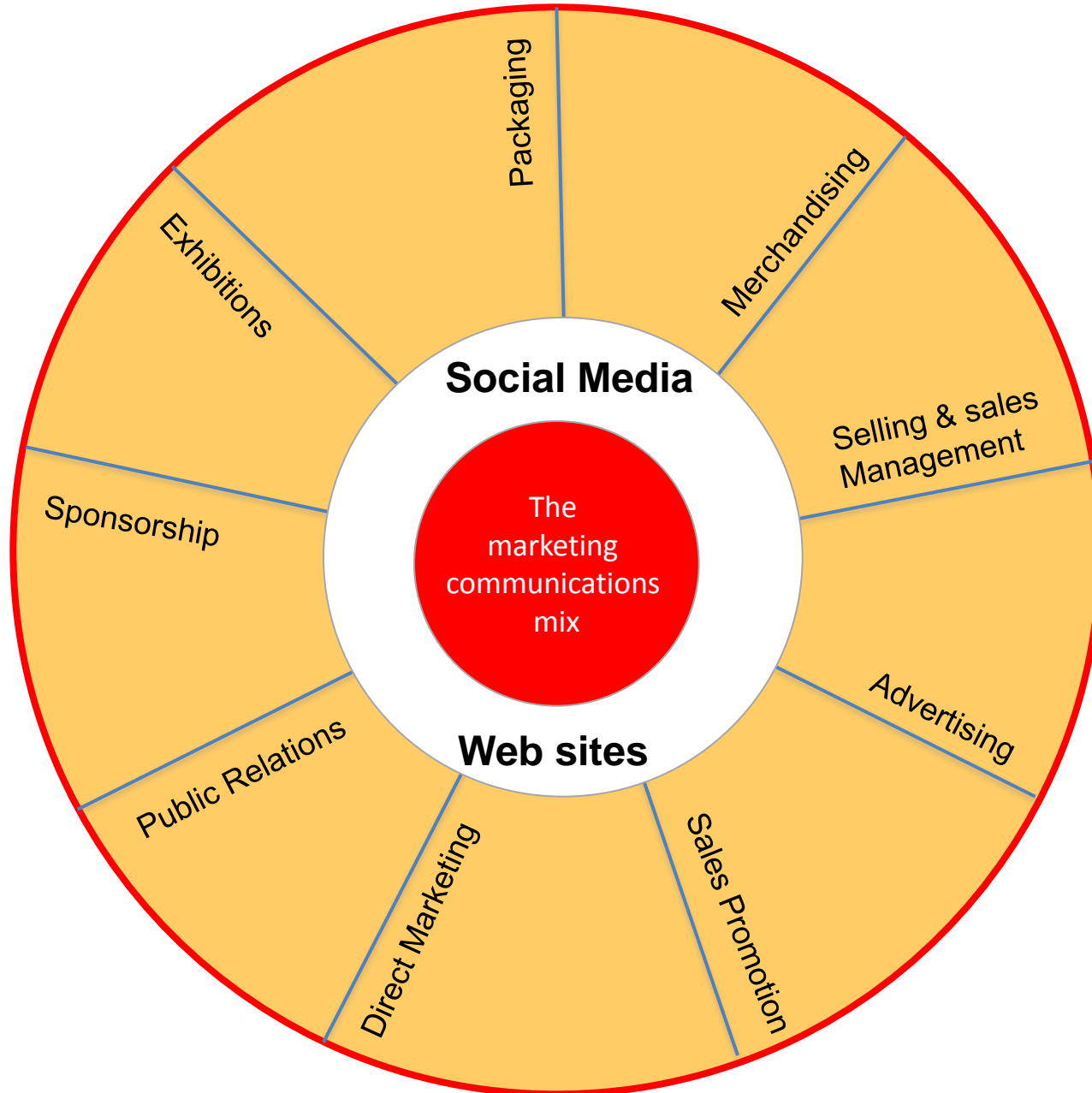
Background to the communications process

The changing communications environment





The marketing communications mix



Marketing Communications Research: **Communicating Value**

Communicating Value

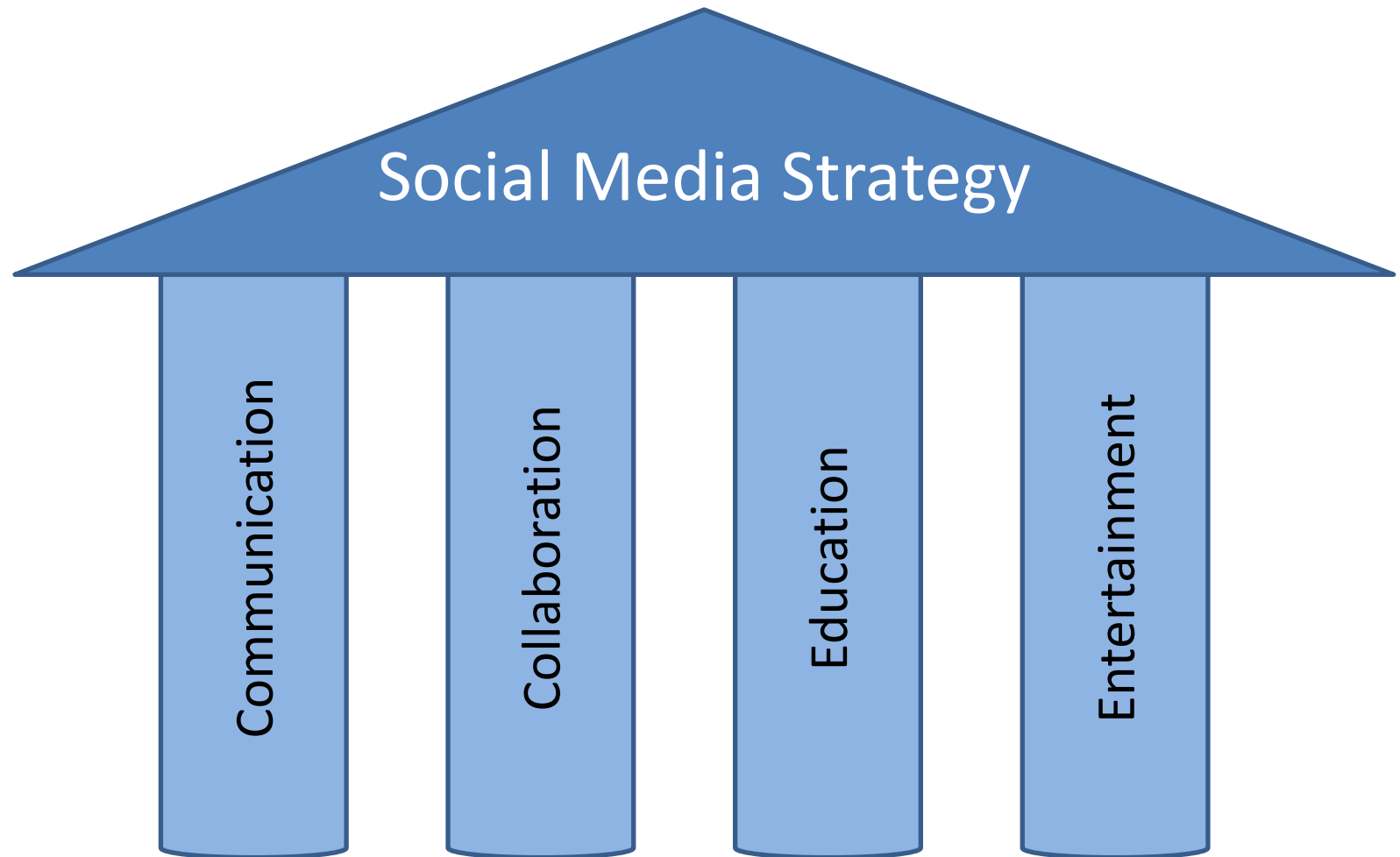
- Designing and Managing **Integrated Marketing Communications**
- Managing **Mass Communications**: Advertising, Sales Promotions, Events and Experiences, and Public Relations
- Managing **Personal Communications**: Direct and Interactive Marketing, Word of Mouth, and Personal Selling

