

社群網路行銷管理

Social Media Marketing Management



Tamkang
University
淡江大學

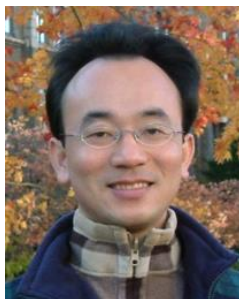
社群網路行銷計劃

(Social Media Marketing Plan)

1042SMMM07

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/>

2016-04-14



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)

Social Media Marketing Plan

Marketing Management Tasks

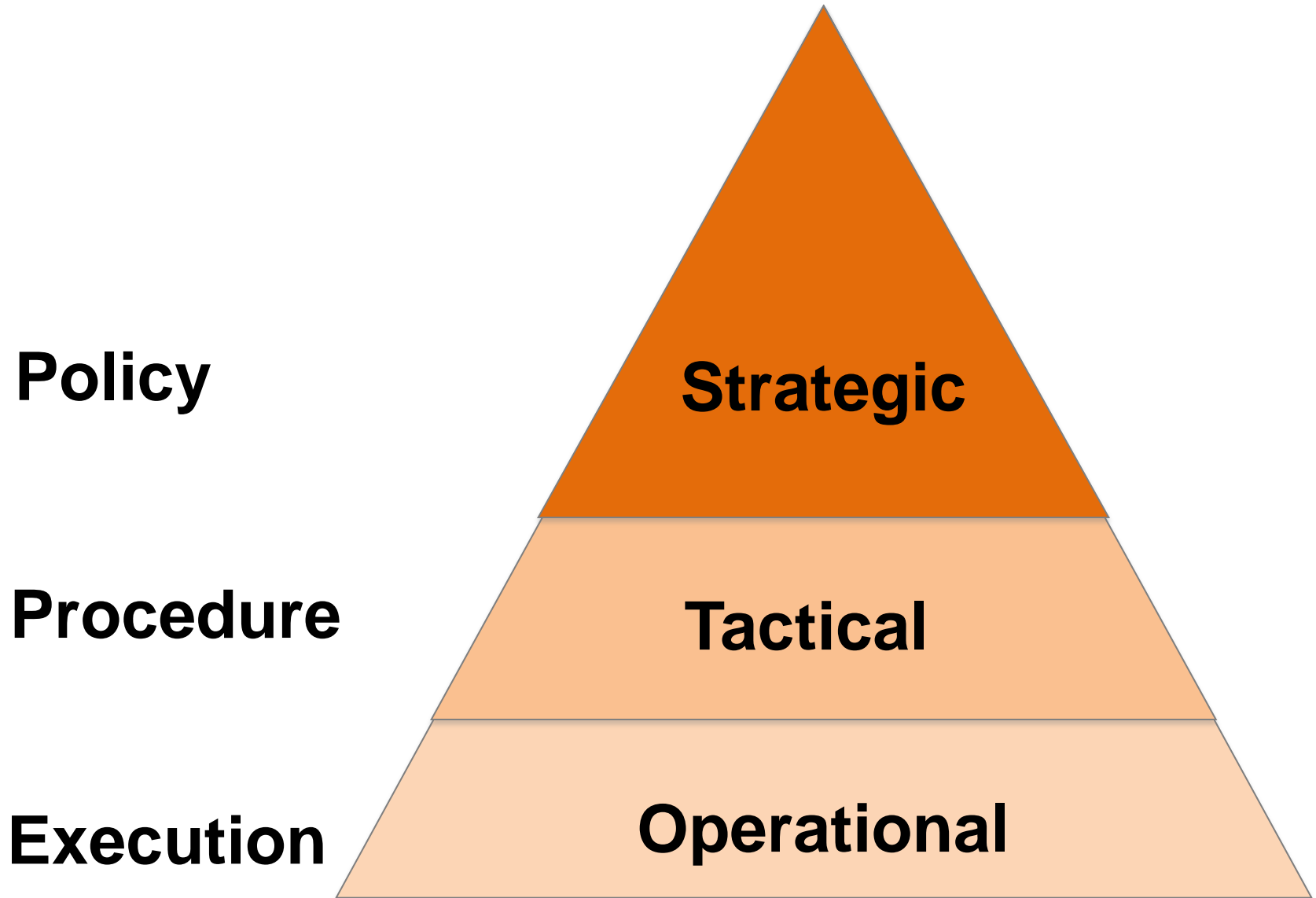
Developing Marketing Strategies and Plans

Strategy

vs.

Tactics

Strategy vs. Tactics



Strategy vs. Tactics

Strategy	Tactics
Planning	Doing
Large Scale	Smaller Scale
Why	How
Difficult to Copy	Easy to Copy
Long Time Frame	Short Time Frame

```
graph LR; A[Strategy] --> B[Plans]; B --> C[Tactics]
```

