

# Special Topics in Social Media Services

## 社會媒體服務專題

### Social Media Marketing

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Sat. 6,7,8 (13:10-16:00) D502

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2011-05-21

# Syllabus

週次	月／日	內容 (Subject/Topics)
1	100/02/19	Course Orientation for Social Media Services
2	100/02/26	Web 2.0, Social Network and Social Media
3	100/03/05	Theories of Media and Information
4	100/03/12	Theories of Social Media Services and Information Systems
5	100/03/19	Paper Reading and Discussion
6	100/03/26	Behavior Research on Social Media Services
7	100/04/02	Research Methods in Social Media Services *
8	100/04/09	教學行政觀摩日
9	100/04/16	Business Models and Issues of Social Media Service * (Invited Speaker)
10	100/04/23	期中考試週 (期中報告)

# Syllabus

週次 月／日 內容 (Subject/Topics)

11 100/04/30 Paper Reading and Discussion

12 100/05/07 Strategy of Social Media Service

13 100/05/14 Paper Reading and Discussion

**14 100/05/21 Social Media Marketing**

15 100/05/28 Paper Reading and Discussion [\*2011/05/21]

16 100/06/04 Social Network Analysis, Link Mining,  
Text Mining, Web Mining,  
and Opinion Mining in Social Media

17 100/06/11 Project Presentation and Discussion [\*2011/06/04]

**18 100/06/18 期末考試週 (期末報告) [\*2011/06/18]**

# 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

# Selling

# Selling is only the tip of the iceberg



*“There will always be need for some selling. But the aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself. Ideally, marketing should result in a customer who is ready to buy. All that should be needed is to make the product or service available.”*

*Peter Drucker*

# Obtaining Products





# For an exchange to occur...

- There are at least two parties.
- Each party has something that might be of value to the other party.
- Each party is capable of communication and delivery.
- Each party is free to reject the exchange offer.
- Each party believes it is appropriate or desirable to deal with the other party.

# What is Marketed?

- **Goods** (tangible)
- **Services** (intangible)
- **Events** (time based—trade shows) and **Experiences** (Walt Disney World's Magic kingdom)
- **Persons** (Artists, Musicians, CEO, Physicians)
- **Places** (Cities, States, Regions, Nations) and **Properties** (Intangible rights of ownership of real estate or financial properties)
- **Organizations** (Universities, Museums, Performing Arts Organization)
- **Information** (Books, Schools, Magazines)
- **Ideas** (Revlon sell hope)

# Marketing Goods



This is the watch Stephen Hollingshead, Jr. was wearing when he encountered a drunk driver.  
Time of death 6:55pm.

**Friends Don't Let Friends Drive Drunk.**



# Marketing Ideas:

## Friends Don't Let Friends Drive Drunk

*This is the watch  
Stephen Hollingshead, Jr. was  
wearing when he encountered a  
drunk driver.  
Time of death 6:55 p.m.*

# Key Customer Markets

- **Consumer markets** (personal consumption)
- **Business markets** (resale or used to produce other products or services)
- **Global markets** (international)
- **Nonprofit/Government markets** (Churches, Universities, Charitable Organizations, Government Agencies)

# Key Customer Markets

Consumer Markets



Global Markets



Business Markets



Nonprofit/ Government Markets



# The marketplace isn't what it used to be...

Changing technology

Globalization

Deregulation

Privatization

Empowerment

Customization

Convergence

Disintermediation



# Company Orientations

- **Production**
  - consumers will prefer products that are widely available and inexpensive
- **Product**
  - consumers favor products that offer the most quality performance, or innovative features
- **Selling**
  - consumer and businesses, if left alone, won't buy enough of the organization's products
- **Marketing**
  - find the right product for the consumers (i.e., satisfy the wants and needs of the consumers)