Marketing 4P to 4C

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

Four Pillars of **Social Media Strategy**

C²E²



Marketing Communications Mix

Advertising

Direct Marketing

Sales Promotion

Interactive Marketing

Events and Experiences

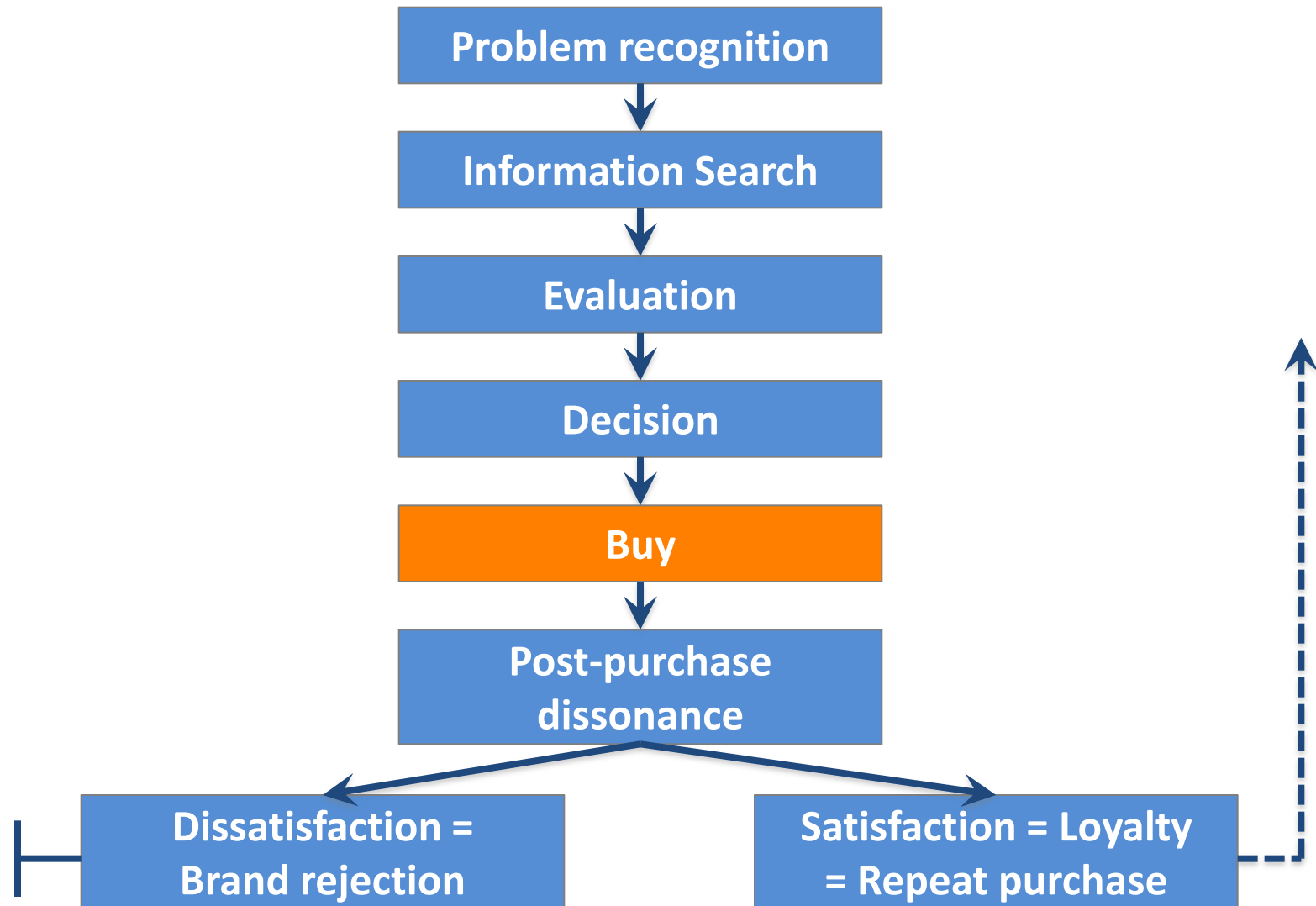
Word-of-Mouth
Marketing

Public Relations and
Publicity

Personal Selling

Models of buyer behaviour

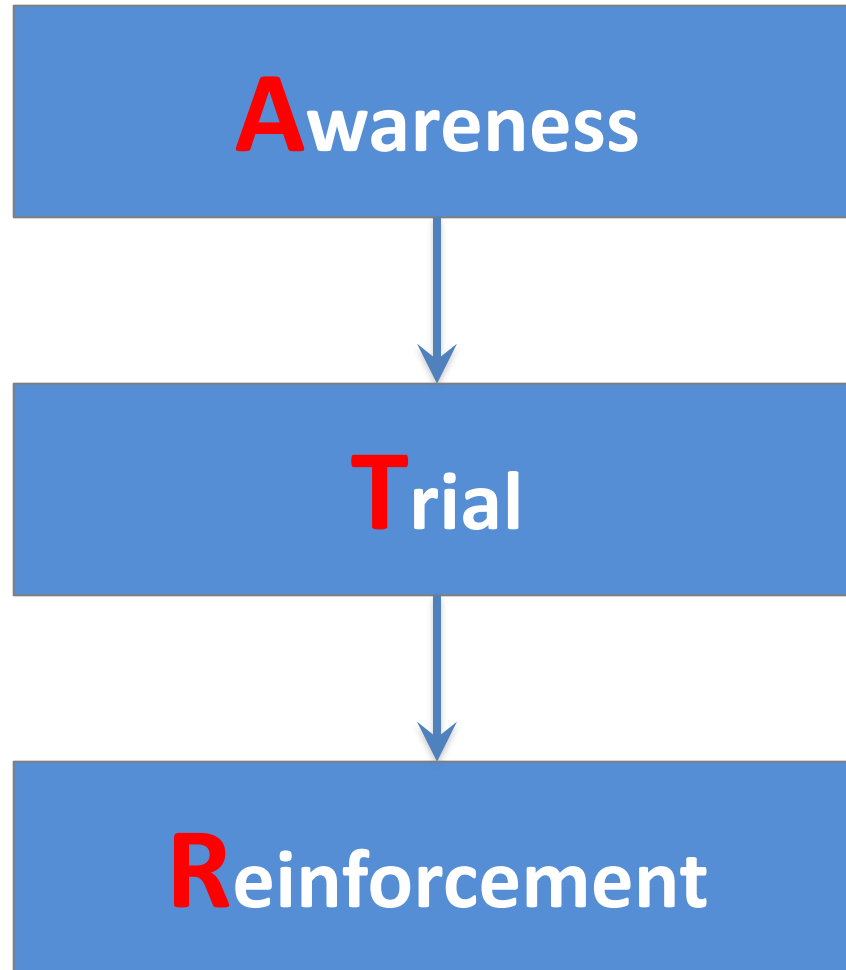
buying process for a high-involvement purchase