Strategy

Plans

Tactics

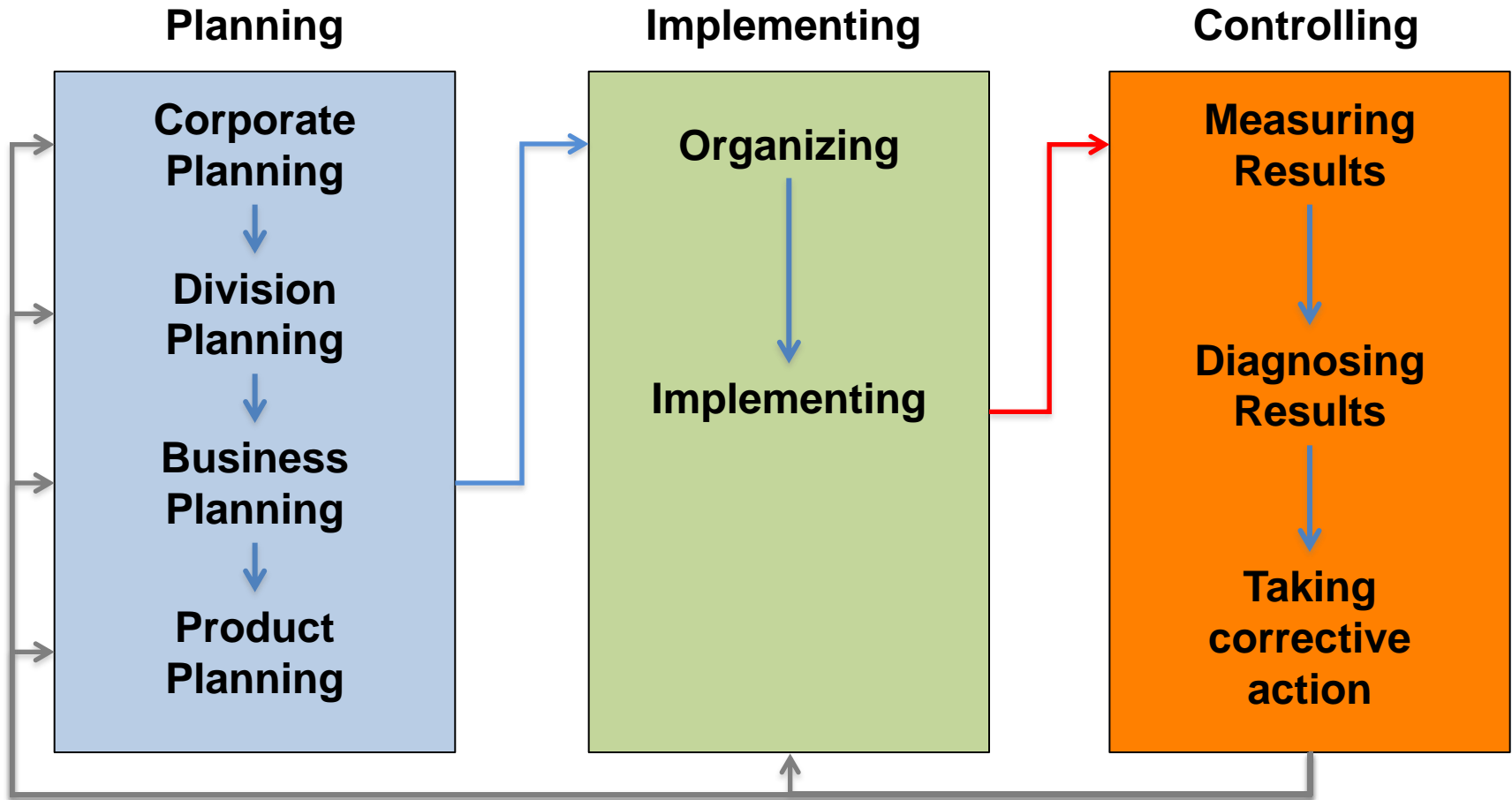
Strategy > Plans > Tactics

- Strategy involves a **blueprint** for gaining a **competitive advantage**.
- Plans are the second-level **goals** in the hierarchy.
 - A complex strategy may contain many plans.
- Tactics are the **step-by-step methods** you use to accomplish a plan.

Marketing Planning Process

1. Analyzing marketing opportunities
2. Selecting target markets
3. Designing marketing strategies
4. Developing marketing programs
5. Managing the marketing effort

The Strategic Planning, Implementation, and Control Processes



Marketing Plan

- The **marketing plan** is the central instrument for directing and coordinating the marketing effort.

Marketing Plan

- It operates at two levels: **strategic** and **tactical**.

Marketing Plan

- The strategic marketing plan lays out the **target markets** and the firm's **value proposition**, based on an analysis of the best **market opportunities**.

Marketing Plan

- The tactical marketing plan specifies the **marketing tactics**, including **product features, promotion, merchandising, pricing, sales channels, and service.**

Evaluating a Marketing Plan

1.

Is the plan **simple?**

Is it easy to understand and act on?

**Does it communicate its content clearly
and practically?**

Evaluating a Marketing Plan

2.

Is the plan **specific?**

Are its objectives concrete and measurable?

Does it include specific actions and activities, each with specific dates of completion, specific persons responsible, and specific budgets?

Evaluating a Marketing Plan

3.

Is the plan realistic?

Are the sales goals, expense budgets,
and milestone dates realistic?

Has a frank and honest self-critique
been conducted to raise possible
concerns and objections?

Evaluating a Marketing Plan

4.

Is the plan complete?

Does it include all the necessary
elements?

Does it have the right breadth and
depth?

4 Planning Activities

1. Defining the **corporate mission**
2. Establishing **strategic business units**
3. **Assigning resources** to each strategic business unit
4. Assessing **growth opportunities**

Mission

Google Mission

To organize
the world's information
and
make it
universally accessible
and useful.