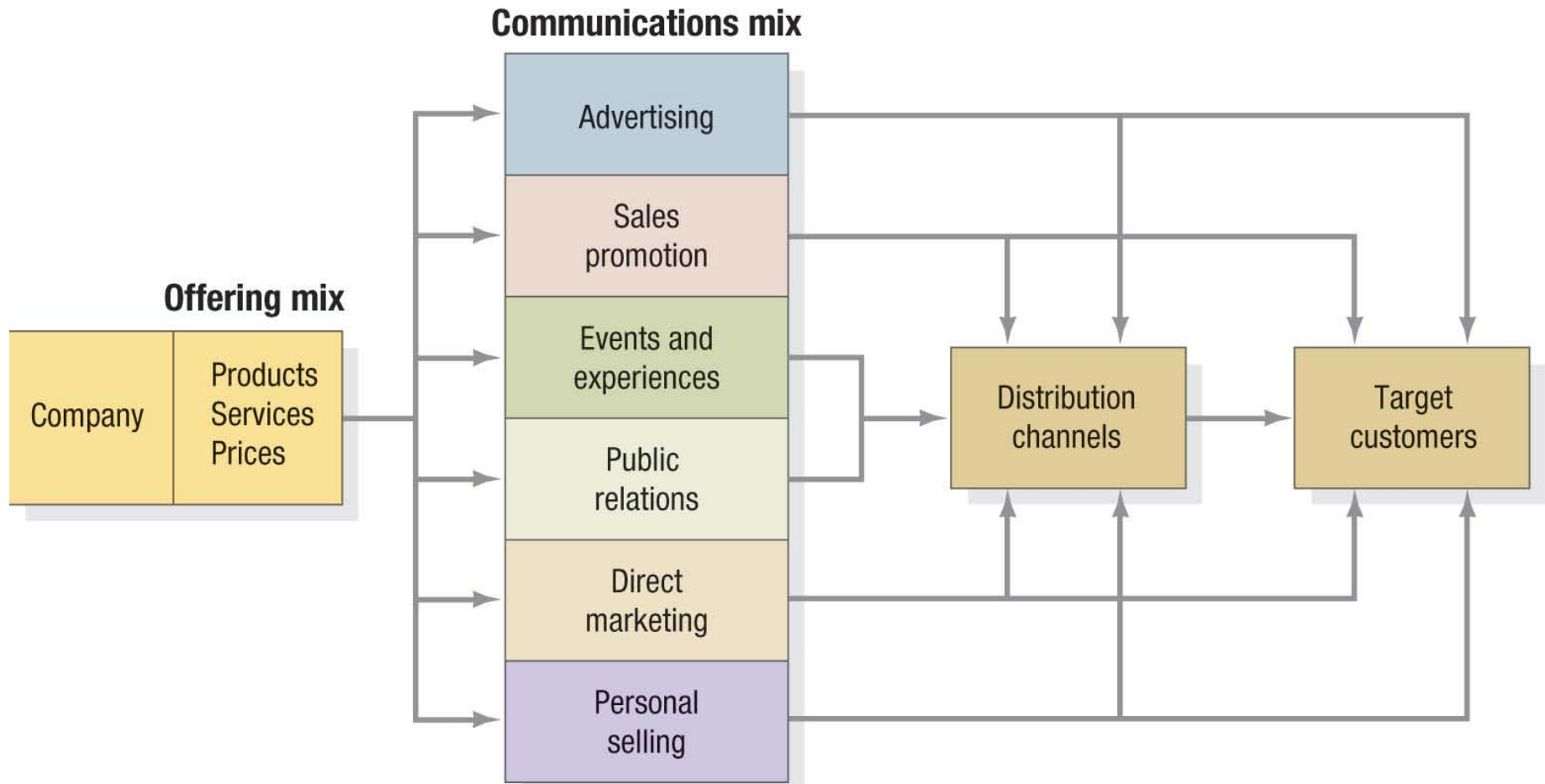
# Marketing 4P

- Product
- Price
- Place
- Promotion

# The Four P's



# Marketing-Mix Strategy



# Marketing Mix and the Customer

## Four Ps

- Product
