Social Media Marketing Management
社會媒體行銷管理

社群網路行銷
(Social Media Marketing)

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課程大綱 (Syllabus)

週次　日期　　　內容（Subject/Topics）

1　102/02/19　社會媒體行銷管理課程介紹
　　　　　　　(Course Orientation of Social Media Marketing Management)

2　102/02/26　社群網路
　　　　　　　(Social Media: Facebook, Youtube, Blog, Microblog)

3　102/03/05　社群網路行銷 (Social Media Marketing)

4　102/03/12　行銷管理 (Marketing Management)

5　102/03/19　社群網路服務與資訊系統理論
　　　　　　　(Theories of Social Media Services and Information Systems)

6　102/03/26　行銷理論 (Marketing Theories)

7　102/04/02　教學行政觀摩日 (Off-campus study)

8　102/04/09　行銷管理論文研討
　　　　　　　(Paper Reading on Marketing Management)

9　102/04/16　社群網路行為研究 (Behavior Research on Social Media)

課程大綱 (Syllabus)

Outline

- Social Media Marketing
- Marketing

Social Media Marketing-Marketing and Sales in Social Media

- Social Media and the Voice of the Customer

- Integrating Social CRM Insights into the Customer Analytics Function

- Using Social Media to Drive Product Development and Find New Services to Sell

- Social Community Marketing and Selling

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 **Propertie**s (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

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**
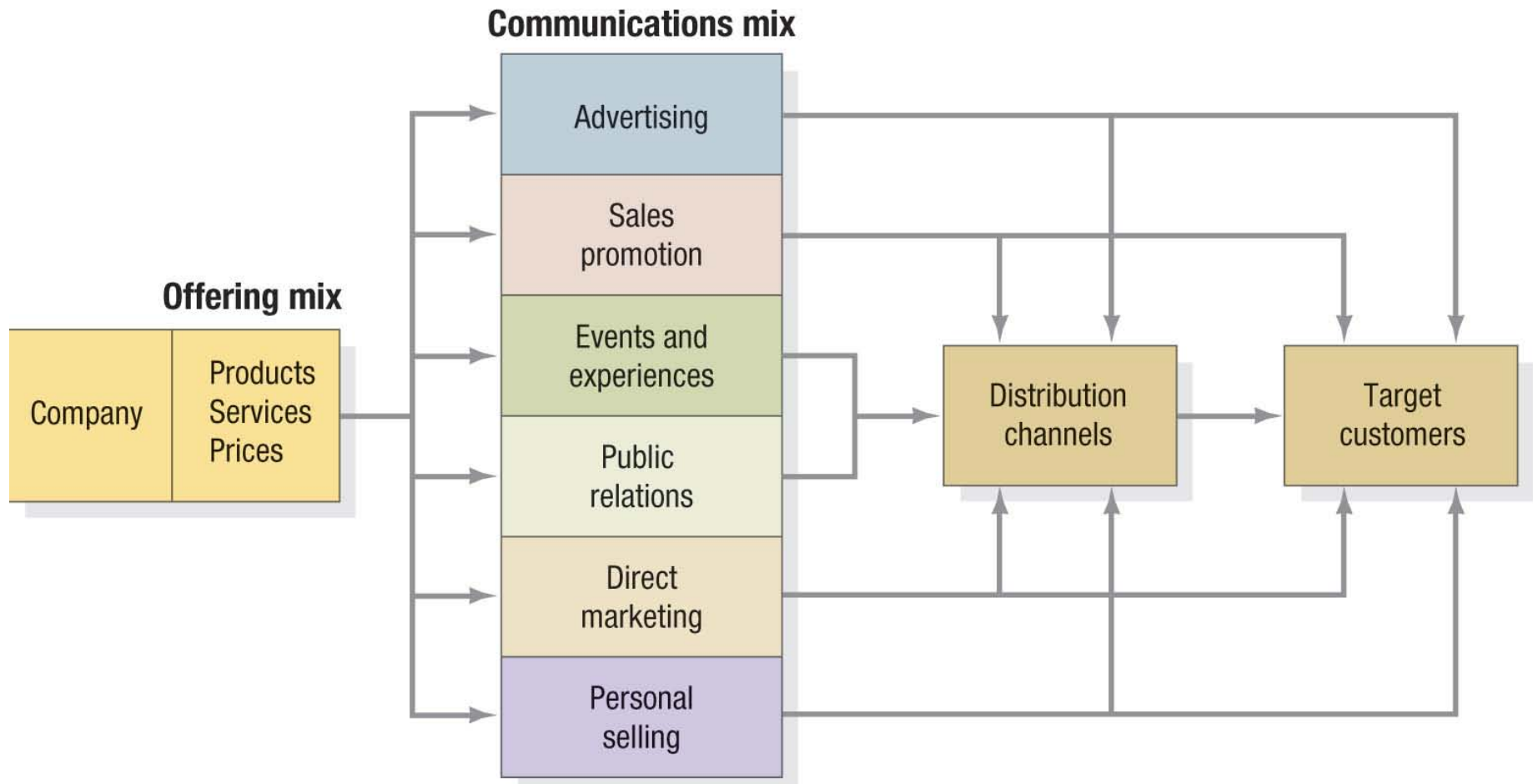 - find the right product for the consumers (i.e., satisfy the wants and needs of the consumers