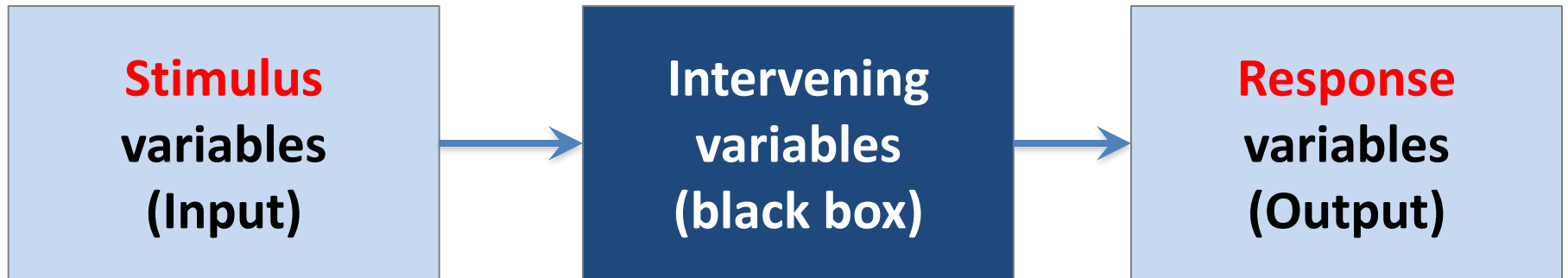
The ladder of loyalty



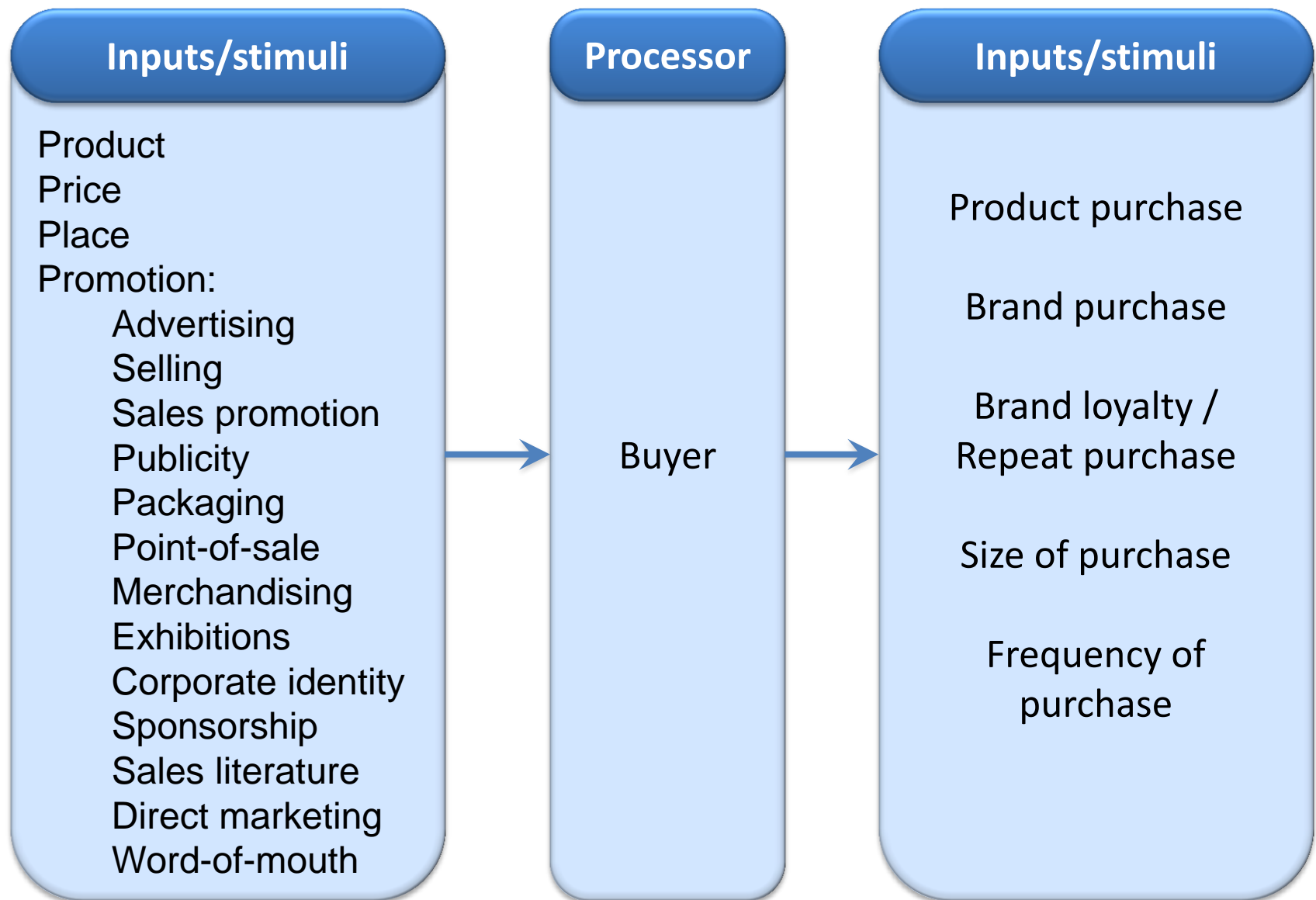
The ATR Model



Black-box Model

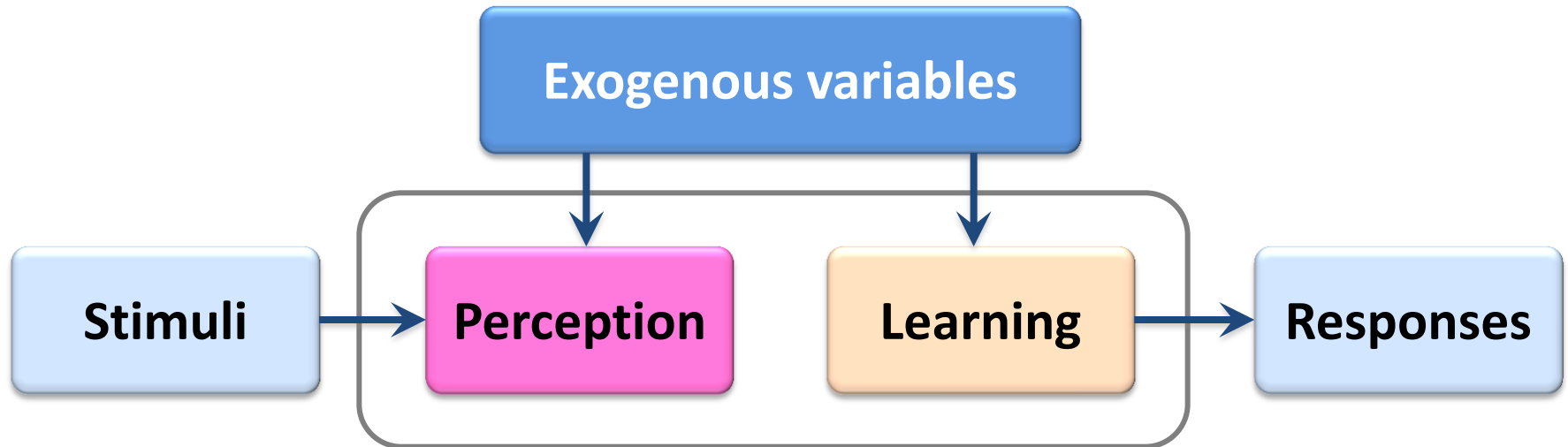


An Enlarged Black-box Model



A simplified version of Howard and Sheth's model

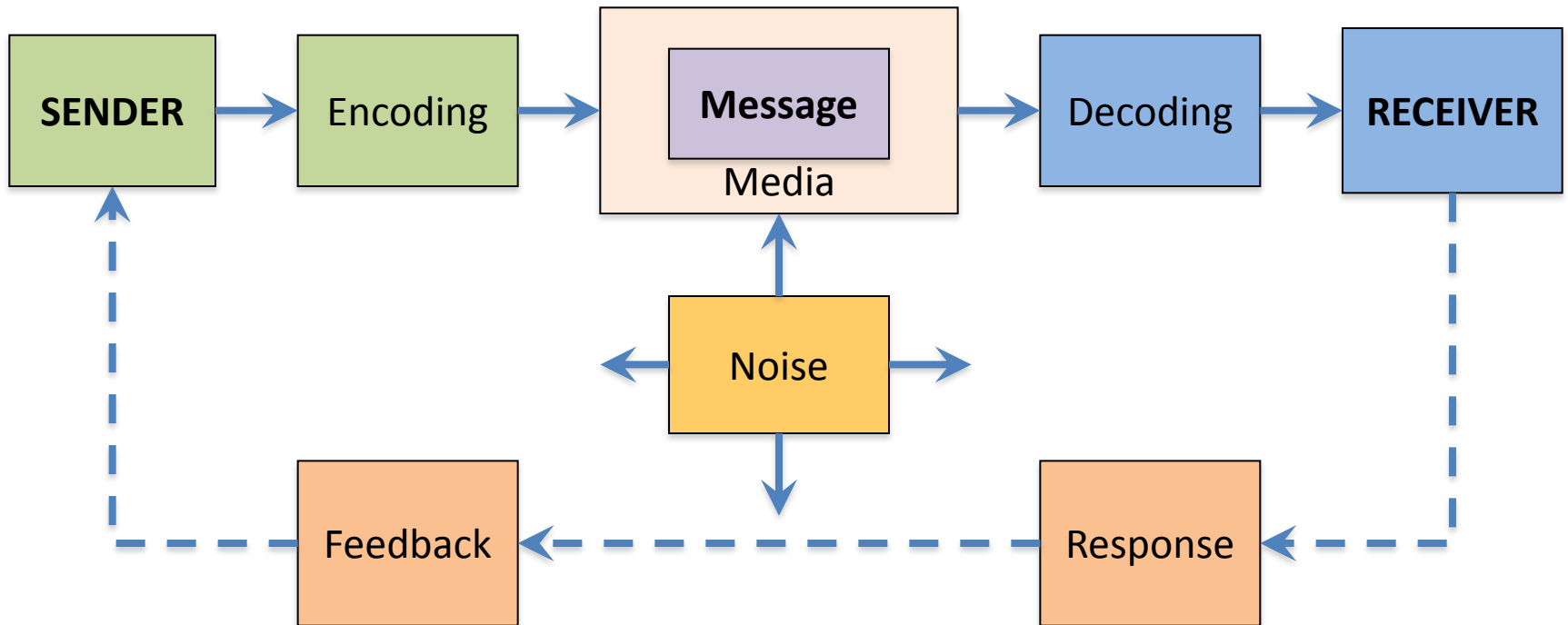
(Howard and Sheth, 1969)



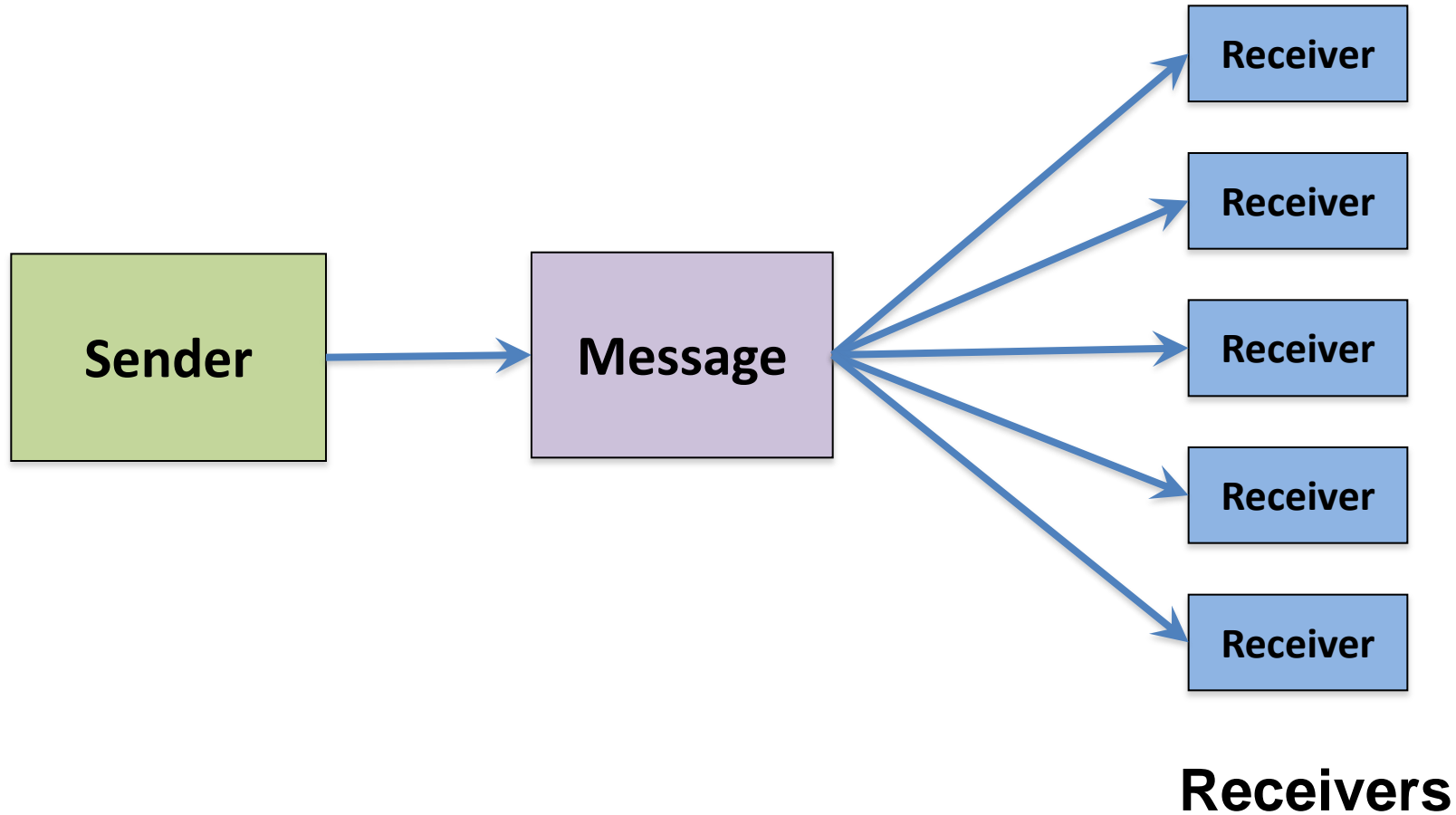
A Simple Communication Model



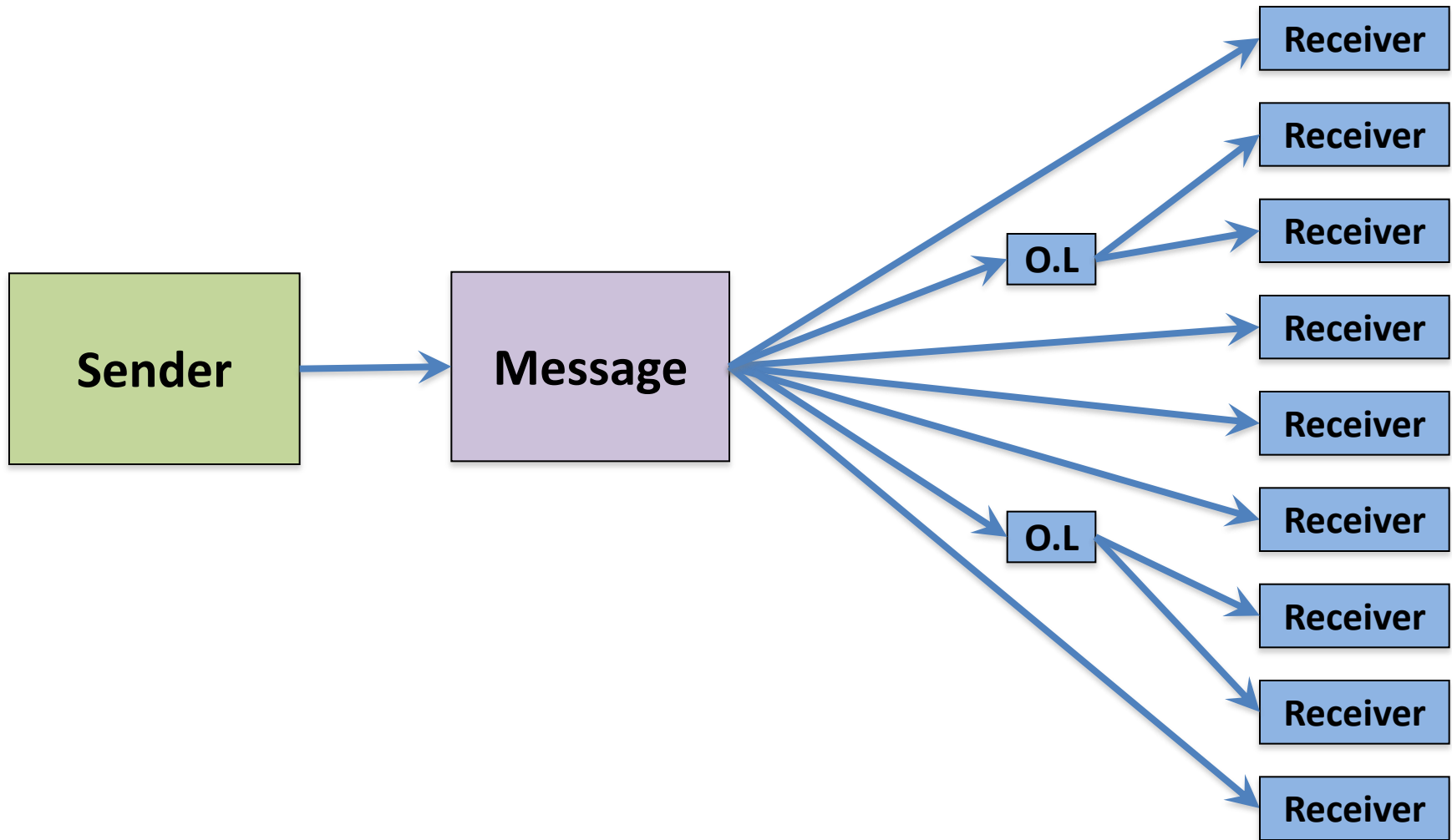
Macromodel of the Communications Process