Product-Oriented versus Marketing-Oriented Definitions of Business

- Xerox:
 - We make copying equipment
 - We help improve office productivity

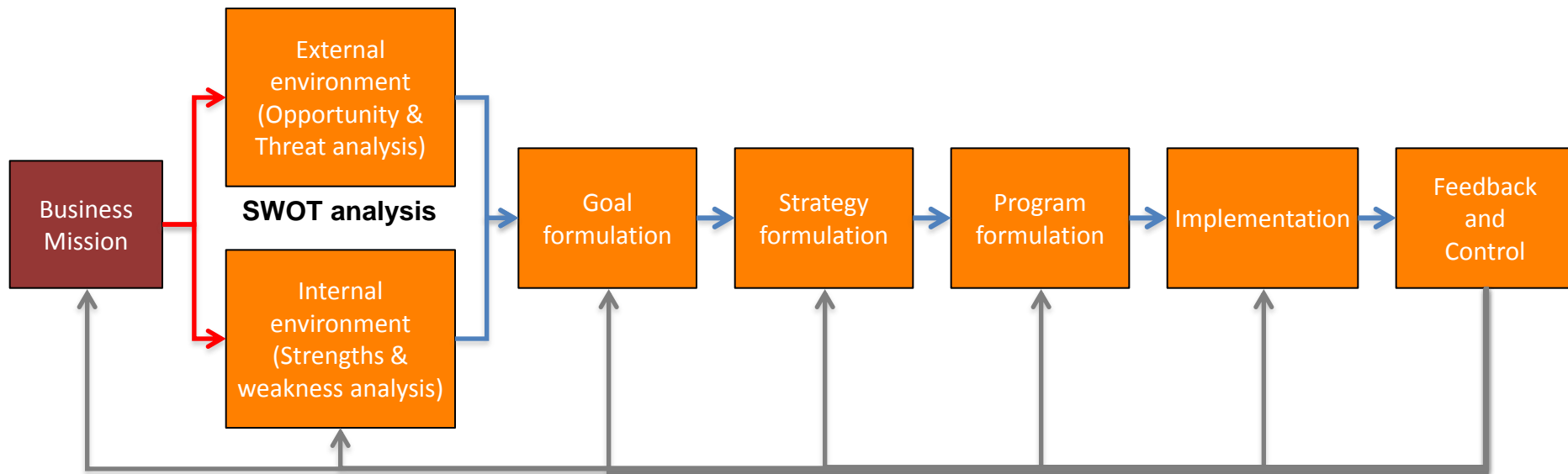
Product-Oriented Definitions of Business

- Xerox:
 - We make copying equipment

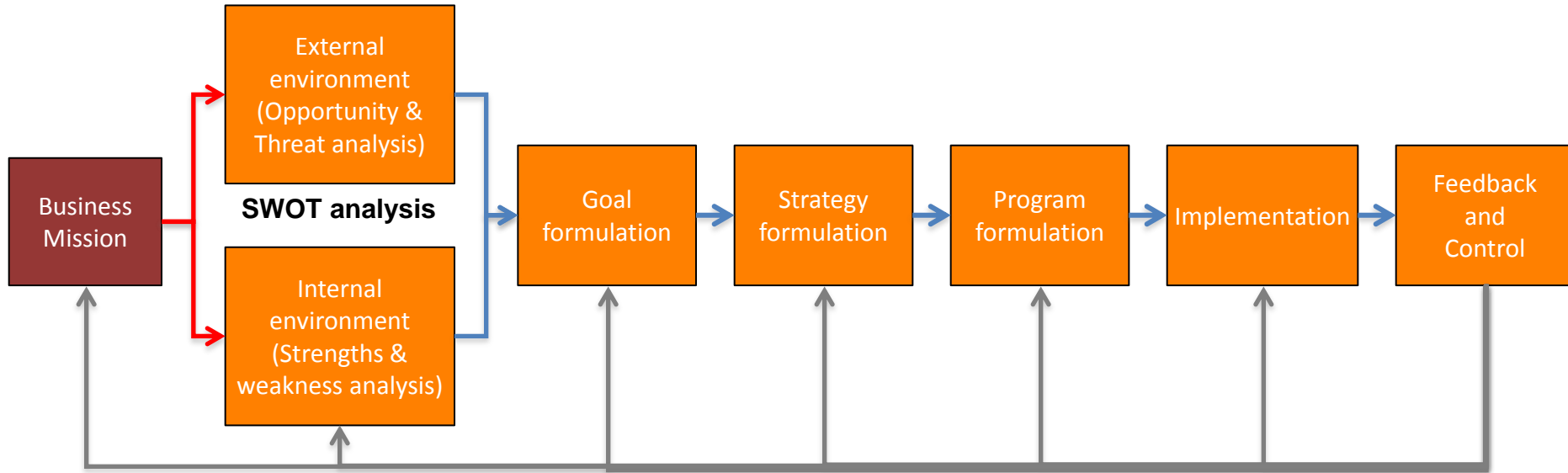
Marketing-Oriented Definitions of Business