Marketing 4P

- Product
- Price
- Place
- Promotion

The Four P's

Marketing mix

Target market

Product
Product variety
Quality
Design
Features
Brand name
Packaging
Sizes
Services
Warranties
Returns

Place
Channels
Coverage
Assortments
Locations
Inventory
Transport

Price
List price
Discounts
Allowances
Payment period
Credit terms

Promotion
Sales promotion
Advertising
Sales force
Public relations
Direct marketing

Source: Kotler and Keller (2008)

23

Marketing-Mix Strategy

Marketing Mix and the Customer

Four Ps
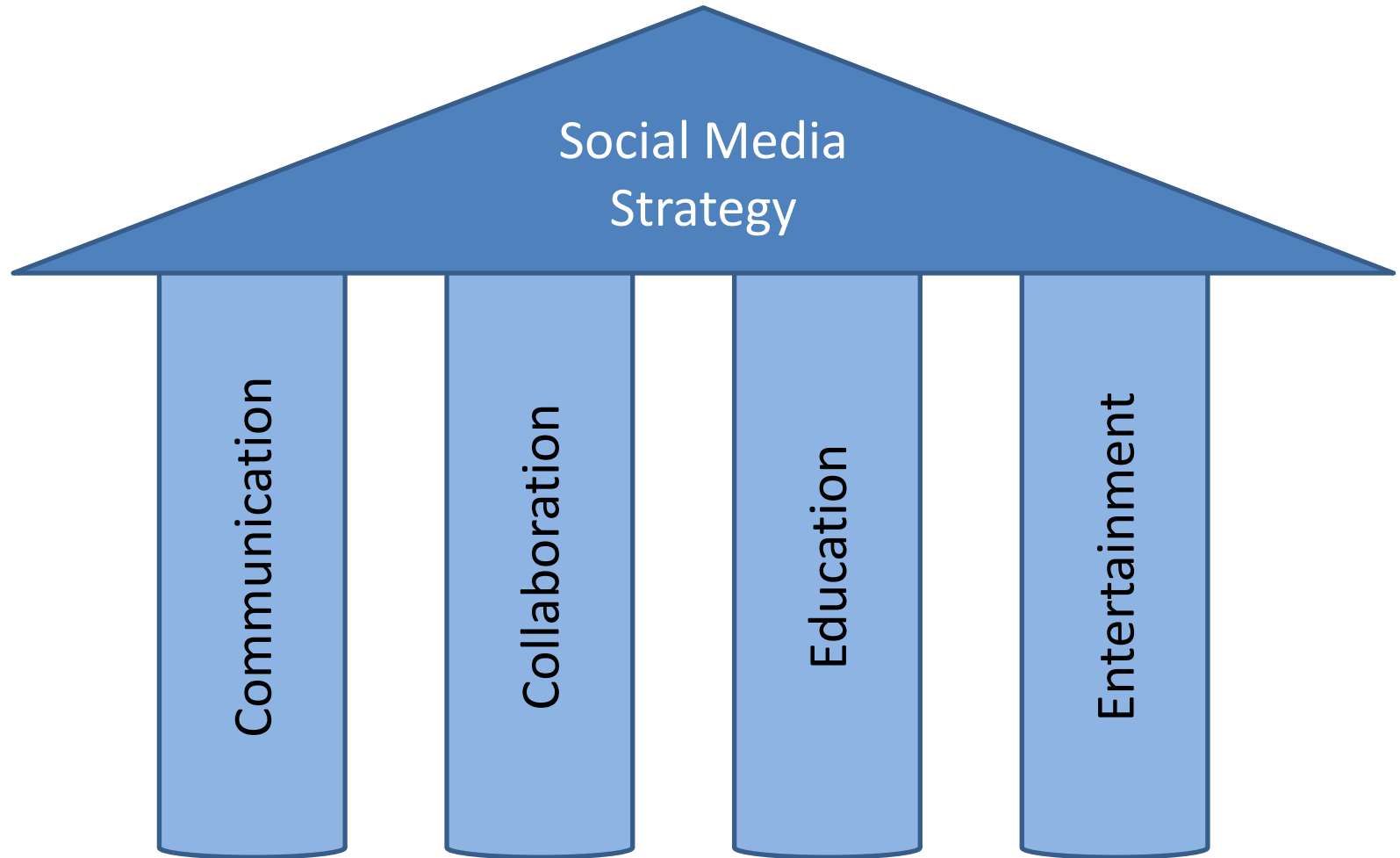
- Product
- Price
- Place
- Promotion

Four Cs

- Customer solution
- Customer cost
- Convenience
- Communication

Marketing 4P to **4C**

- **P**roduct → **C**ustomer solution
- **P**rice → Customer **C**ost
- **P**lace → **C**onvenience
- **P**romotion → **C**ommunication