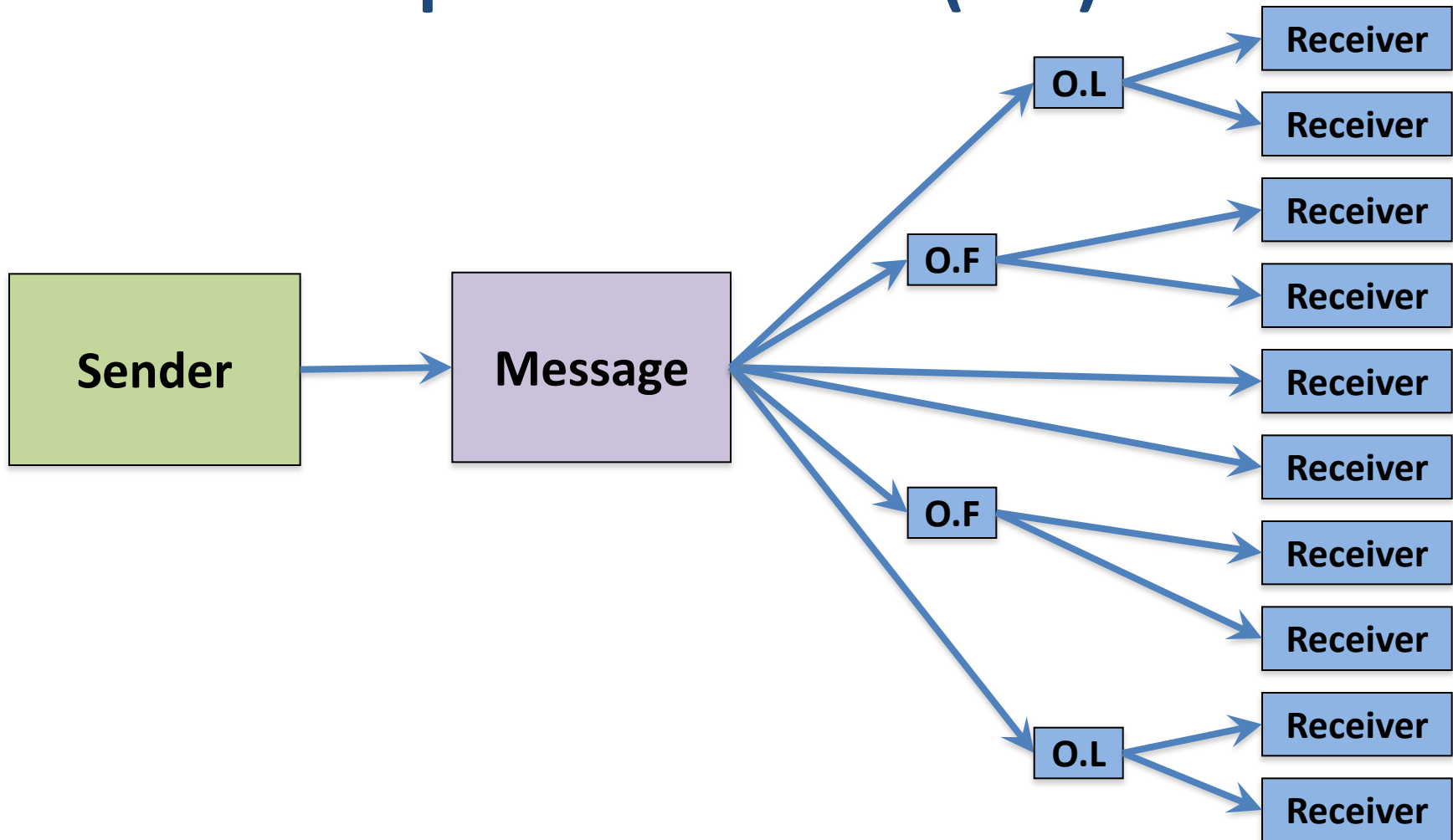
One-step communications model



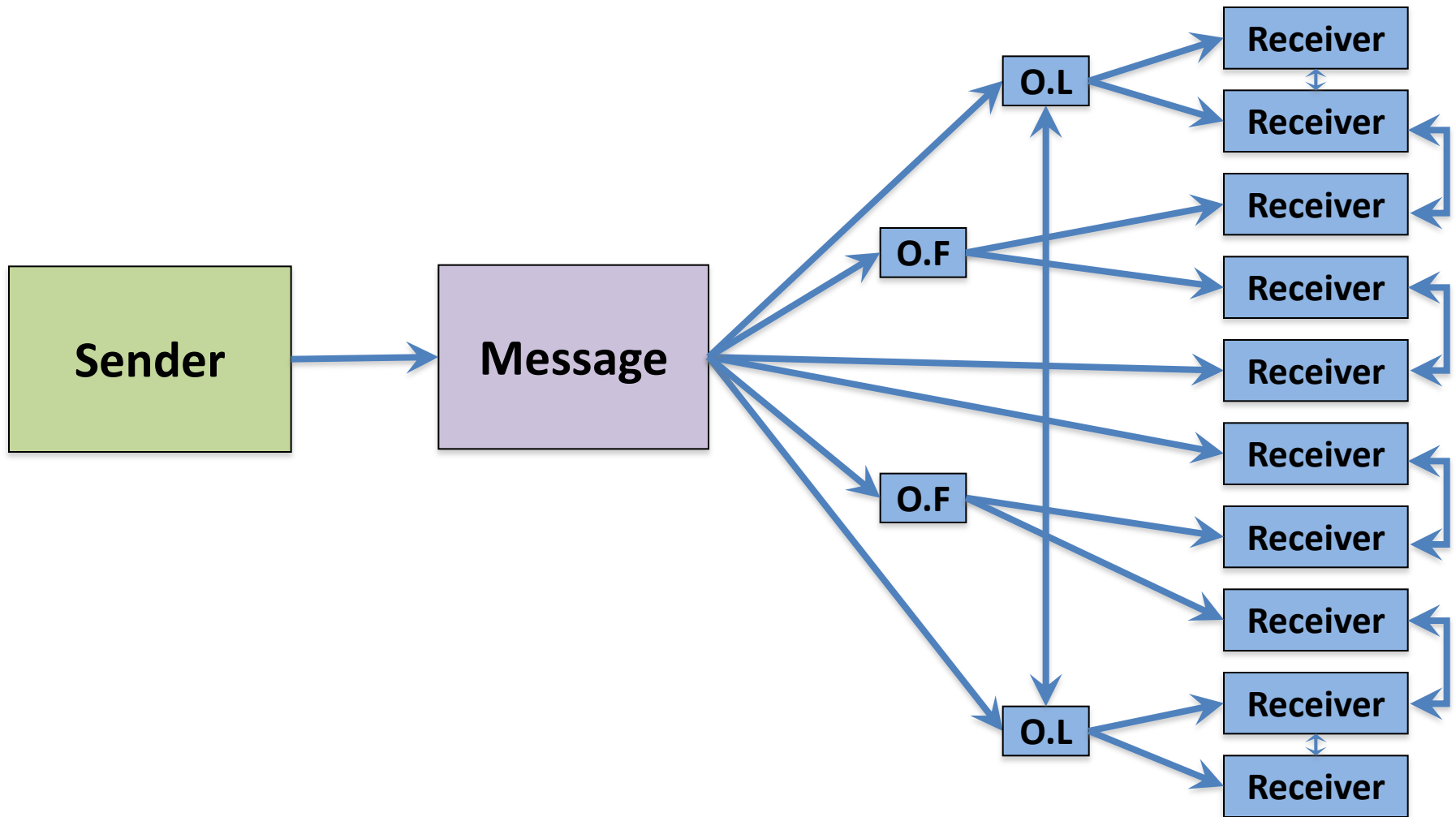
Two-step communications with Opinion Leaders (O.L)



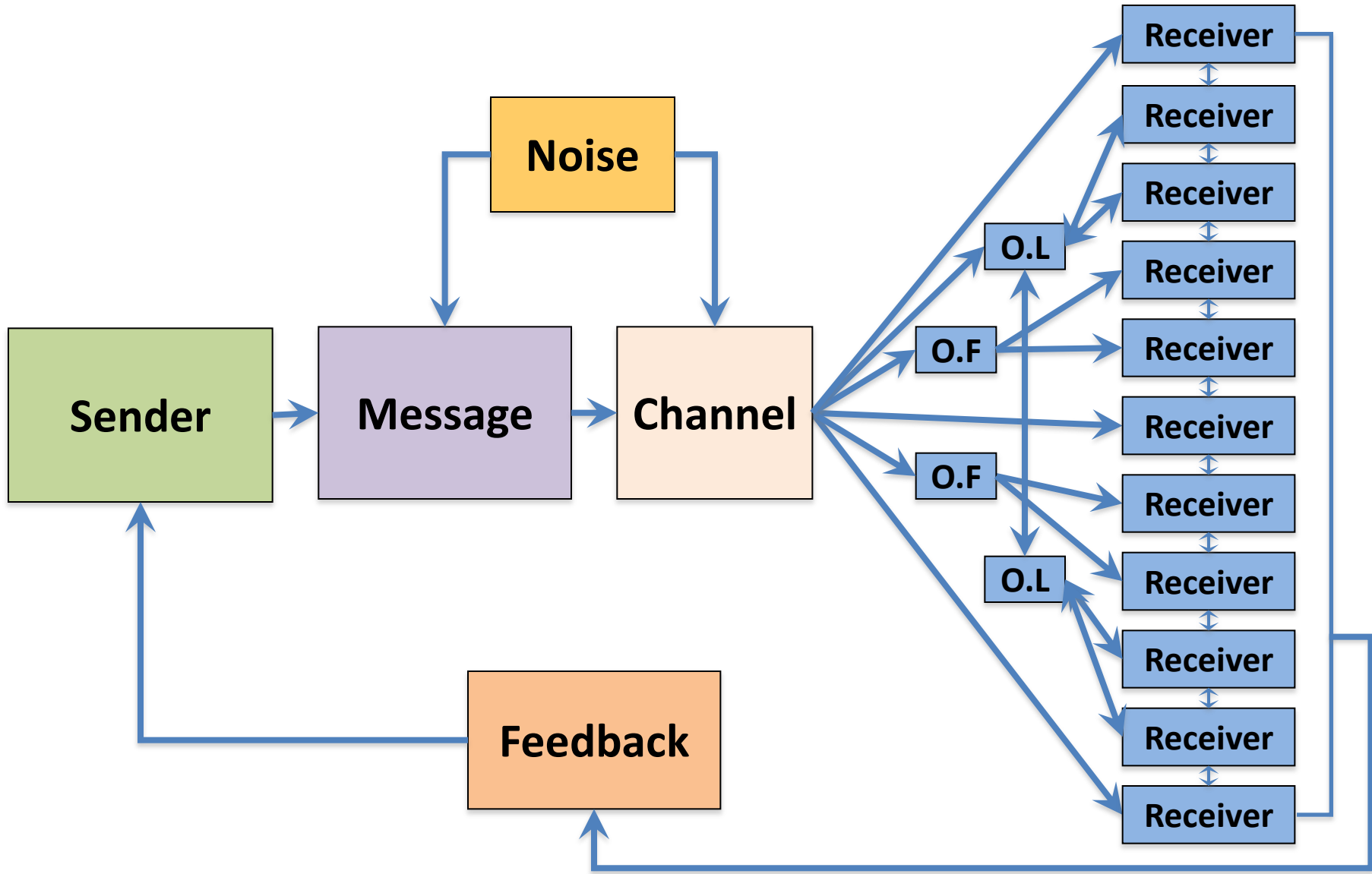
Two-step communications model with Opinion Leaders (O.L) and Opinion Formers (O.F)