- Xerox:
 - We help improve office productivity

Business Unit Strategic-Planning Process



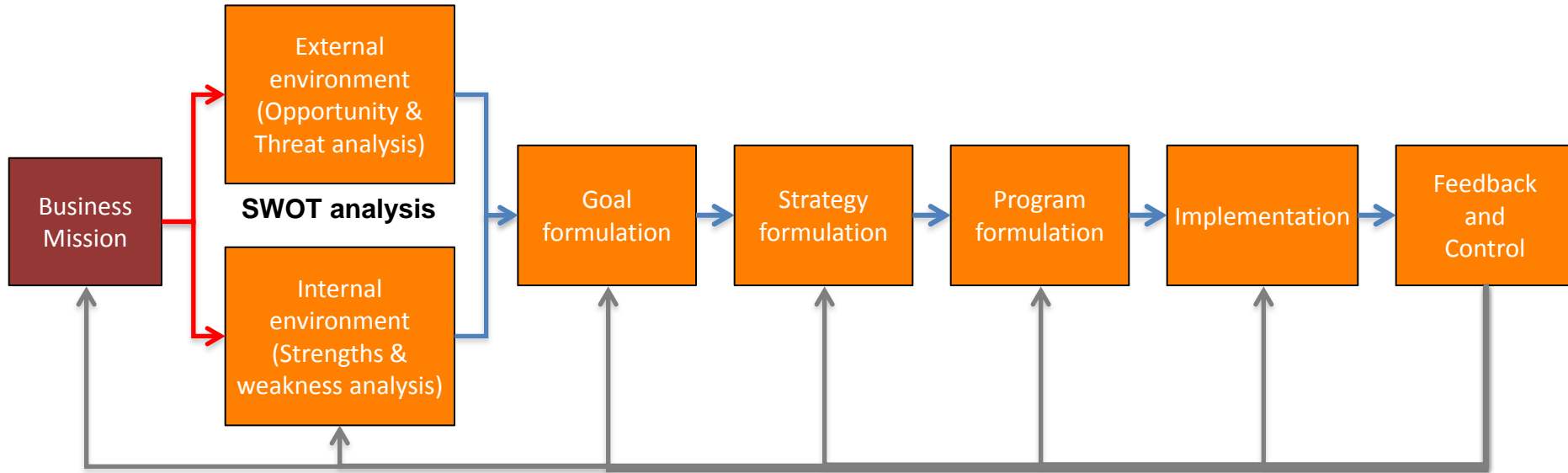
Business Unit Strategic-Planning Process



1

Business
Mission

Business Unit Strategic-Planning Process



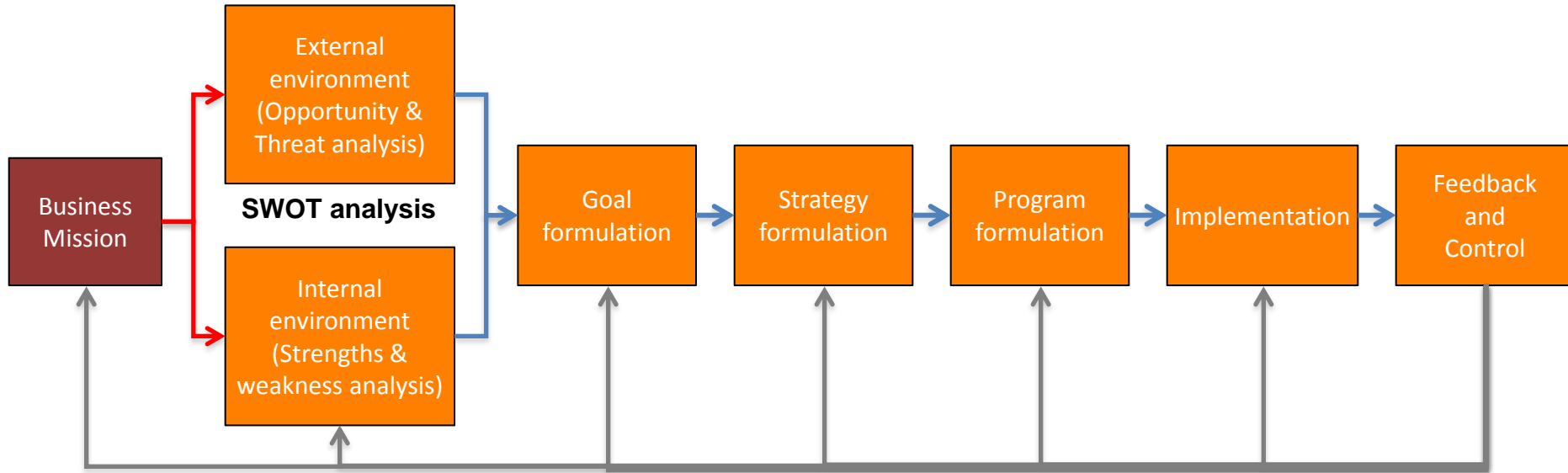
2

External environment
(Opportunity & Threat analysis)

SWOT analysis

Internal environment
(Strengths & weakness analysis)

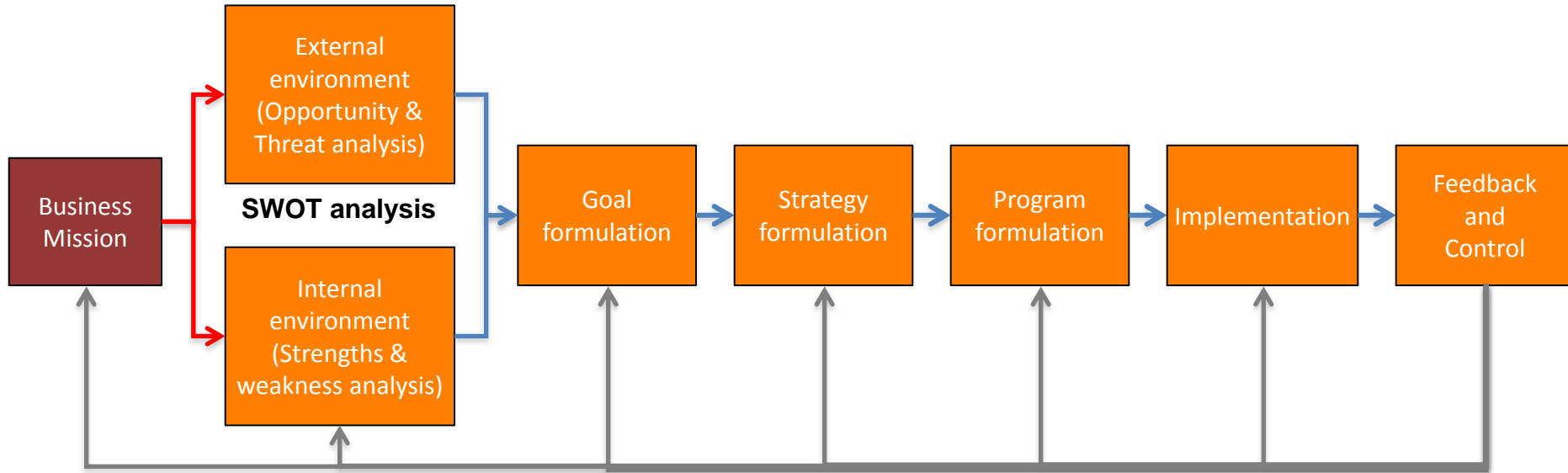
Business Unit Strategic-Planning Process