# Four pillars of social media strategy C^2E^2
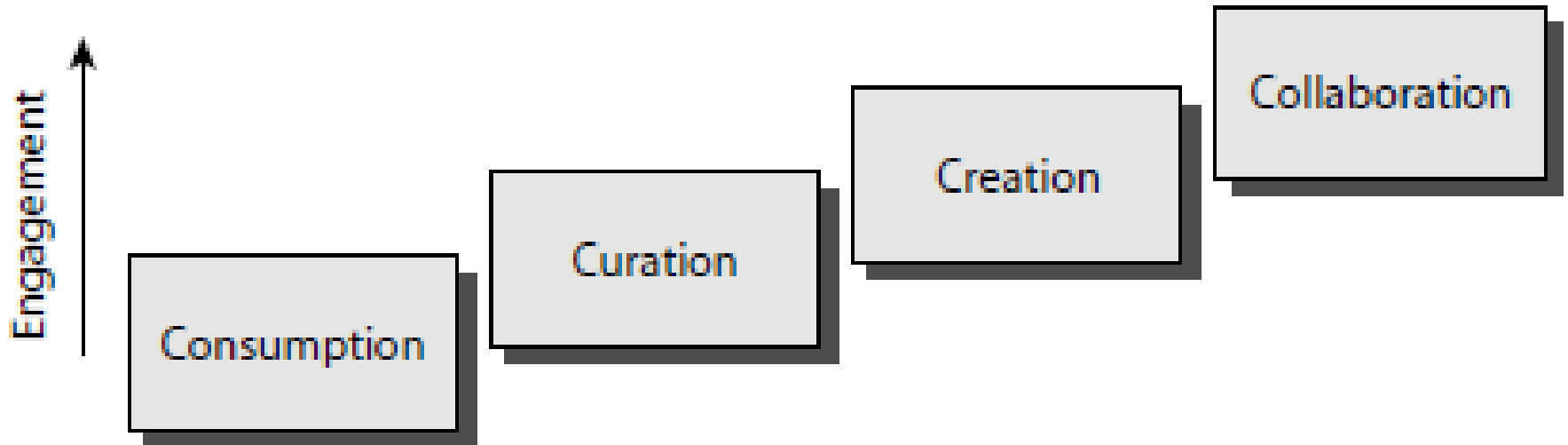
Social Media Marketing :
The Next Generation of Business Engagement