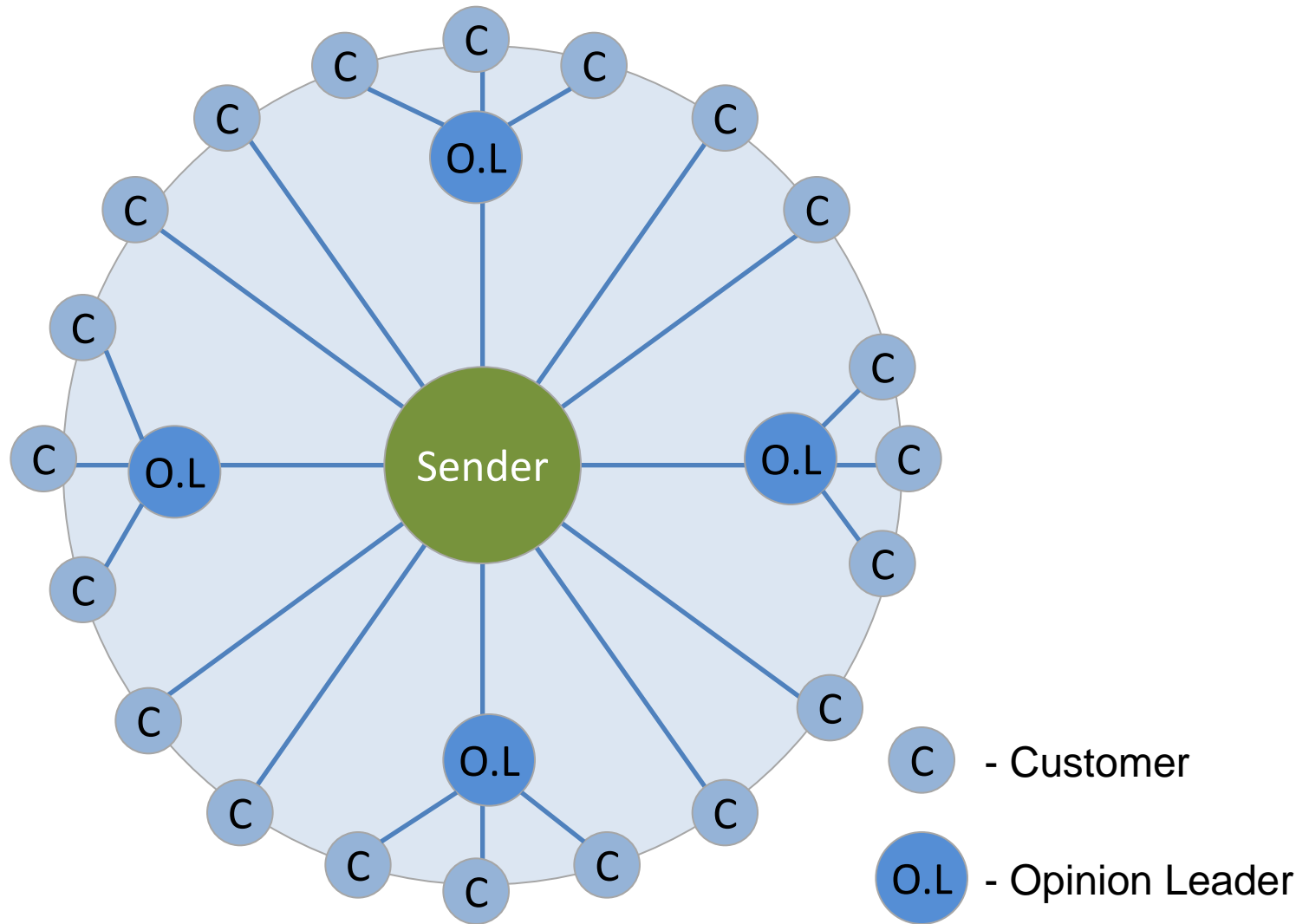
Multi-step communications model (a)



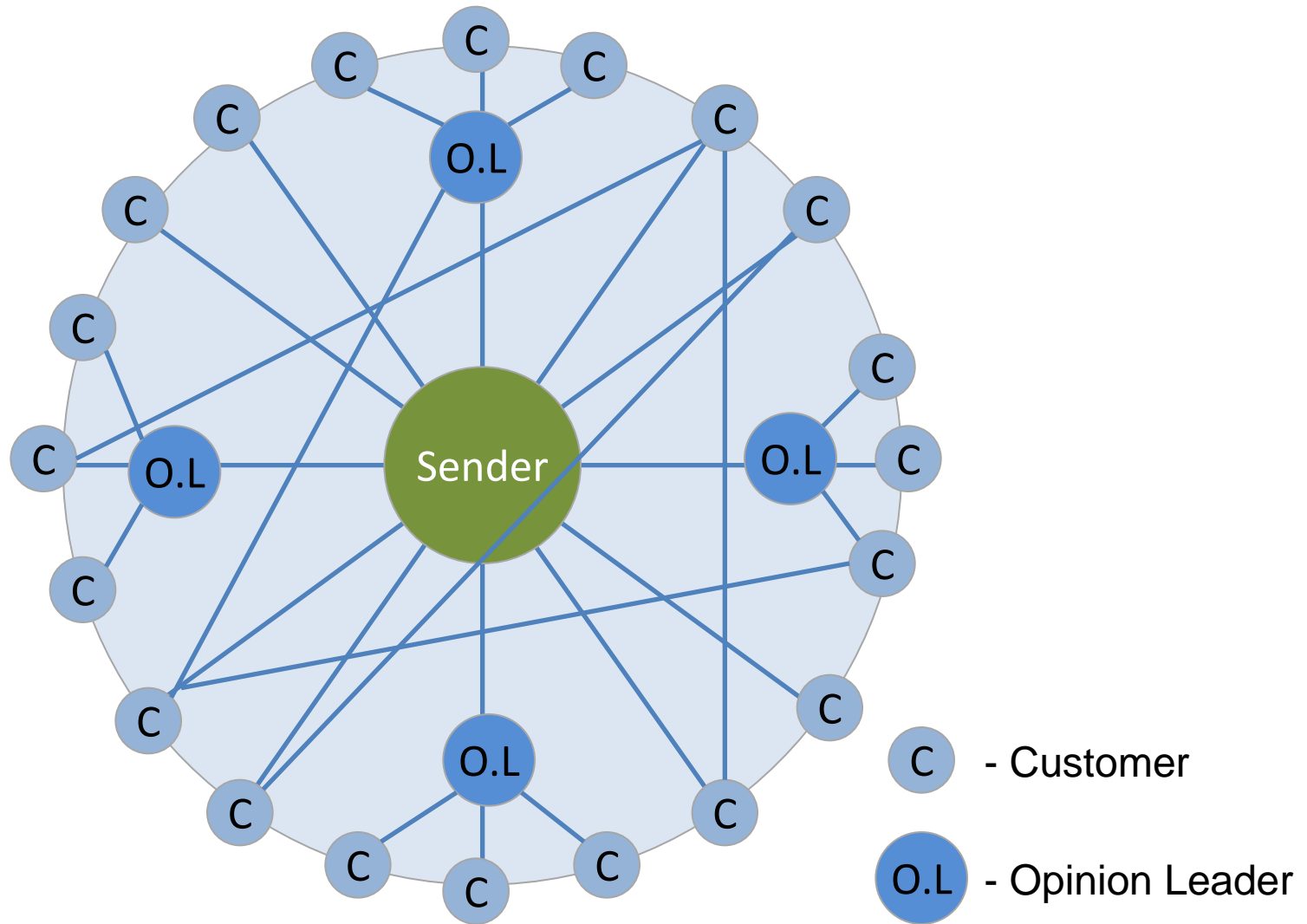
Multi-step communications model (b)



Simple web communications model

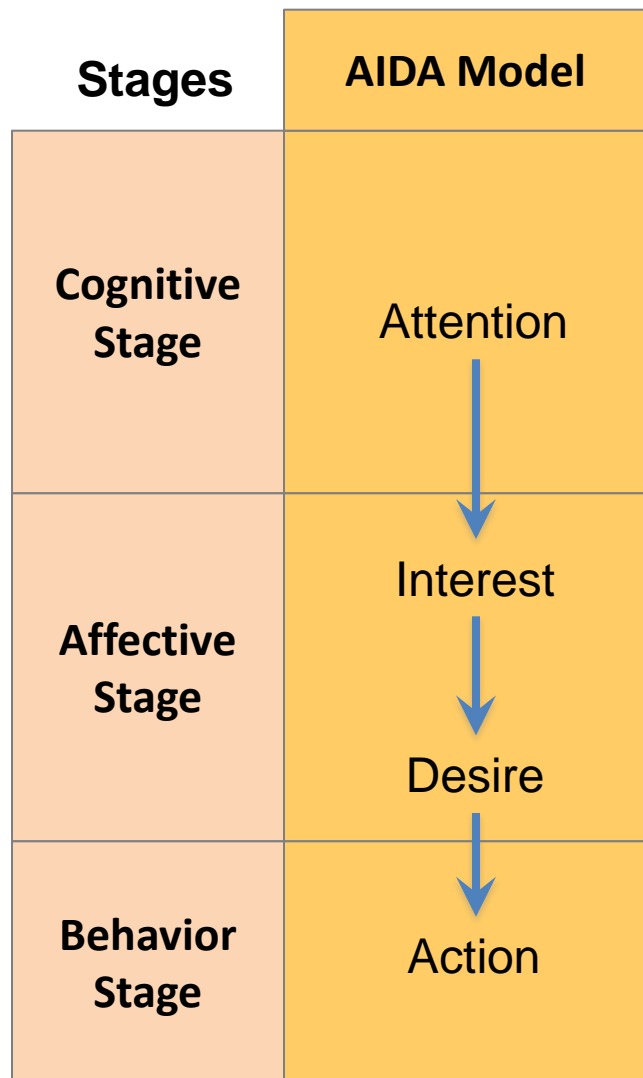


Advanced web communications model



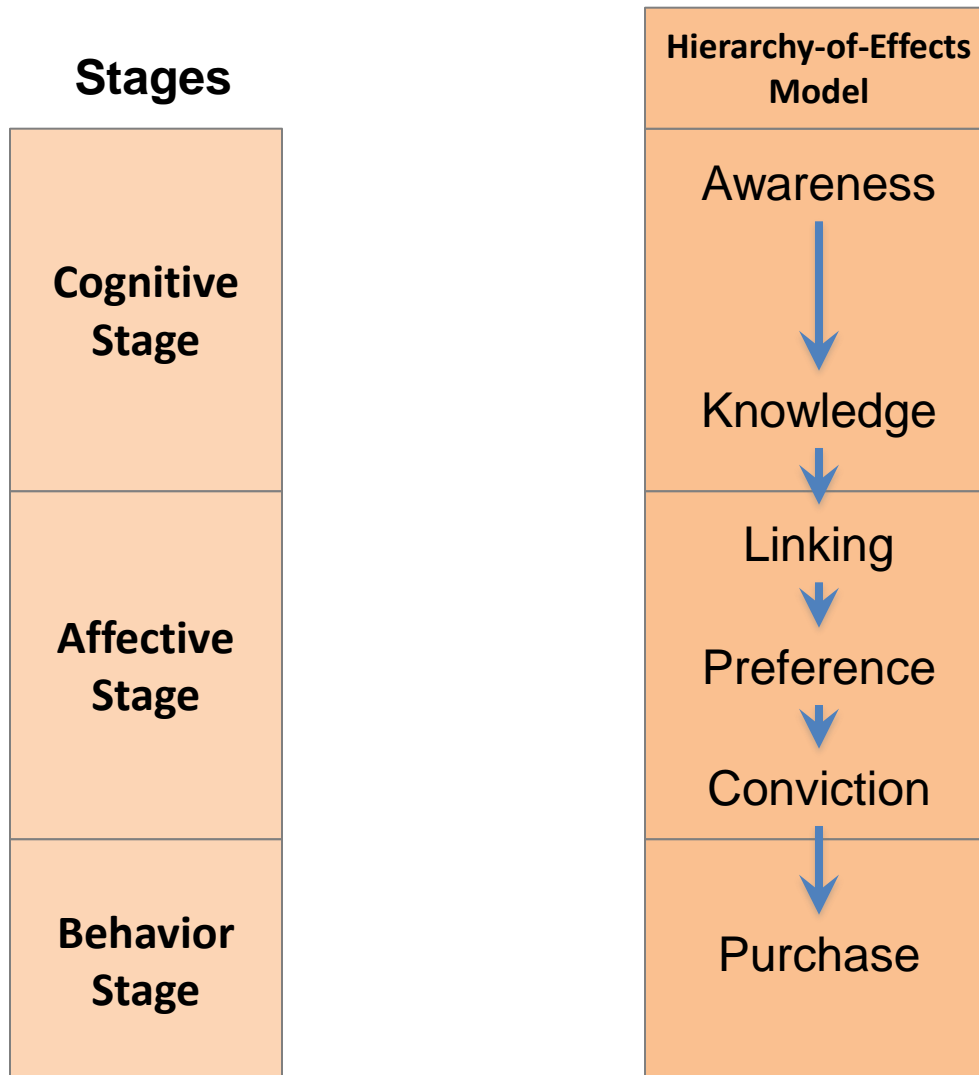
Micromodel of Consumer Responses:

AIDA Model



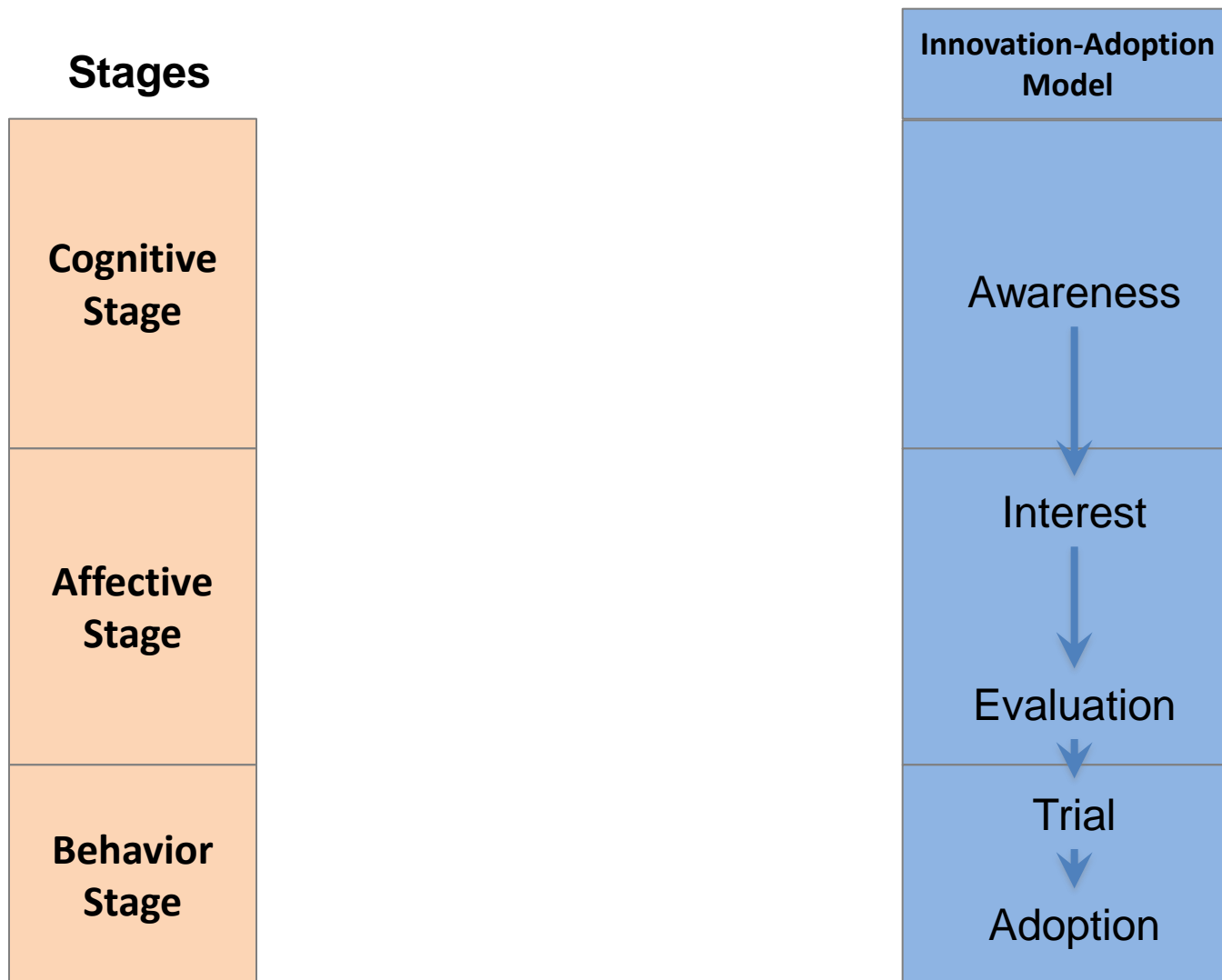
Micromodel of Consumer Responses:

Hierarchy-of-Effects Model



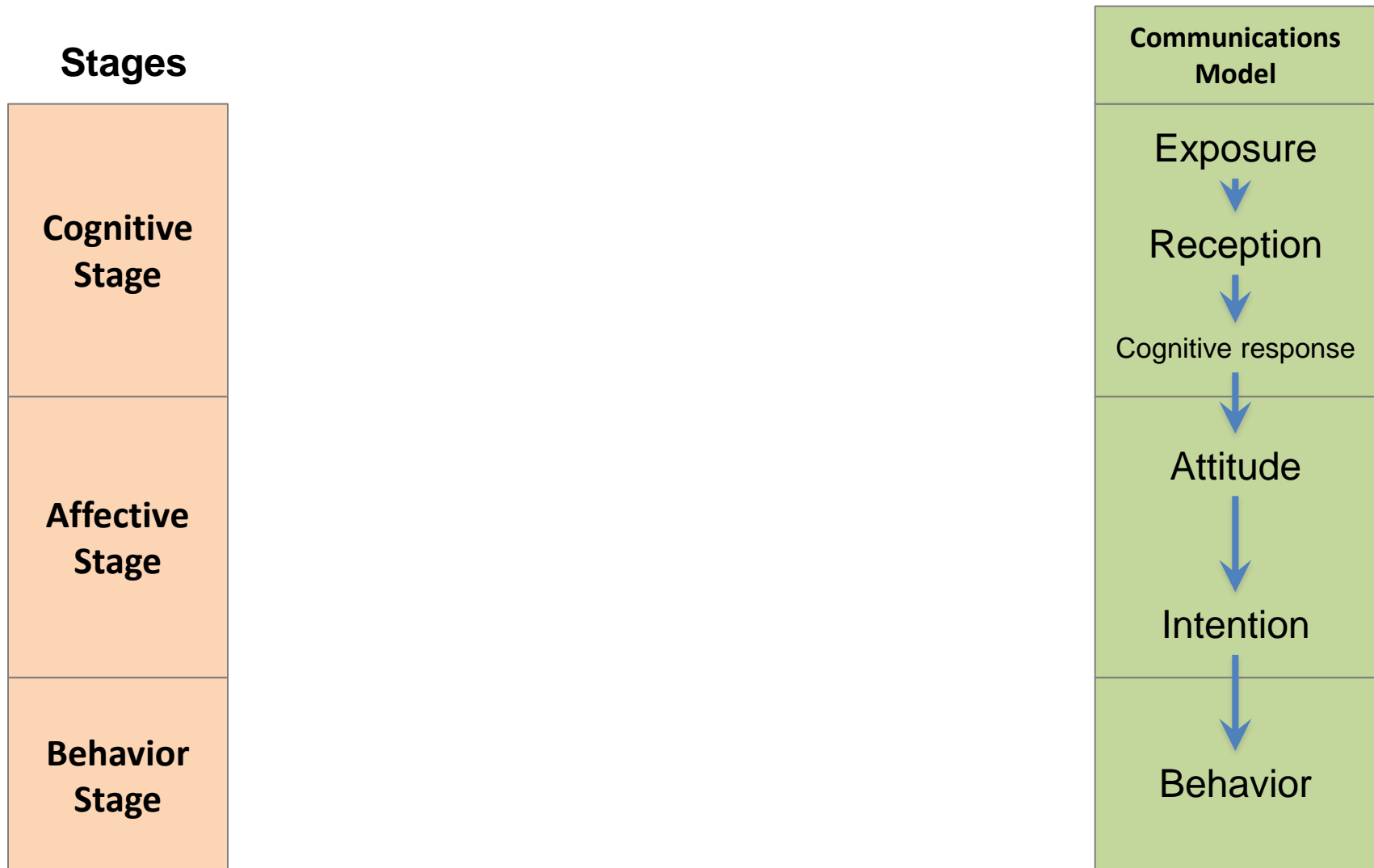
Micromodel of Consumer Responses:

Innovation-Adoption Model



Micromodel of Consumer Responses:

















Communications Model



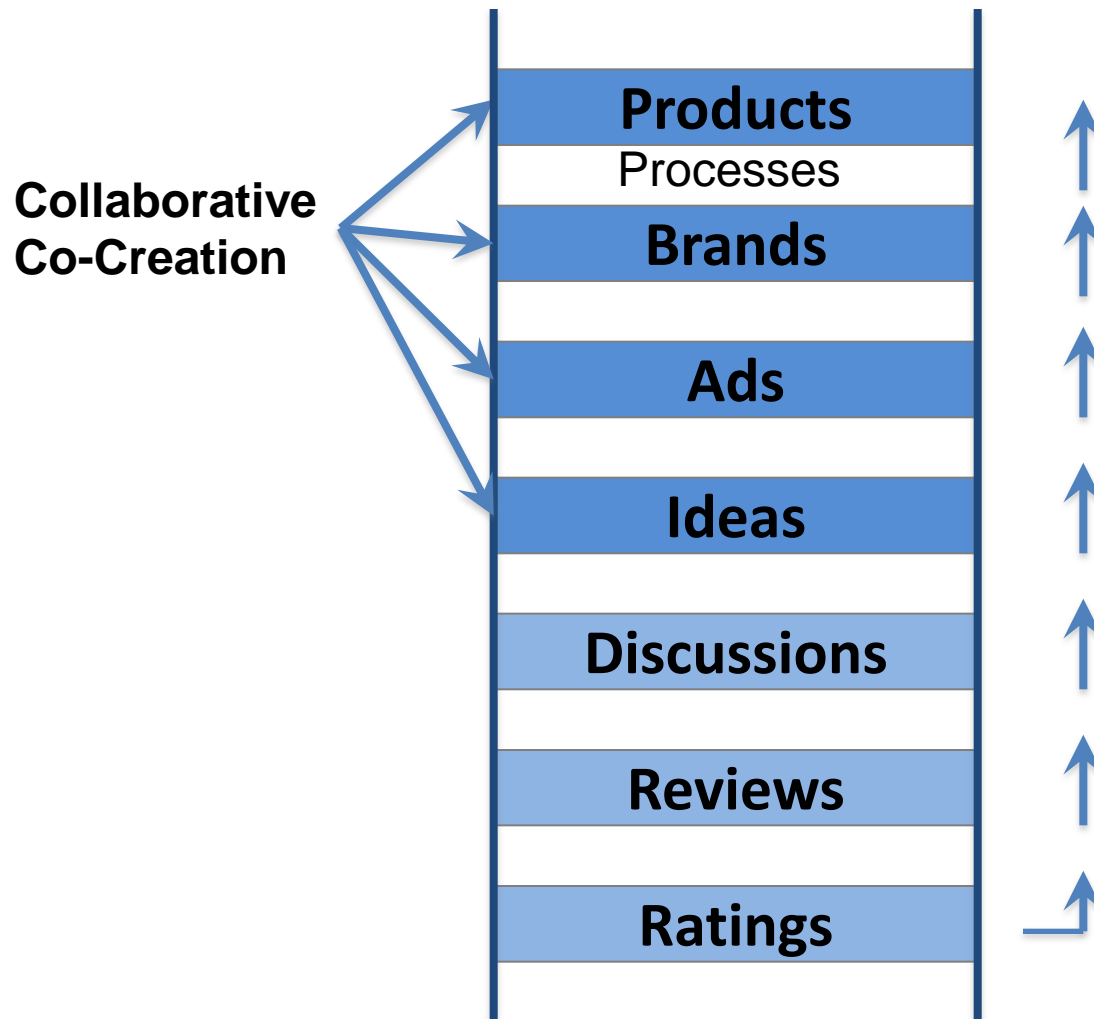
Micromodel of Consumer Responses: Response Hierarchy Models

| Stages | AIDA Model E K Strong (1925) | Hierarchy-of-Effects Model Lavidge & Steiner (1961) | Innovation-Adoption Model E M Rogers (1961) | Communications Model |
|------------------------|--|---|---|--|
| Cognitive Stage | Attention ↓ | Awareness ↓ Knowledge ↓ | Awareness ↓ | Exposure ↓ Reception ↓ Cognitive response ↓ |
| Affective Stage | Interest ↓ Desire ↓ | Linking ↓ Preference ↓ Conviction ↓ | Interest ↓ Evaluation ↓ | Attitude ↓ Intention ↓ |
| Behavior Stage | Action | Purchase | Trial ↓ Adoption | Behavior |