3

Goal
formulation

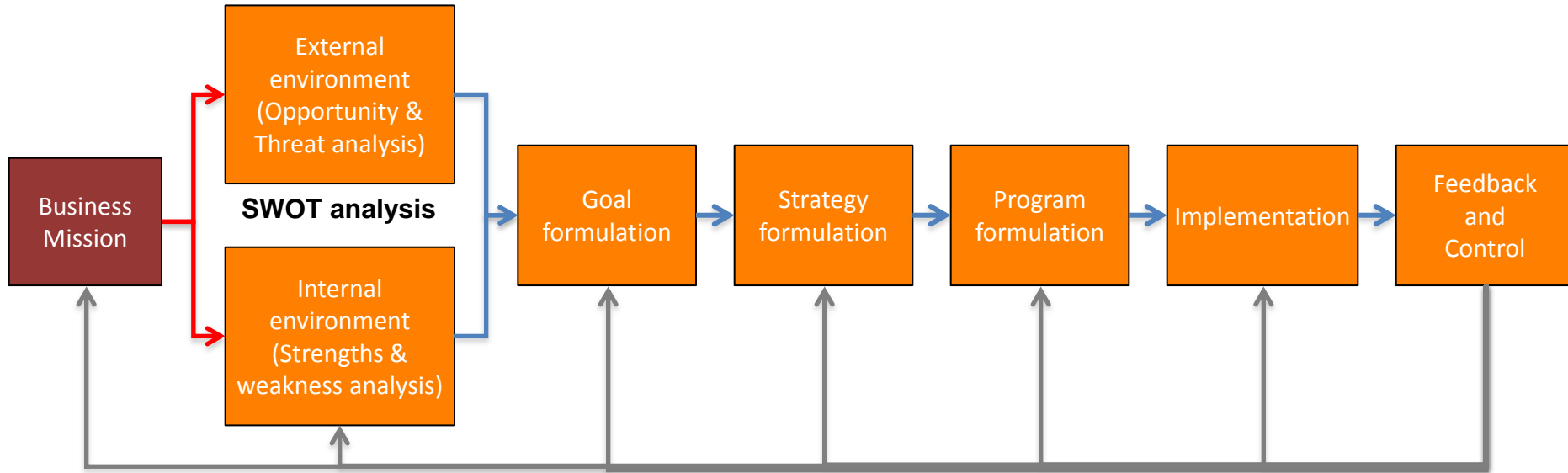
Business Unit Strategic-Planning Process



4



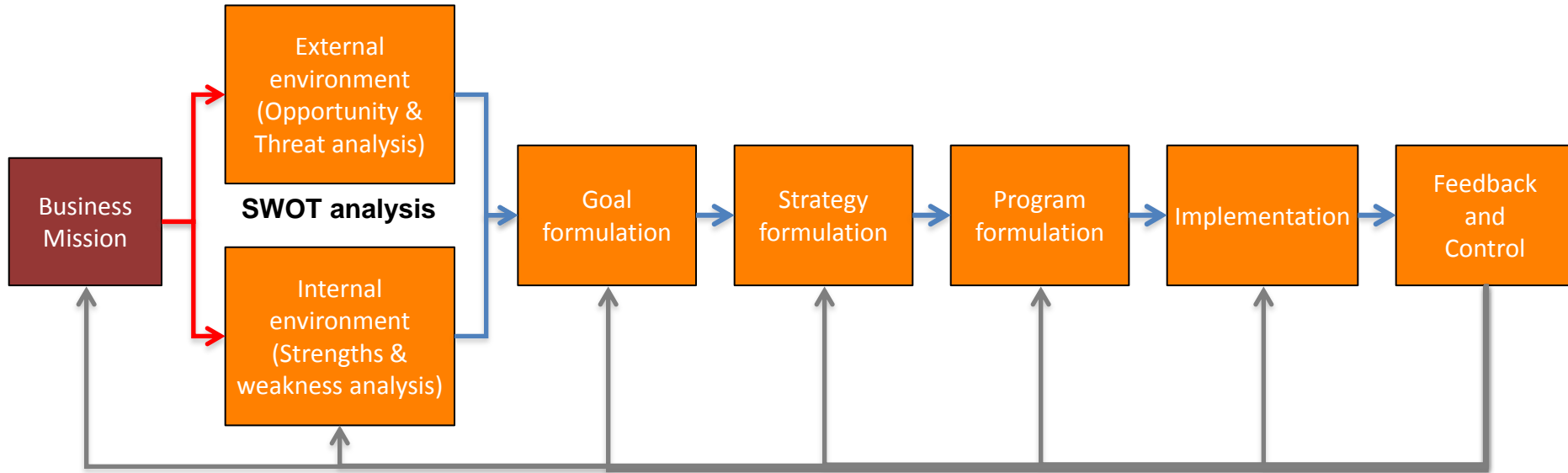
Business Unit Strategic-Planning Process