- Social Media and Customer Engagement
- The New Role of the Customer
- Build a Social Business
- The Social Business Ecosystem
- Social Technology and Business Decisions
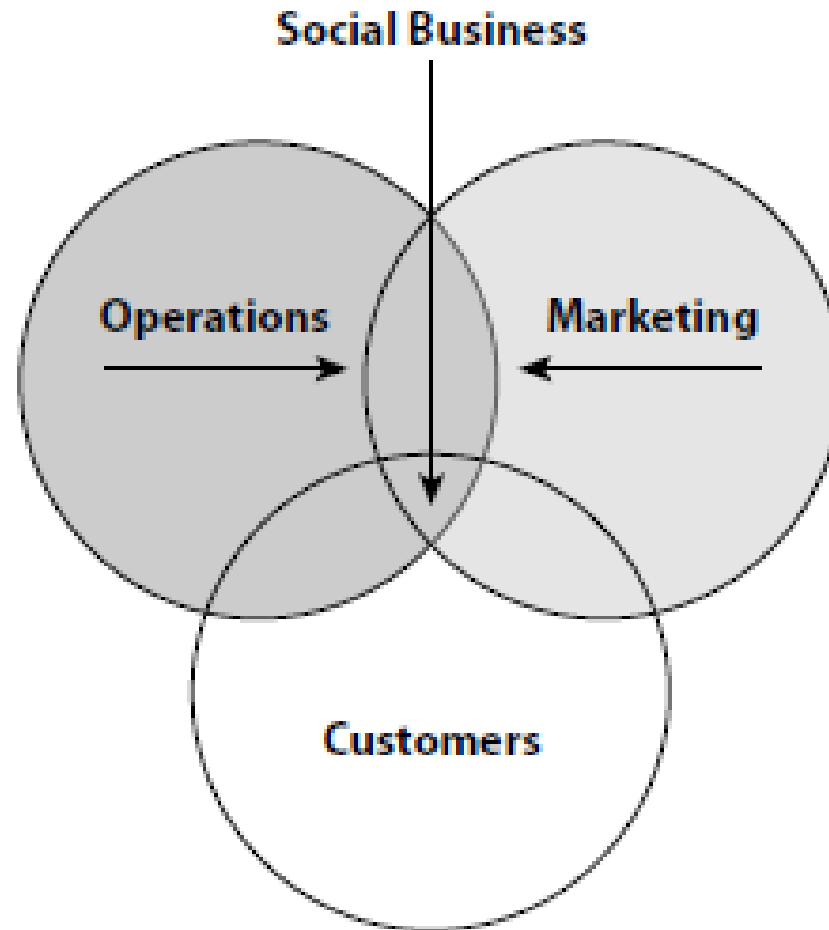- Social