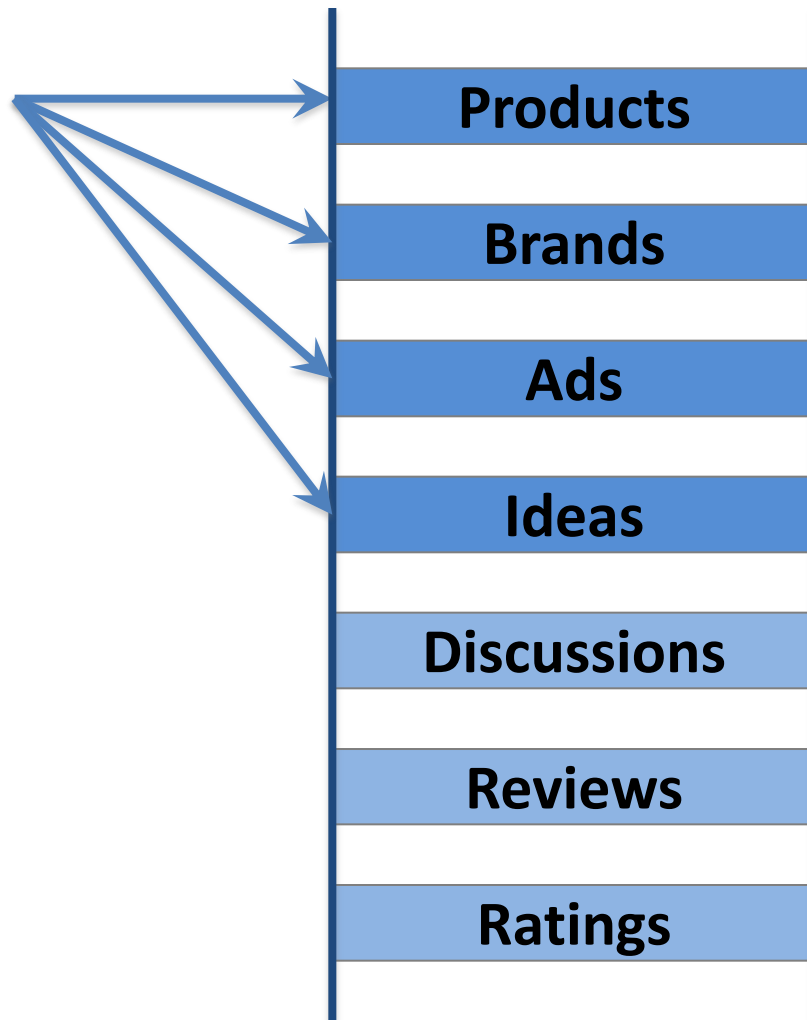
Micromodel of Consumer Responses: Response Hierarchy Models

| Stages | AIDA Model E K Strong (1925) | DAGMAR R H Colley (1961) | Howard & Sheth (excerpt) H & S (1969) | Online Information Processing Hofacker (2001) |
|----------------------------|--|---|---|--|
| Cognitive Stage | Attention  | Unawareness  Awareness  Comprehension | Attention  Comprehension | Exposure  Attention  Comprehension and perception |
| Affective Stage | Interest  Desire  | Conviction  | Attitude  Intention  | Yielding and acceptance  |
| Behavior Stage | Action  | Action  | Purchase  | Retention  |

Strategic ladder of engagement



Collaborative co-creation



Communications tools

| Offline tools | Online outbound tools |
|----------------|---|
| 1. Advertising | Interactive TV ads Pay-per-click ads and banner ads Intelligent media units |
| 2. PR | Online optimized PR Viral marketing |
| 3. Sponsorship | Online sponsorship – communities, pages, sites, events |

Communications tools

| Offline tools | Online outbound tools |
|--------------------|---|
| 4. Sales promotion | Incentives and calls to action online in e-mails and websites |
| 5. Direct mail | Opt-in e-mail (viral marketing) |
| 6. Sales force | Affiliate marketing Digital body language (on a website) |
| 7. Packaging | Pack images on the website |

Communications tools

| Offline tools | Online outbound tools |
|--|---|
| 8. Point of sale | Website – your online POS; particularly calls to action; product photos and product users' photos |
| 9. Retail store design or commercial offices | Website – design, online value proposition (OVP), search engine optimization (SEO) |
| 10. Exhibitions and conferences | Virtual exhibitions, virtual worlds like Second Life |

Communications tools

| Offline tools | Online outbound tools |
|-------------------|---|
| 11. Word of mouth | <p>Social media – inbound marketing</p> <p>Blogs:</p> <ul style="list-style-type: none">Microblogs (eg Twitter) <p>Social networking sites:</p> <ul style="list-style-type: none">FacebookLinkedIn <p>Social content sites:</p> <ul style="list-style-type: none">YouTubeFlickrWikis <p>Social recommendation sites:</p> <ul style="list-style-type: none">DiggStumbleUpon <p>Social bookmarking sites:</p> <ul style="list-style-type: none">DeliciousArticle marketingGoogle MapsGoogle EarthVirtual worlds |

Marketing Communications Tools for Consumer Psychology and Behavior

| Marketing Communications Tools | Unawareness | Awareness | Acceptance | Preference | Insistence/ buy now | Reassurance |
|--------------------------------|-------------|-----------|------------|------------|---------------------|-------------|
| Advertising | → | | | → | | → |
| PR | → | | | | | |
| Sponsorship | → | | | | | |
| Direct mail | | → | | → | | |
| Selling | | | | → | | |
| Packaging | | → | → | | | |
| Point of sale | | → | | → | | |
| Exhibitions | | → | | → | | |
| Sales promo | | | | → | | |
| Website | | → | → | | | |
| Social Media | → | | | | | |
| CRM/WOM | → | | | | | |

Developing Effective Communications



Determine the Communications Objectives

Category Need

Brand Awareness

Brand Attitude

Brand Purchase Intention

Digital Marketing Communications

Display Advertising

Email Marketing

Mobile Marketing

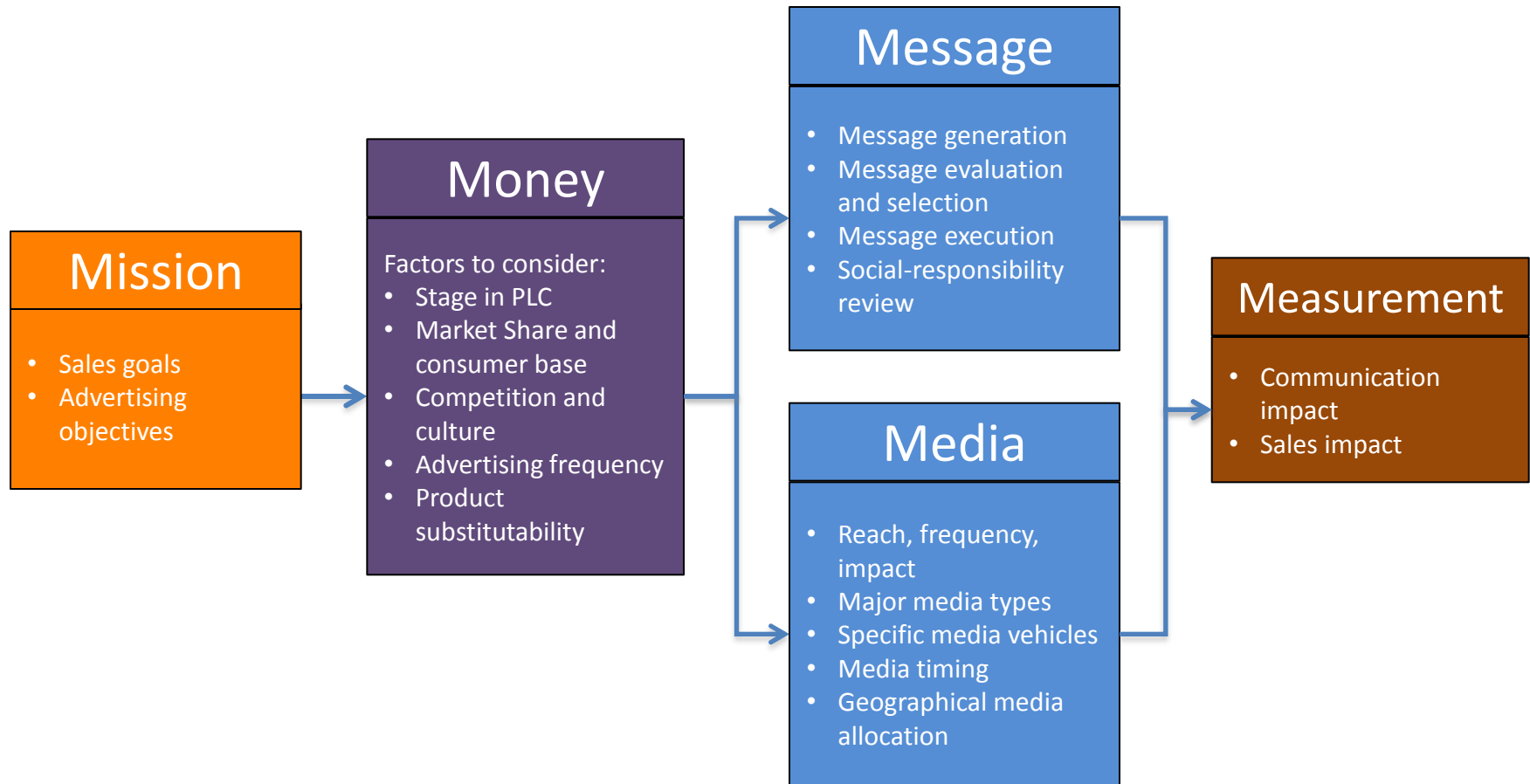
Search Marketing

Social Media

WORD-OF-MOUTH MARKETING

- Influential
 - Because people trust others they know and respect, word of mouth can be highly influential.
- Personal
 - Word of mouth can be a very intimate dialogue that reflects personal **facts**, **opinions**, and **experiences**.
- Timely
 - Word of mouth occurs when people want it to and are most interested, and it often follows noteworthy or meaningful events or experiences.