- Price
- Place
- Promotion

## Four Cs

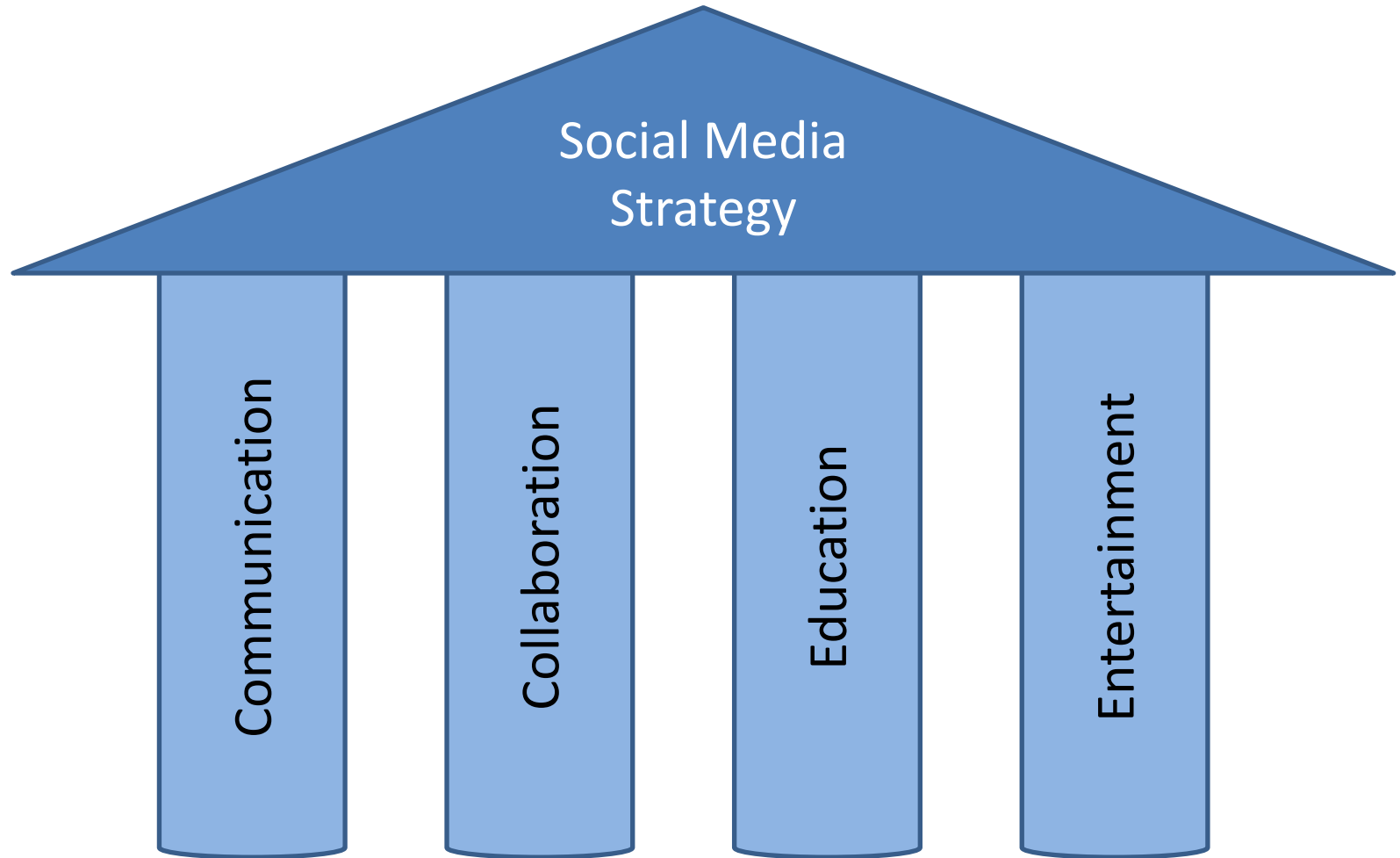
- Customer solution
- Customer cost
- Convenience
- Communication