Analytics, Metrics, and Measurement
- Five Essential Tips
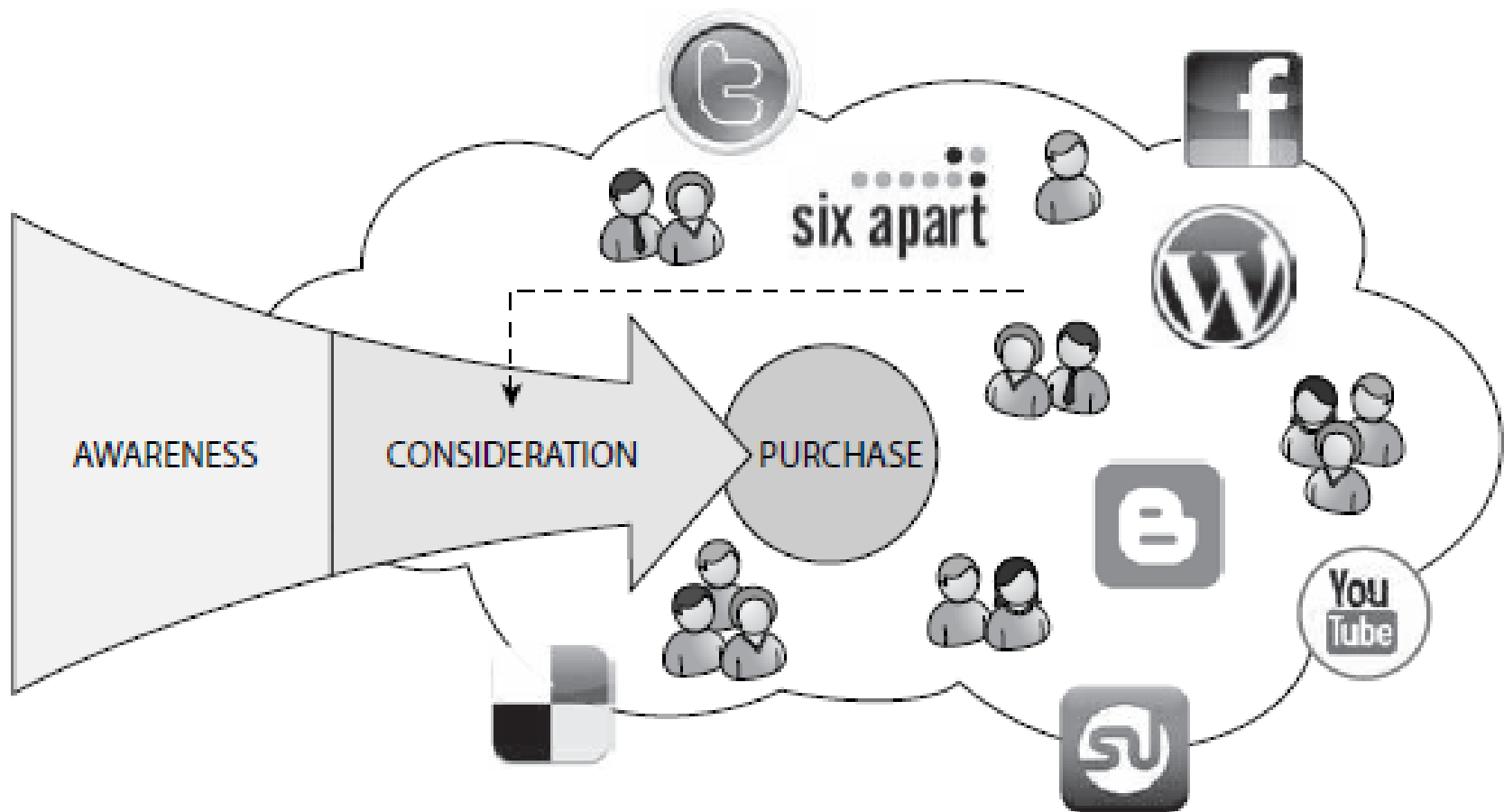
The Social Feedback Cycle
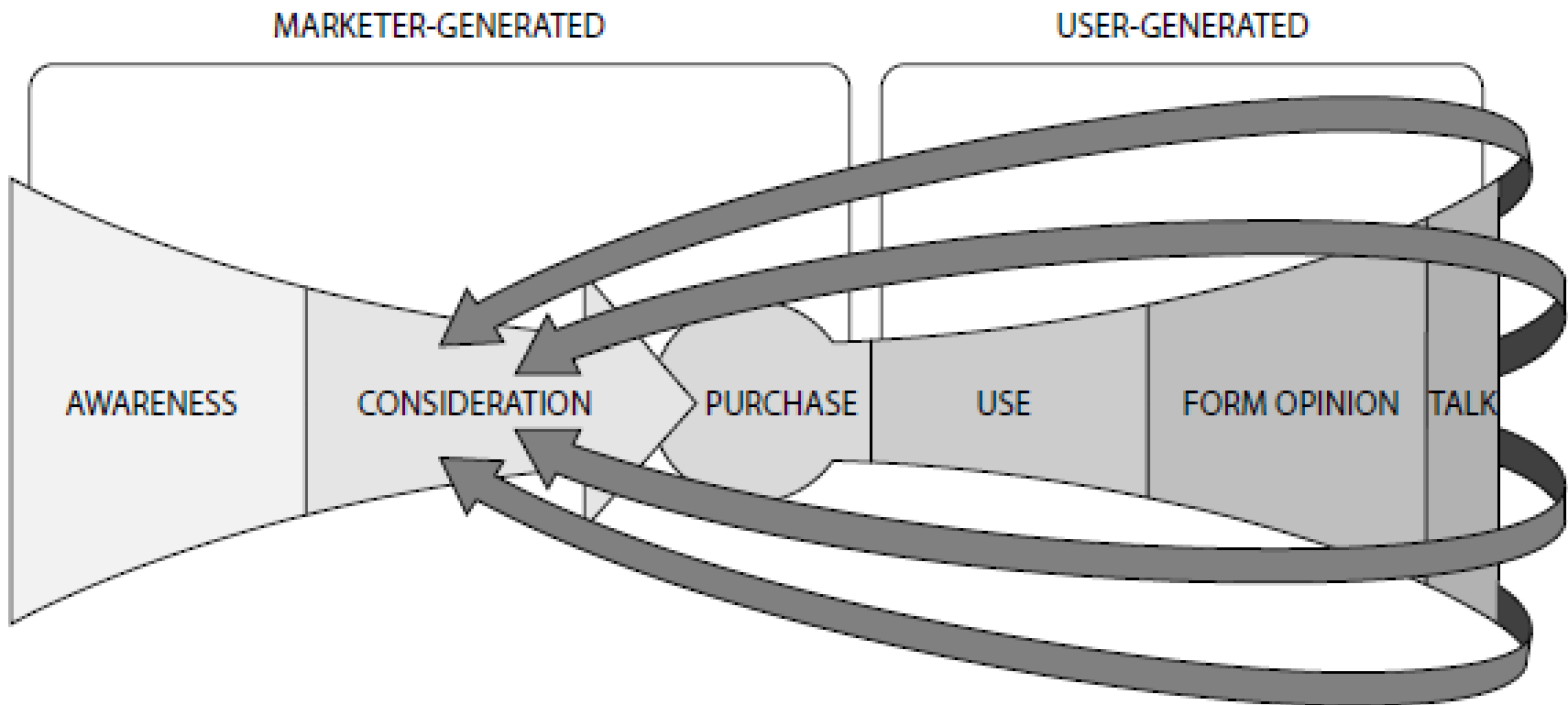
Structured Engagement