5

Program
formulation

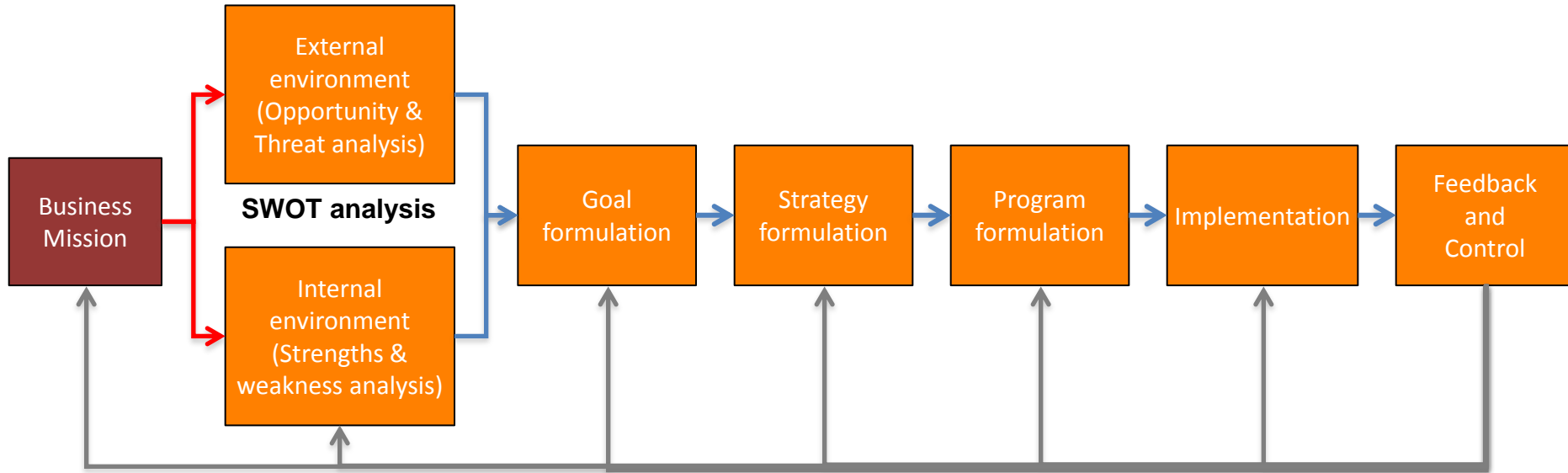
Business Unit Strategic-Planning Process



6

Implementation

Business Unit Strategic-Planning Process



7

Feedback
and
Control

Sample Marketing Plan

- **1.0 Executive Summary**
- 2.0 Situation Analysis
- 3.0 Marketing Strategy
- 4.0 Financials
- 5.0 Controls

1.
Executive
Summary

2.
Situation
Analysis

3.
Marketing
Strategy

4.
Financials

5.
Controls

Sample Marketing Plan

2.0 Situation Analysis

- 2.1 Market Summary
- 2.2 SWOT Analysis
- 2.3 Competition
- 2.4 Product Offering
- 2.5 Keys to Success
- 2.6 Critical Issues

1.
Executive
Summary

2.
Situation
Analysis

3.
Marketing
Strategy

4.
Financials

5.
Controls

Sample Marketing Plan

2.1 Market Summary

- 2.1.1 Market Demographics
 - Geographics
 - Demographics
 - Behavior Factors
- 2.1.2 Market Needs
- 2.1.3 Market Trends
- 2.1.4 Market Growth

1.
Executive
Summary

2.
Situation
Analysis

3.
Marketing
Strategy

4.
Financials

5.
Controls

Sample Marketing Plan

3.0 Marketing Strategy

- 3.1 Mission
- 3.2 Marketing Objectives
- 3.3 Financial Objectives
- 3.4 Target Markets
- 3.5 Positioning
- 3.6 Strategies
- 3.7 Marketing Program
- 3.8 Marketing Research