# Marketing 4P to 4C

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

# Four pillars of social media strategy

C<sup>2</sup>E<sup>2</sup>



# Core Concepts

- **Needs, wants, and demands**
- **Target markets, positioning** (in mind of target buyers), segmentation
- **Offerings** (intangible benefit made physical) and **brands** (offering from a know source)
- **Value** (set of benefits) and satisfaction
- **Marketing channels** (communications, distribution, and service)
- **Supply chain**
- **Competition**
- **Marketing environment**
- **Marketing planning**

# Marketing Management Tasks

- **Developing marketing strategies** (strategic fit)
- **Capturing marketing insights** (obtaining information)
- **Connecting with customers** (relationships)
- **Building strong brands** (understand strengths and weaknesses)
- **Shaping market offerings**
- **Delivering value**
- **Communicating value**
- **Creating long-term growth** (positioning and new-product development)



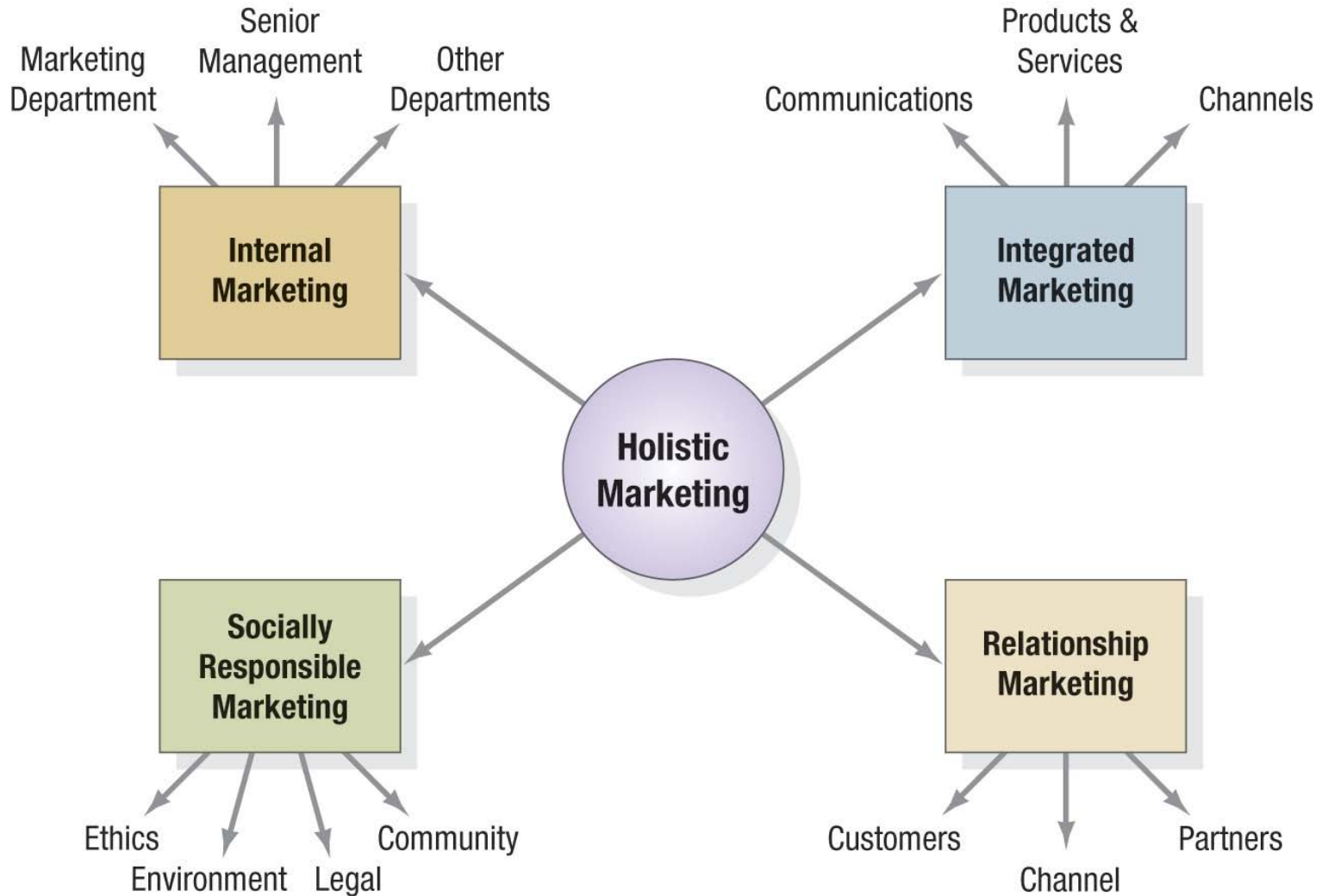
# Functions of CMOs

- Strengthening the brands
- Measuring marketing effectiveness
- Driving new product development based on customer needs
- Gathering meaningful customer insights
- Utilizing new marketing technology

# New Consumer Capabilities

- A substantial increase in buying power (a click away)
- A greater variety of available goods and services (internet)
- A great amount of information about practically anything (online)
- Greater ease in interacting and placing and receiving orders (24/7)
- An ability to compare notes on products and services (internet)
- **An amplified voice to influence public opinion (internet)**

# Holistic Marketing Dimensions



# I want it, I need it...

## 5 Types of Needs

- Stated needs (inexpensive)
- Real needs (low operating cost)
- Unstated needs (good service)
- Delight needs (extras)
- Secret needs (savvy consumer)



**Does  
Marketing  
Create or Satisfy  
Needs?**

# Interactive Marketing

- Tailored messages possible
- Easy to track responsiveness
- Contextual ad placement possible
- Search engine advertising possible
- Subject to click fraud
- Consumers develop selective attention

# e-Marketing Guidelines

- Give the customer a reason to respond
- Personalize the content of your emails
- Offer something the customer could not get via direct mail
- Make it easy for customers to unsubscribe

# Increasing Visits and Site Stickiness

- In-dept information with links
- Changing news of interest
- Changing offers
- Contests and sweepstakes
- Humor and jokes
- Games

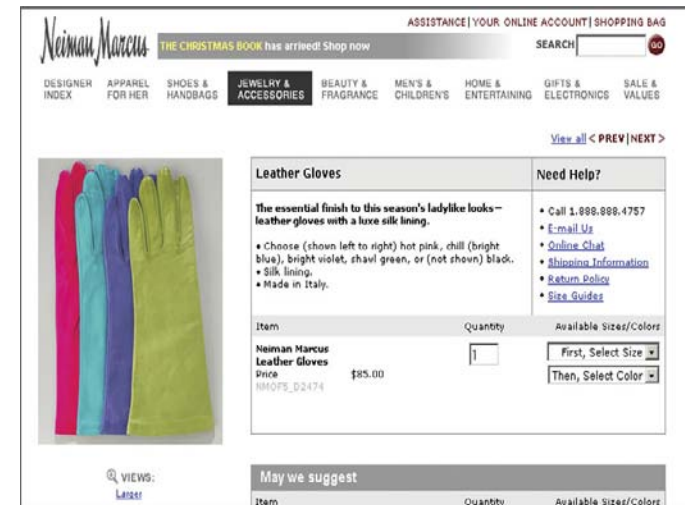


# Ease of Use and Attractiveness

- Ease of Use
  - Downloads quickly
  - First page is easy to understand
  - Easy to navigate
- Attractiveness
  - Clean looking
  - Not overly crammed with content
  - Readable fonts
  - Good use of color and sound

# Designing an Attractive Web Site

- **Context**
  - Layout & design
- **Content**
  - Text, picture, sound, video
- **Community**
  - user-to-user communication
- **Customization**
  - tailor to user or allow personalization
- **Communication**
  - enables site-to-user, user-to-site, or two-way communication
- **Connection**
  - ability to link to other sites
- **Commerce**
  - ability to enable commercial transactions