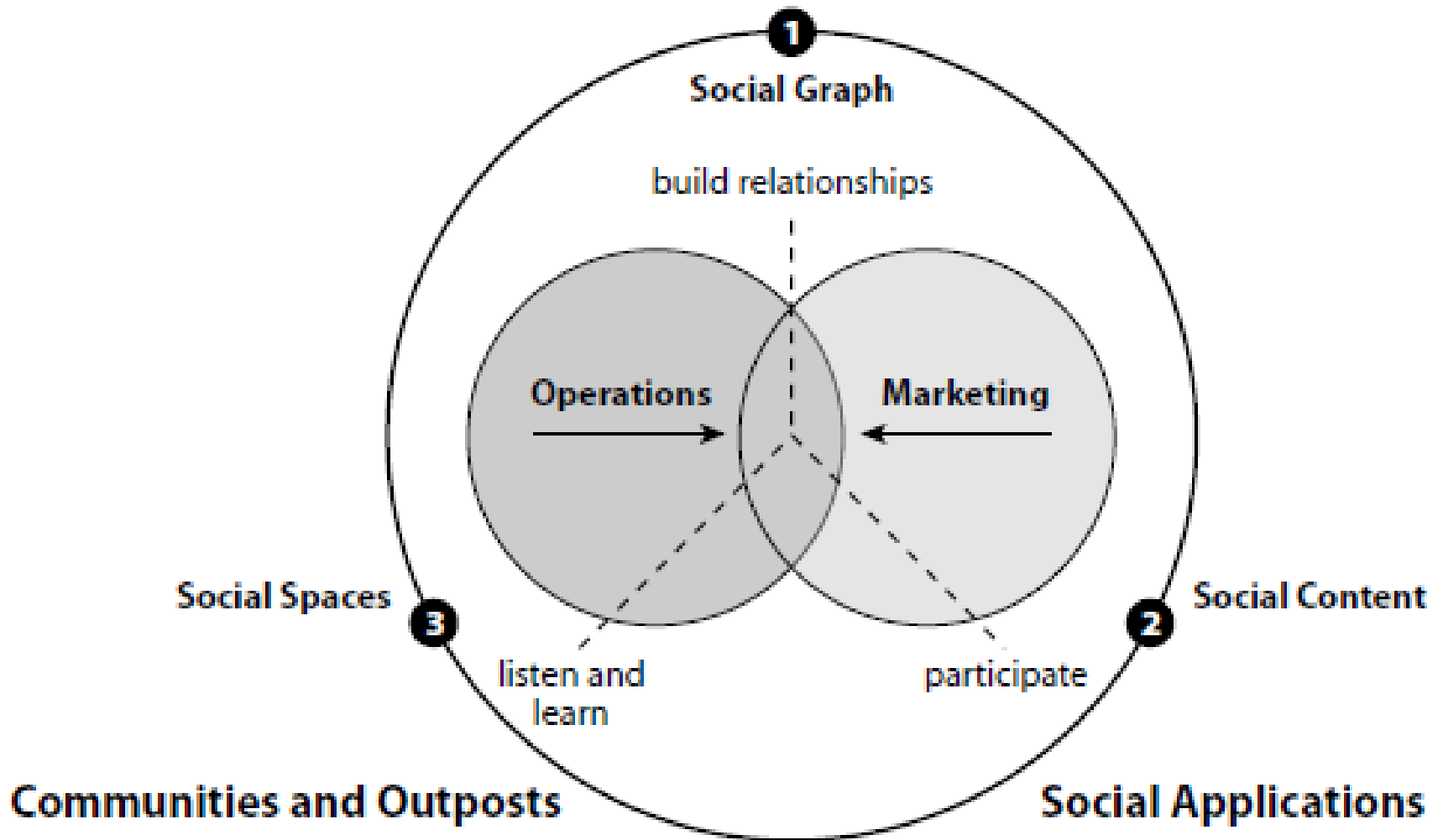# The Marketing-Operations Connection

The New Customer Influence Path

AWARENESS CONSIDERATION PURCHASE
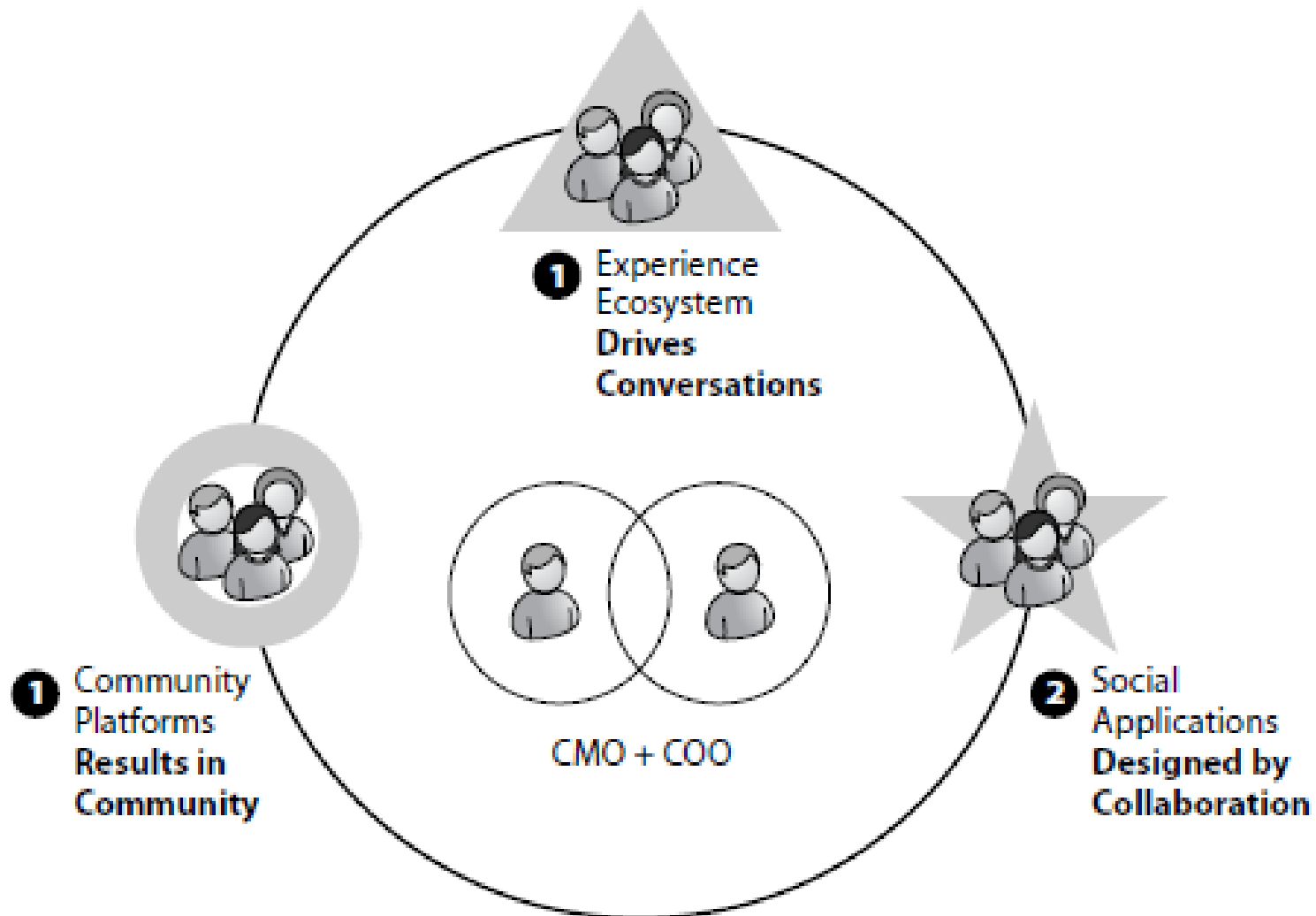
BuzzStream and the Social Graph