5 Ms of Advertising



Consumer-Generated Advertising

spread via e-mail messages,
blogs,
and social networks

T-Mobile's highly entertaining "Life's for Sharing" subway dance became an **online viral marketing sensation**.



The T-Mobile Dance



Life's for Sharing

Subscribe 37,257

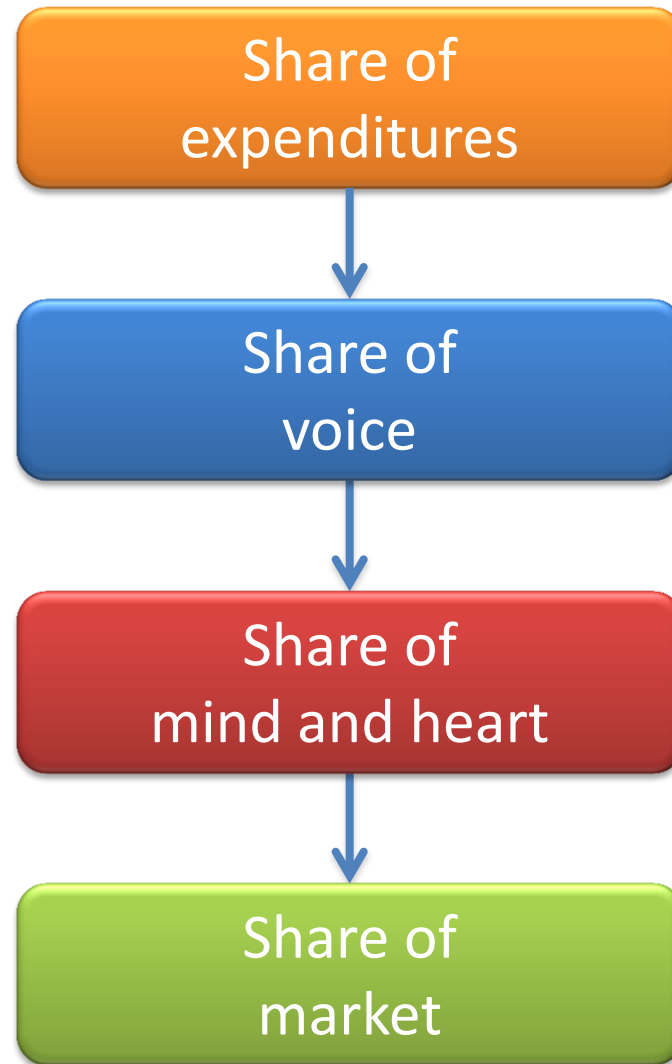
40,476,233

+ Add to ➔ Share ... More

👍 90,841 💬 2,227

<https://www.youtube.com/watch?v=VQ3d3KigPQM>

Formula for Measuring Different Stages in the Sales Impact of Advertising



Word of Mouth

- Social Media
 - Social media are a means for consumers to share text, images, audio, and video information with each other and with companies and vice versa.
- Buzz and Viral Marketing

Social Media

- Online communities and forums
- Bloggers
 - (individuals and networks such as Sugar and Gawker)
- Social networks
 - (like Facebook, Twitter, and YouTube)

Buzz and Viral Marketing



Will it Blend? - iPhone 6 Plus



Blendtec

 **Subscribe** 894,852

5,007,759

 Add to  Share  More

 30,875  3,594

<https://www.youtube.com/watch?v=IBUJcD6Ws6s>

Buzz and Viral Marketing

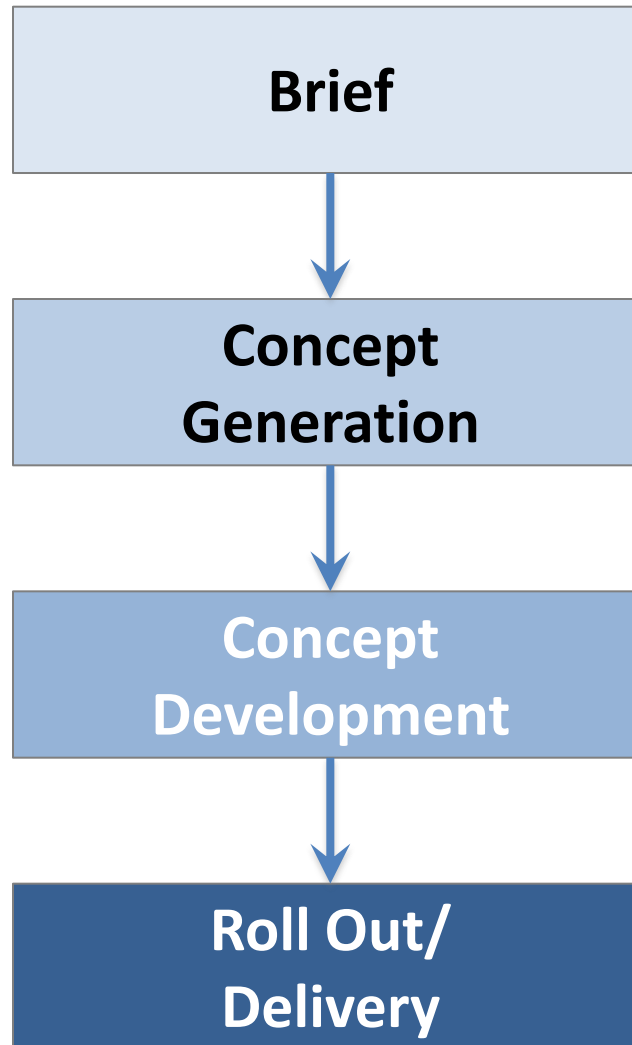
- How to Start a Buzz Fire

- Identify influential individuals and companies and devote extra effort to them
- Supply key people with product samples
- Work through community influentials such as local disk jockeys, class presidents, and presidents of women's organizations
- Develop word-of-mouth referral channels to build business
- Provide compelling information that customers want to pass along.

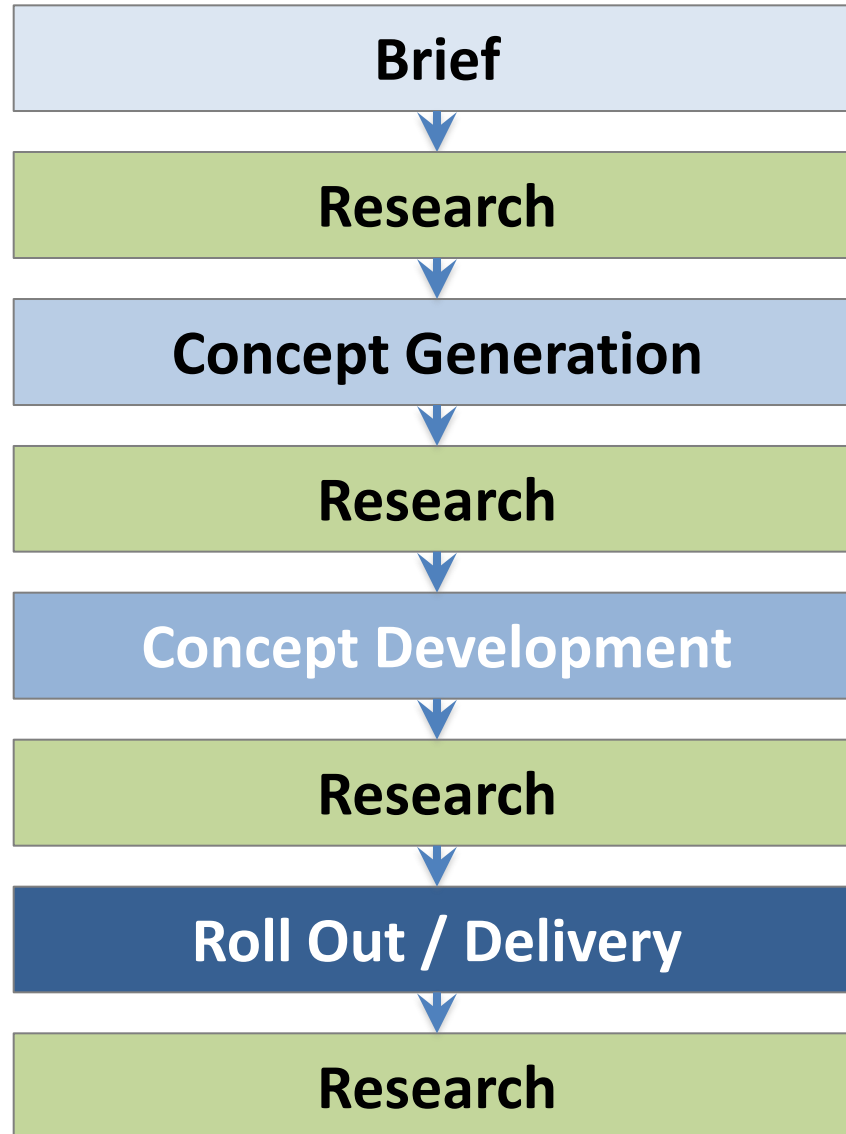
Opinion Leaders

- Communication researchers propose a social-structure view of interpersonal communication.

The brand development process



The brand development process including research



Five New Marketing Communications Skills Required

(Brinker, 2009)

1. Analytical pattern skills

- Mastering the flow of data from social media feedback, web analytics, transaction histories, behavioural profiles and industry aggregates.

2. Agile project management

3. Experimental curiosity and rigour

4. Systems thinking

5. Mashable software fluency

SMO vs. SEO

- Social Media Optimization (SMO)
- Search Engine Optimization (SEO)
 - Keywords and Key Phrases
 - Titles
 - Descriptions
 - Tags
 - Links

Market Research

- Relevant information **reduces risk**, **increases power** and **creates competitive advantage** if used correctly.

The market research process

1. Problem definition

2. Research Plan

3. Fieldwork

4. Data analysis

5. Report
presentation

6. Action taken /
not taken

The market research process

1. Problem definition

Decide clearly what information is needed and why it is needed.
Is it qualitative and/or quantitative? What will be done with it?

2. Research Plan

Agency briefing.
Data sources: secondary/primary.
Research techniques: observation, survey, experiment, focus group.
Sample: size and type.
Degree of confidence.
Fieldwork: face-to-face, phone or post.
Questionnaire design.
Cost and timing.

3. Fieldwork

Actual interviews/data collection and supervision.

4. Data analysis

Coding, editing, weighting, summing, consistency/check questions, extracting trends and correlations, if any.

5. Report presentation

The interpretation of the figures, summary, and sometimes conclusions.

6. Action taken / not taken

If the information is not used, then perhaps it wasn't worth collecting in the first place.

**10 Steps
to
integrate
social media
into the business**

10 Steps to integrate social media into the business

1. Listen
2. Create a presence
3. Join the conversation
4. Identify communities, burning issues and opinion formers
5. Content strategy
6. Social media guidelines
7. Grow the community
8. Socialization of the team
9. Socialization of business processes and workflow
10. Measure and report

10 Steps to integrate social media into the business

1

Listen

10 Steps to integrate social media into the business

2

Create a presence

10 Steps to integrate social media into the business

3

Join the
conversation

10 Steps to integrate social media into the business

4

Identify
communities,
burning issues and
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10 Steps to integrate social media into the business

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Content strategy

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Social media
guidelines

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Grow the
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Socialization of
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Socialization of
business processes
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10 Steps to integrate social media into the business

10

Measure and report

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
- Paul R. Smith and Ze Zook, Marketing Communications: Integrating Offline and Online with Social Media, Kogan Page, 2011