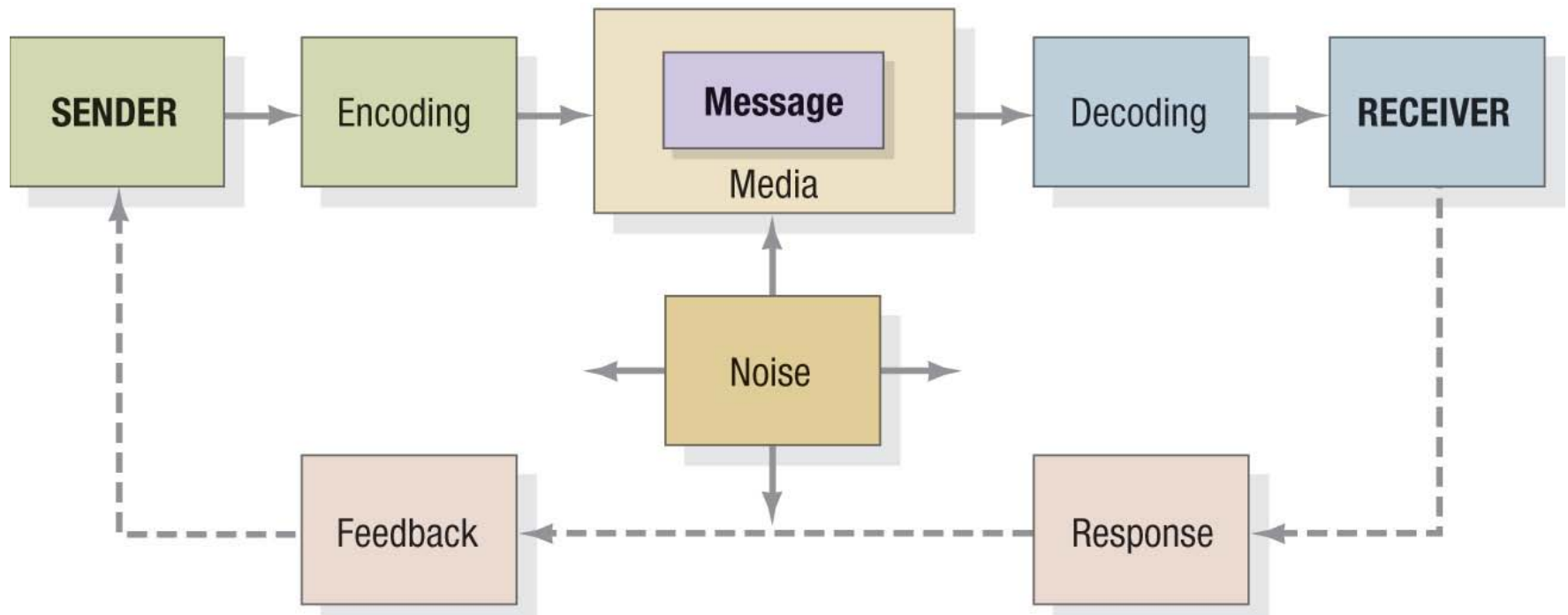
# How to Start Buzz

- Identify influential individuals and companies and devote extra effort to them
- Supply key people with product samples
- Work through community influentials
- Develop **word-of-mouth** referral channels to build business
- Provide compelling information that customers want to pass along