1.
Executive
Summary

2.
Situation
Analysis

3.
Marketing
Strategy

4.
Financials

5.
Controls

Sample Marketing Plan

4.0 Financials

- 4.1 Break-Even Analysis
- 4.2 Sales Forecast
- 4.3 Expense Forecast

1.
Executive
Summary

2.
Situation
Analysis

3.
Marketing
Strategy

4.
Financials

5.
Controls

Sample Marketing Plan

5.0 Controls

- 5.1 Implementation
- 5.2 Marketing Organization
- 5.3 Contingency Planning

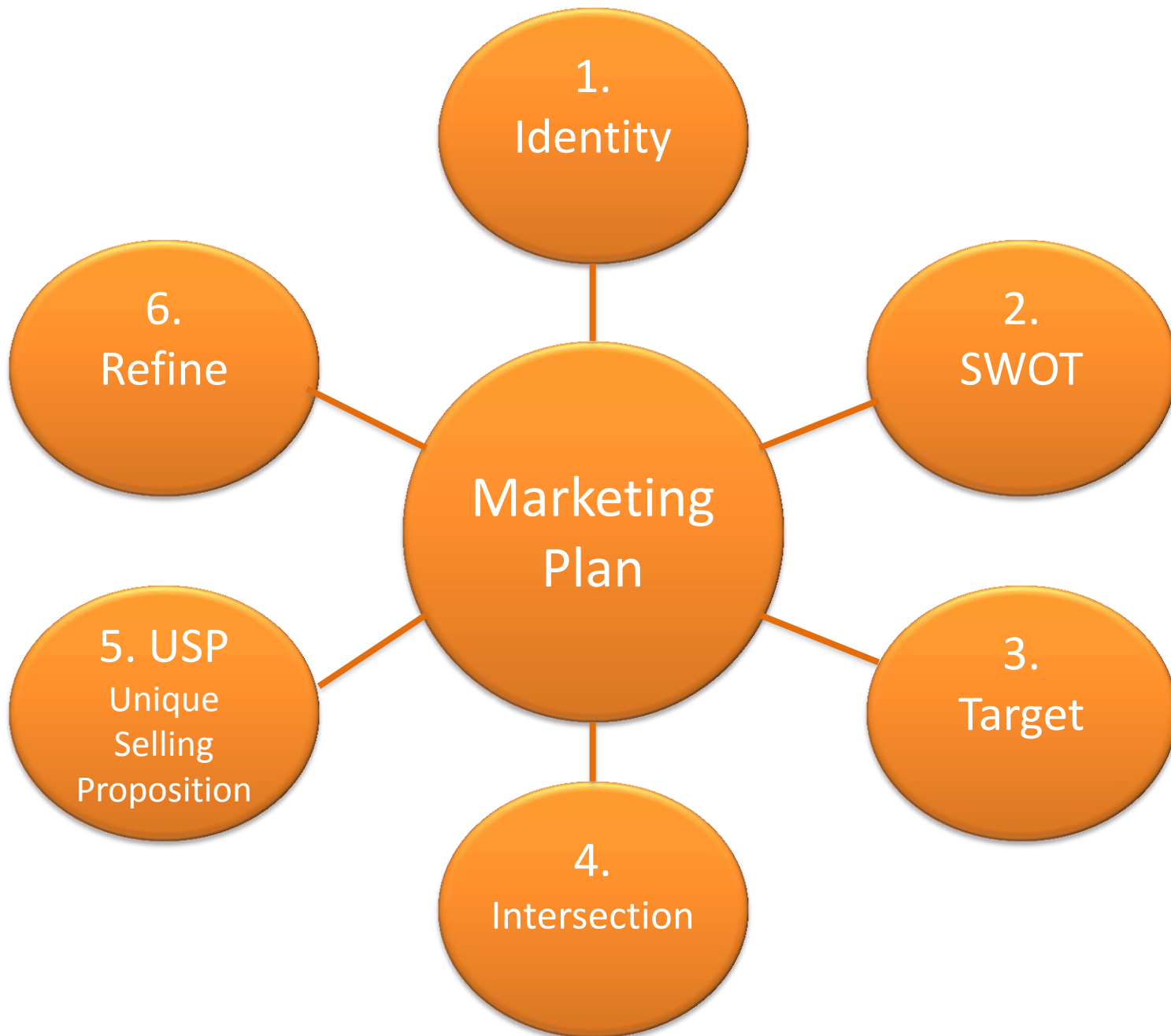
1.
Executive
Summary

2.
Situation
Analysis

3.
Marketing
Strategy

4.
Financials

5.
Controls



1 <Scope>: Social Media Strategic Plan 2013

3 MISSION

WHY ARE WE DOING THIS?

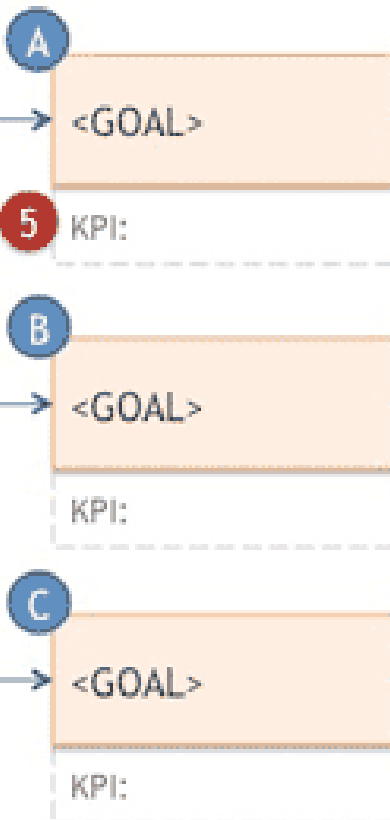
<MISSION>

2 <SCOPE> Goals:

- A <dept goal>
- B <dept goal>
- C <dept goal>
- D <dept goal>

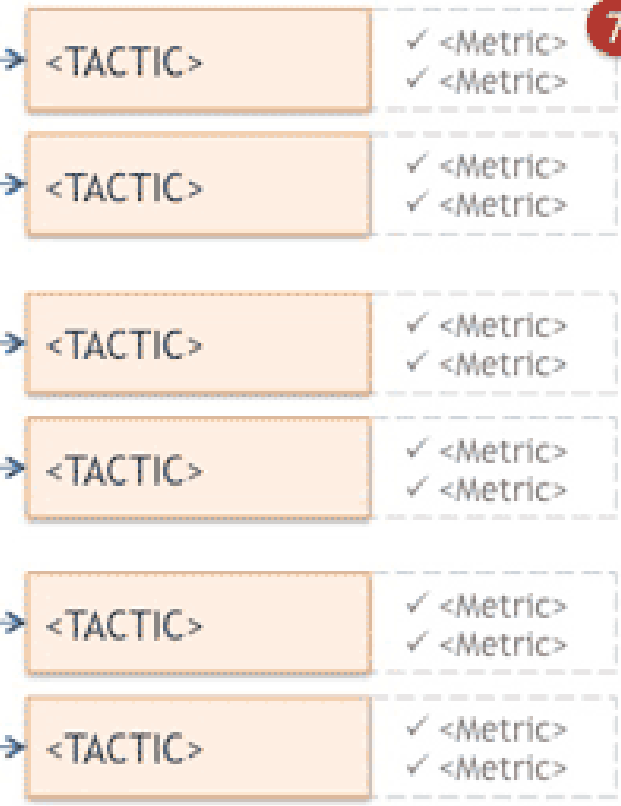
4 GOALS

WHAT DO WE WANT TO ACCOMPLISH?