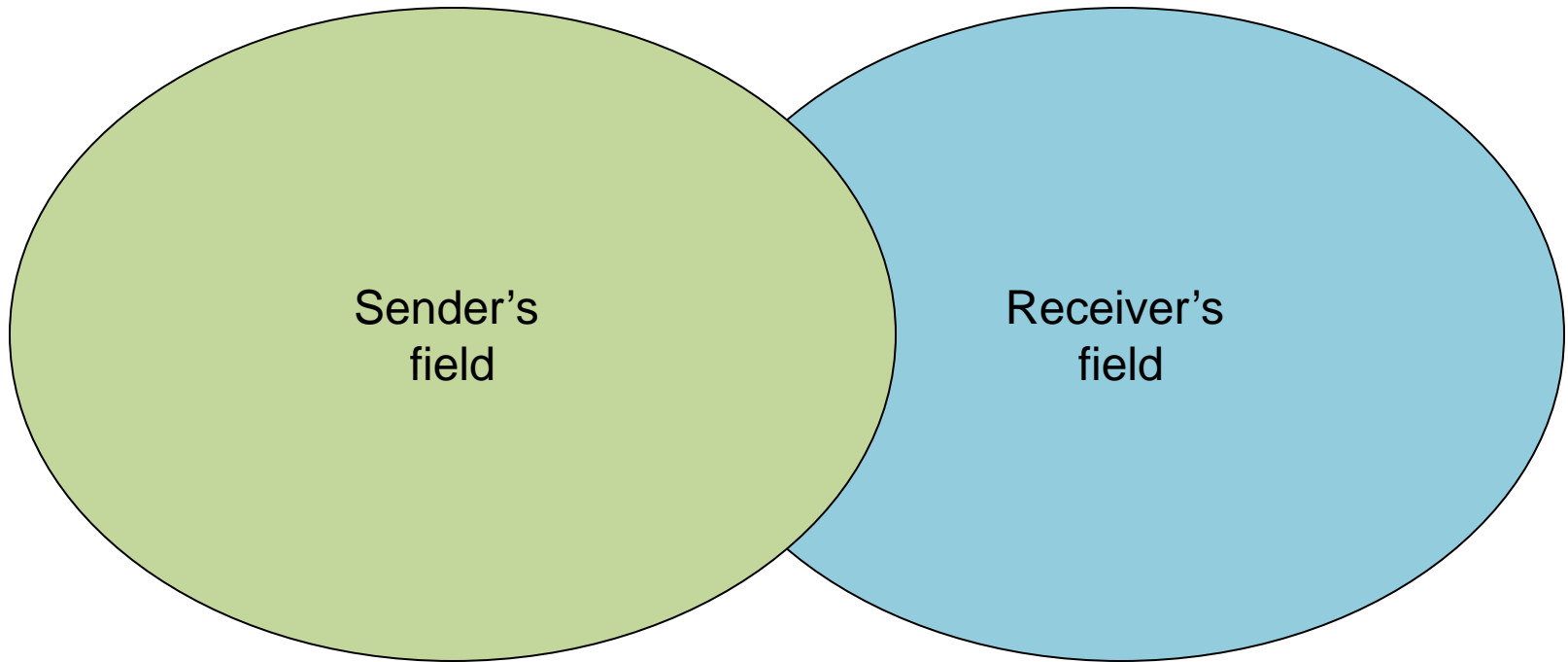
# Word-of-Mouth Marketing

- Person-to-person
- Chat rooms
- Blogs
- Twitter, Plurk
- Facebook
- Youtube

# Elements in the Communications Process



# Field of Experience



# The Communications Process



Selective attention

Selective distortion

Selective retention

# Response Hierarchy Models

**Models**

Stages	AIDA Model <sup>a</sup>	Hierarchy-of-Effects Model <sup>b</sup>	Innovation-Adoption Model <sup>c</sup>	Communications Model <sup>d</sup>
<b>Cognitive Stage</b>	Attention ↓	Awareness ↓ Knowledge ↓	Awareness ↓	Exposure ↓ Reception ↓ Cognitive response ↓
<b>Affective Stage</b>	Interest ↓ Desire ↓	Liking ↓ Preference ↓ Conviction ↓	Interest ↓ Evaluation ↓	Attitude ↓ Intention ↓
<b>Behavior Stage</b>	Action	Purchase	Trial ↓ Adoption	Behavior



# Stages in the Adoption Process

Awareness

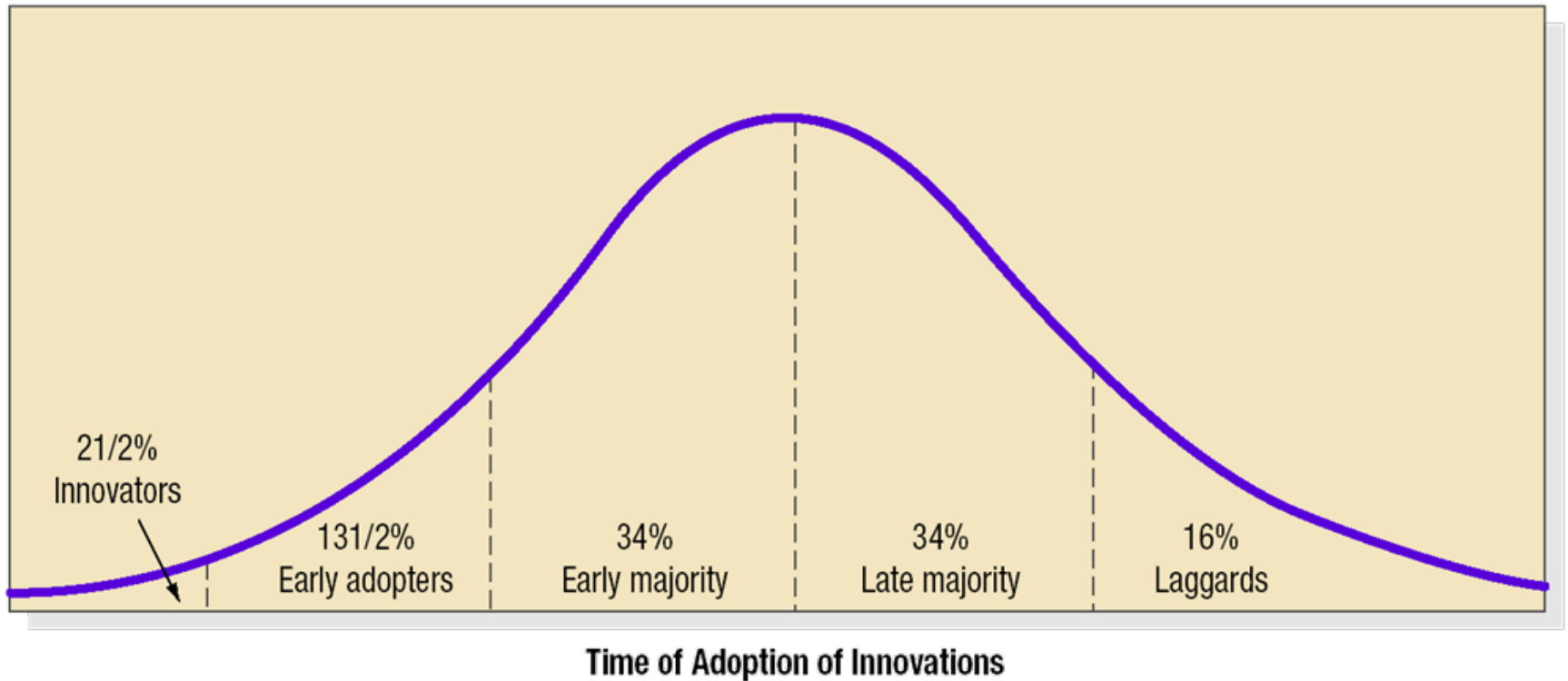
Interest

Evaluation

Trial

Adoption

# Adopter Categorization



# Social Media Marketing For Business



# Social Media Marketing

- Scorecard for Social Media
  - 4 - Extremely Valuable
  - 3 - Very Valuable
  - 2 - Somewhat Valuable
  - 1 - Not Very Valuable
  - 0 - No Value

# Scorecard for Social Media

Social Media Tool	Internal Value	External Value
Facebook	4 3 2 1 0	4 3 2 1 0
LinkedIn	4 3 2 1 0	4 3 2 1 0
Blogger	4 3 2 1 0	4 3 2 1 0
SlideShare	4 3 2 1 0	4 3 2 1 0
Wikipedia	4 3 2 1 0	4 3 2 1 0
Flickr	4 3 2 1 0	4 3 2 1 0
Picasa	4 3 2 1 0	4 3 2 1 0
iTunes	4 3 2 1 0	4 3 2 1 0
Podcast	4 3 2 1 0	4 3 2 1 0
Youtube	4 3 2 1 0	4 3 2 1 0
Twitter	4 3 2 1 0	4 3 2 1 0
Plurk	4 3 2 1 0	4 3 2 1 0

Scorecard for Social Media

4 - Extremely Valuable, 3 - Very Valuable, 2 – Somewhat Valuable, 1 - Not Very Valuable, 0 - No Value

# Case Study: LenovoClub CareerLife 職場人生

拉NO佛國際集團 民國一百年隆重鉅獻

CH4 LTV

戲劇 | 頻道 | 活動 | 討論 | 購物

副總爭霸戰  
觀眾選邊讚

特別介紹  
姓沛的

人物  
關係圖

劇照  
下載

**職場人生**

職場人生親似海深 誰擁姓沛的就穩升

惡男奸女爭權謀，纏鬥三回定生死 非死不可選邊讚，若贏姓沛的跟你走！

<http://www.lenovoclub.com.tw/careerlife/>

# Case Study: LenovoClub CareerLife 職場人生

拉NO佛國際集團鉅獻... [www.lenovoclub.com.tw/careerlife/](http://www.lenovoclub.com.tw/careerlife/)

第一集 按怎潑攏免驚 熱烈上映中

[職場人生] 第一集 不管安怎潑攏免驚



0:00 / 2:02

拉NO佛國際集團空出副總職缺，  
平日是死對頭的行銷部經理麥可陳，和業務部經理尖妮ㄟㄟ，  
為求升官互相惡鬥，  
嗆聲過程中有人順勢把手中一杯水潑出……

浪浪 PLURK  
非死不可 facebook 分享

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# Case Study: LenovoClub CareerLife 職場人生

YouTube - [職場人生] 第... x

www.youtube.com/watch?v=XRUVbFEnPig

**YouTube** 搜尋 瀏覽 上傳 建立帳戶 登入

## [職場人生] 第一集 不管安怎潑擺免驚

Itvchn 7 部影片 訂閱



0:03 / 2:02 360p

63,612

Itvchn 於 2011-05-06 上傳

拉NO佛國際集團空出副總職缺，平日是死對頭的行銷部經理麥可陳和業務部經理尖妮ㄟㄟ互哈.....

[http://www.lenovoclub.com.tw/careerlife/?utm\\_source=Youtube&utm\\_medium=vi...](http://www.lenovoclub.com.tw/careerlife/?utm_source=Youtube&utm_medium=vi...)