6 TACTICS

HOW WILL WE ACHIEVE OUR GOALS?



7

Social Media Strategic Plan

Who > Why > What > How

Scope > Mission > Goals > Tactics

Social Media Marketing Strategy in 6 Steps

Step 1: Why Your Business Needs To Be on Social Media

Step 2: Set Your Social Media Goals

Step 3: Identify Your Target Audience

Step 4: Develop Your Brand Voice

Step 5: Choose Your Social Tools Wisely

Step 6: Plan & Execute Content & Delivery

11 Vital Points Of A Social Media Marketing Plan

1. Goals
2. The Target Market
3. The Product/Service
4. Brand Recognition

11 Vital Points Of A Social Media Marketing Plan

5. Who will manage the social media accounts?
6. How many people are needed for managing the social media accounts?
7. Which social media networks do you need to join?

Will signing up in other social media sites aside from Facebook and Twitter still be beneficial to your business?

11 Vital Points Of A Social Media Marketing Plan

8. When is the most appropriate time to post statuses, content?
9. How many posts per day?
Is there going to be a minimum number of posts?
10. What types of posts should you prepare?
11. What approach or tone of voice will you use for your social posts?
Friendly and casual, or highly formal?

Social Media Plan

1

Listen

- Locate consumers
- Assess their social activities
- Look for small, focused audiences

2

Plan

- Define business Objectives
- How can your brand's strengths be extended online?

3

Strategy

- How and where will you do it?
- How will relationships with consumers change?
- Who will be leading this effort?

4

Tools

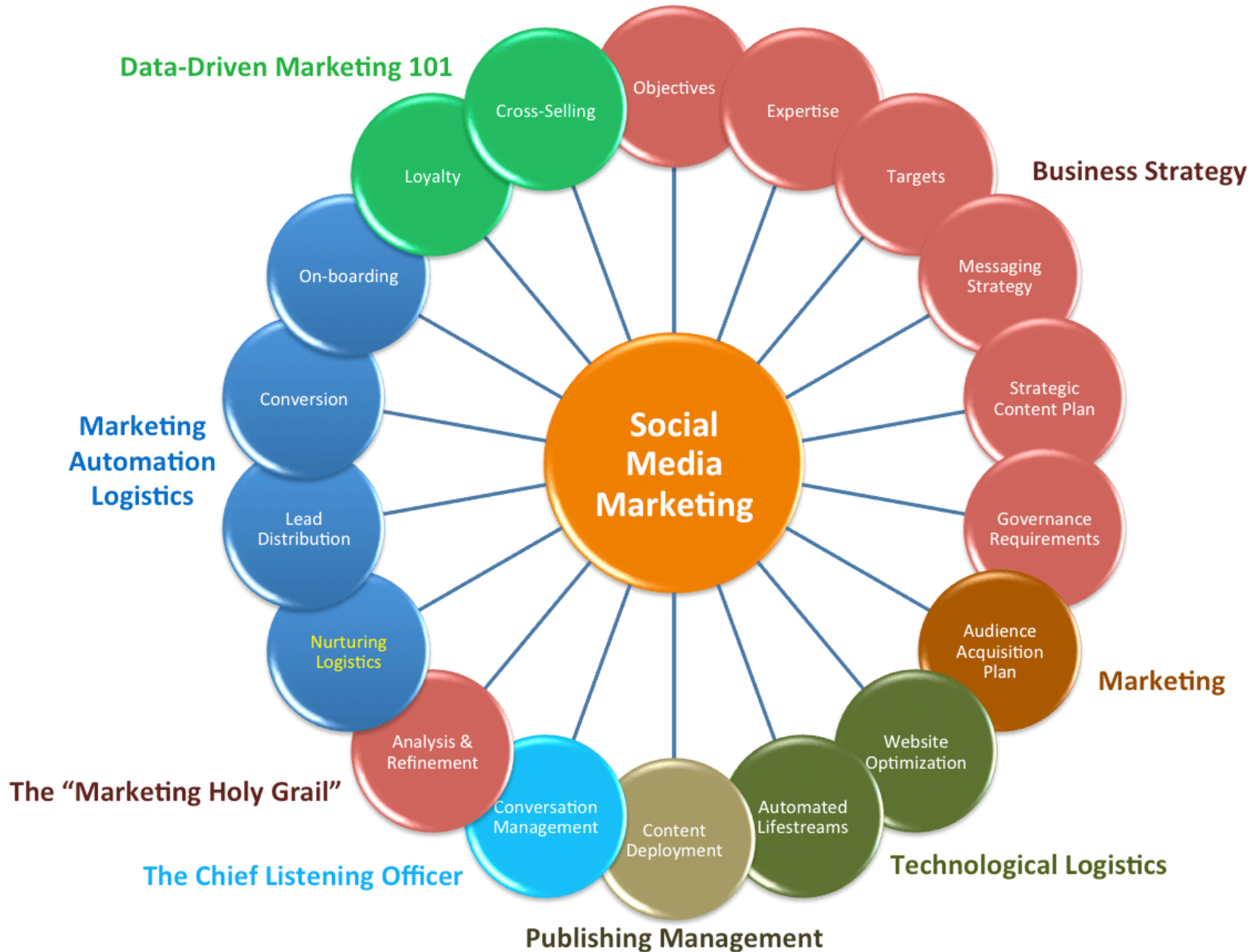
- Decide what social tools you will use.
- How will you monitor activities and measure success?

SOCIAL MEDIA STRATEGY FUNNEL



BY ANGIE SCHOTTMULLER, ©ASCHOTTMULLER, 2012

The Benefits of a Strategy Plan for Social Media Marketing



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