132 人喜歡，6 人不喜歡

### 建議

-  [職場人生] 第二集 姓沛的係按呢用ㄟ  
上傳者: Itvchn  
觀看次數: 43,895
-  [職場人生] 尖妮ㄟㄟ篇  
上傳者: Itvchn  
觀看次數: 11,366
-  [職場人生] 麥克陳篇  
上傳者: Itvchn  
觀看次數: 8,420
-  夜市人生第一集-兩女fighting互潑醬油辣椒醬  
上傳者: littlewhiteegg  
觀看次數: 19,403
-  [職場人生] 蕩ㄟ篇  
上傳者: Itvchn  
觀看次數: 7,634
-  史上最給力的許愿 (史上最給力的許願)  
上傳者: x52013  
觀看次數: 1,081,950

販售雜誌人 (中文字幕)



# Case Study: LenovoClub CareerLife 職場人生

YouTube - [職場人生] 第... x

www.youtube.com/watch?v=XRUVbFEnPig

63,612

總觀看次數：63,612

11-05-05 11-05-13 11-05-21

評分：138  
喜歡的：132  
不喜歡的：6

評論：49

我的最愛：80

**連結**

日期	連結	觀看次數
A	11-05-15 初次嵌入於 - <a href="http://bbs.bbs-tw.com">bbs.bbs-tw.com</a>	1,565
B	11-05-12 精選影片初次觀看次數	4,180
C	11-05-11 初次嵌入於 - <a href="http://www.ck101.com">www.ck101.com</a>	1,546
D	11-05-10 首次透過廣告播放	3,359
E	11-05-10 初次嵌入於 - <a href="http://www.mobile01.com">www.mobile01.com</a>	2,137
F	11-05-08 初次嵌入於 - <a href="http://www.lenovoclub.com.tw">www.lenovoclub.com.tw</a>	6,070
G	11-05-08 首次推薦媒介： - <a href="http://www.facebook.com">www.facebook.com</a>	2,612
H	11-05-08 首次透過行動裝置播放	1,639
I	11-05-08 來自 YouTube 搜尋的首次推薦 - 職場人生	1,560
J	11-05-06 來自相關影片的首次推薦 - [職場人生] 第二集 姓沛的係按呢用ㄟ	3,058

**觀眾**

此影片最受下列人士歡迎：

性別	年齡
男性	35-44

此影片在以下地點最受歡迎：

# Case Study: LenovoClub CareerLife 職場人生

YouTube - [職場人生] 第... x

www.youtube.com/watch?v=XRUVbFEnPig

**觀眾**  
此影片最受下列人士歡迎：

性別	年齡
男性	35-44
男性	25-34
男性	18-24

此影片在以下地點最受歡迎：



更多  
較少

**此影片的熱門指數 (0)**  
(沒有此影片的熱門指數。)

lvchn 於 2011-05-06 上傳

拉NO佛國際集團空出副總裁職缺，平日是死對頭的行銷部經理麥可陳和業務部經理尖妮口舌互哈.....  
[http://www.lenovoclub.com.tw/careerlife/?utm\\_source=Youtube&utm\\_medium=vi...](http://www.lenovoclub.com.tw/careerlife/?utm_source=Youtube&utm_medium=vi...)

**類別：**  
娛樂

**標籤：**  
夜市人生 職場人生 電信人生 Lenovo ThinkPad 好笑  
顯示較少

132人喜歡，6人不喜歡

**最佳評論**

不簡單的宣傳片段!! 裡面完全沒帶半點廣告氣色, 亦完全沒有感到是在播廣告! 而且他完全不會想在電視來放!! 因為在電視大家就會以為是在看廣告!! 但在電腦世界大家就會以為是真的什麼新的連續劇!! 成功的廣告, 不會在廣告裡說那是什麼產品!! 兩個字已經完全地帶出廣告意思!!! 不簡單的廣告!! 不簡單的姓沛和拉NO佛

3:26

筆電人生 廣告-職場人生第二集 姓沛的係按呢用ㄟ  
上傳者: webosstw  
觀看次數: 2,656

1:15

《電信人生-一刀未剪版》姿蕙 太高 禁說英語 回馬槍  
上傳者: nipeichen  
觀看次數: 153,962

0:42

2008年韓國中毒性超強的舞曲 Nobody的舞步教學  
上傳者: BestKoreanEduCenter  
觀看次數: 1,006,548

1:04

利菁的鵝吼功! [惡搞版]  
上傳者: apple8403222  
觀看次數: 1,186

0:25

麥記妹迷宅男 日日買全餐  
上傳者: appleactionnews  
觀看次數: 15,339

0:37

筆電人生 廣告-職場人生第一集 不管安怎撥攤免驚  
上傳者: webosstw  
觀看次數: 4,251

0:57

職場人生-辦桌總舖師 上集.mp4  
上傳者: PhoneMovieTV  
觀看次數: 224

6:07

1998 NBA Finals - Utah Jazz Vs. Chicago Bulls - ...  
上傳者: inventoryking  
觀看次數: 2,003,112

5:28

# Summary

- Social Media Marketing
- Marketing
- Marketing Management

# References

- Lon Safko and David K. Brake, *The Social Media Bible: Tactics, Tools, and Strategies for Business Success*, Wiley, 2009
- Philip Kotler and Kevin Keller, *Marketing Management*, 13th Edition, Prentice Hall, 2008