The Social Business

The Customer Collaboration Cycle

① Experience Ecosystem **Drives Conversations**

① Community Platforms **Results in Community**

CMO + COO

② Social Applications **Designed by Collaboration**

35

The Social Ecosystem

Social Graph

Social Communities

Social Applications

Social Ecosystem

Who is Connected
What is Happening Now

Shared, Member-specific
Social Activities

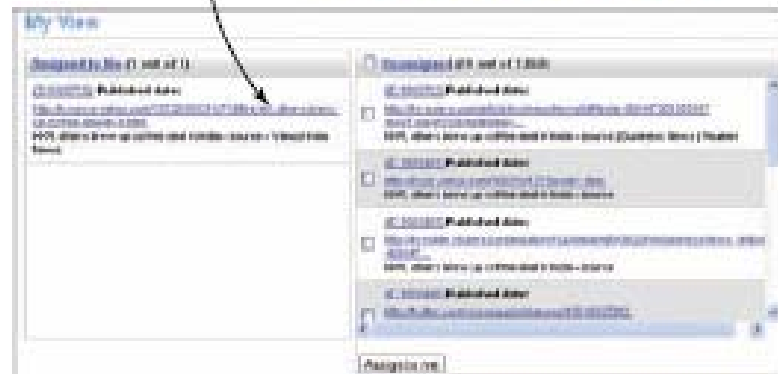Extended Functionality
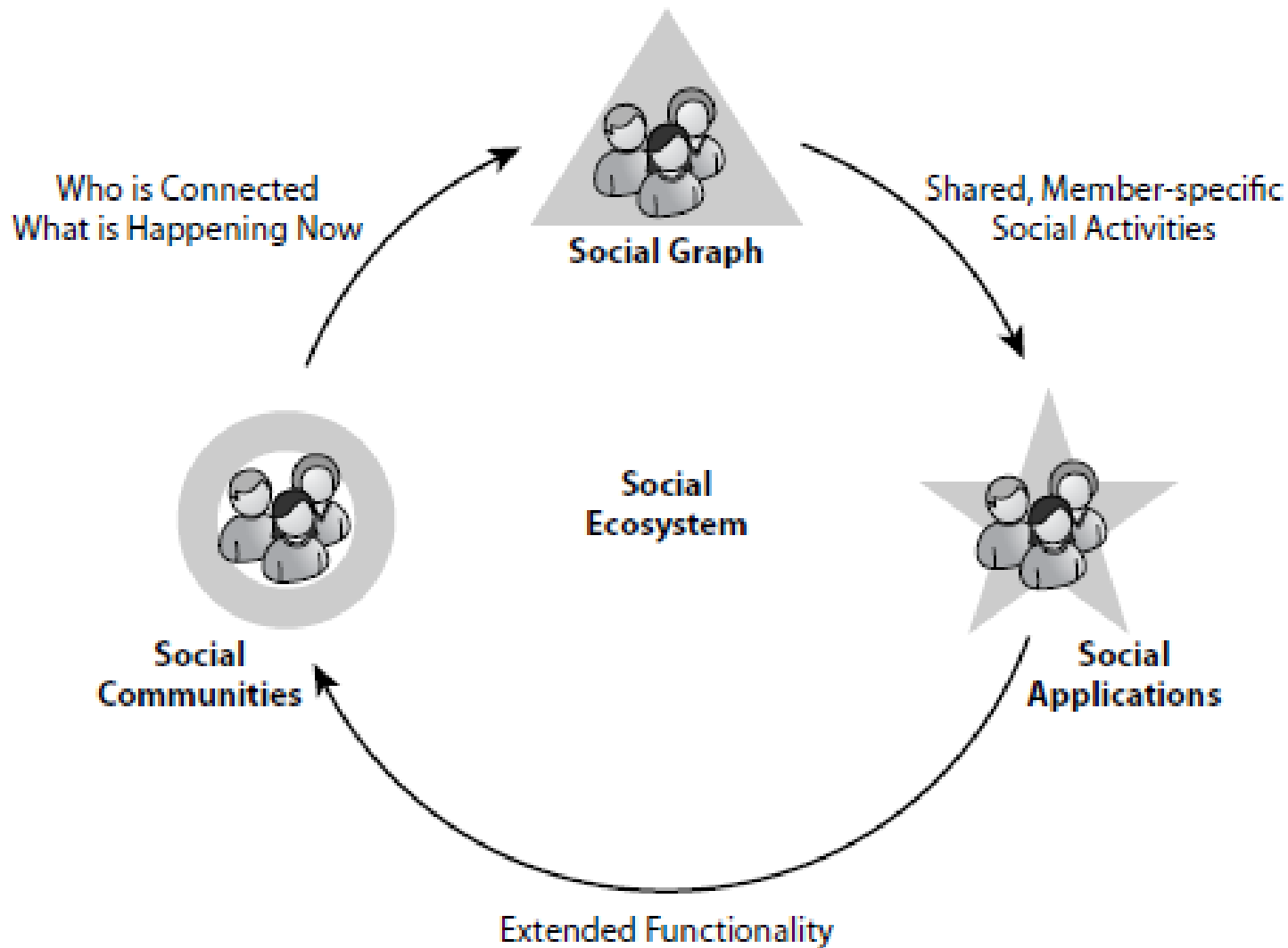
Innovation and Social Engagement
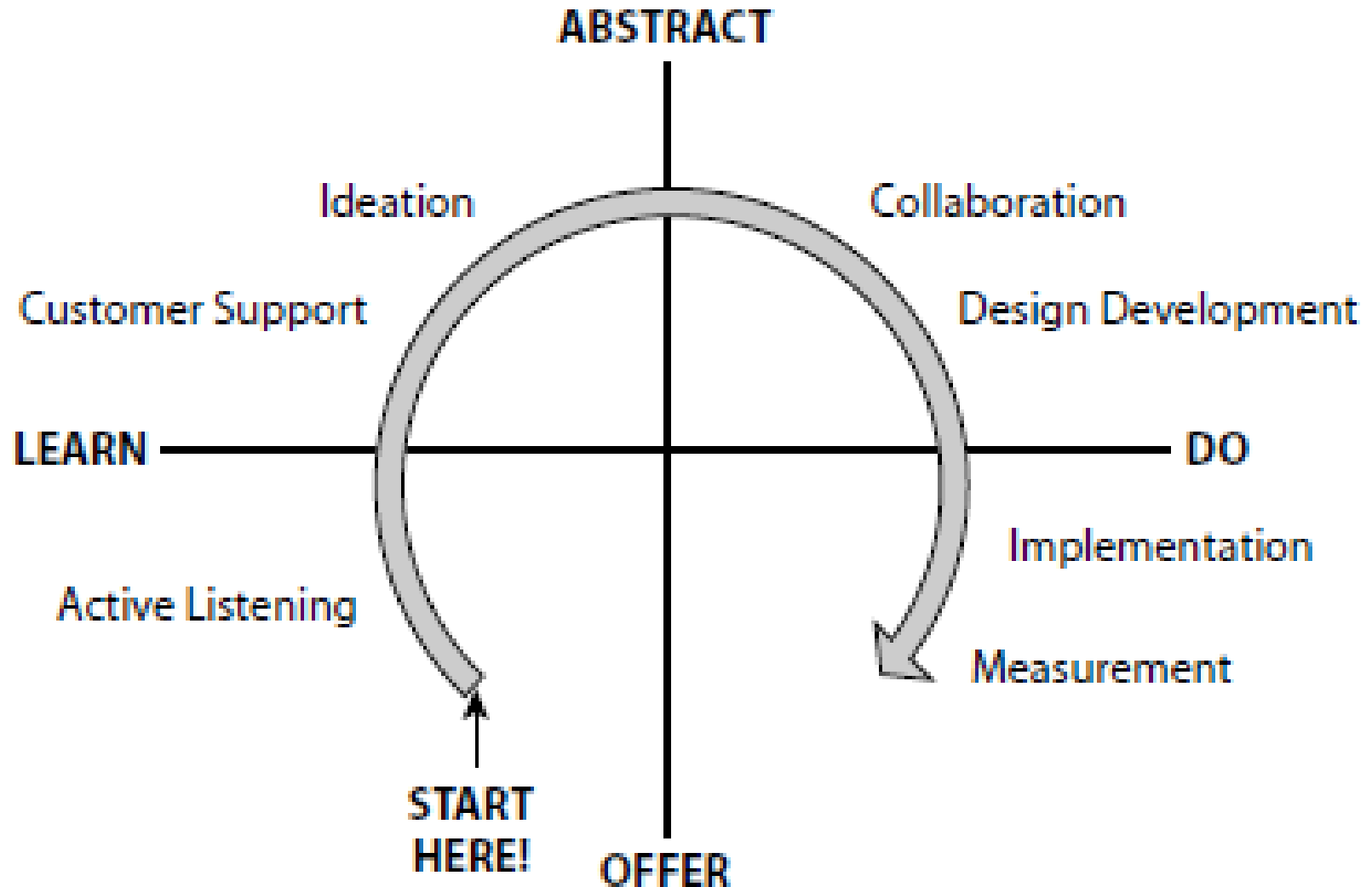
Listening to the Conversations
Workflow and Automation

Detect via keywords, score for sentiment and popularity

Cafe Coffee Day: Interesting how positive comments emerged. Stronger brand than appears given the baseline. http://tweetphoto.com/10805627

evansdave
Dave Evans

Based on keywords, score and route into the appropriate person or team

Social CRM and Decisional Building Blocks

| Social CRM Element	Applicable Technique	Example Platform
Understanding the Customer Point of View	Social Analytics and Rigorous Assessment of Conversations	Alterian SM2, Nielsen | Buzzmetrics, Oxyme, Radian6, SAS Institute, Scout Labs, Sysomos, TNS | Cymfony
Mapping Social Graphs	Source Identification and Social Status	BuzzStream, Sysomos, Gephi
Differentiating Control versus Leadership	Support Communities and Expert Identification	Lithium Technologies, Jive Software
Commerce Optimization	Quantifying and Tracking Ratings and Reviews	Bazaarvoice, SAS Institute, IBM WebSphere
Quantification of Customer Touchpoints	Touchpoint Analysis and Prioritization of Business Activities	Create this yourself: Social Media Marketing: An Hour a Day

Social Analytics

The Purchase Funnel and Operations
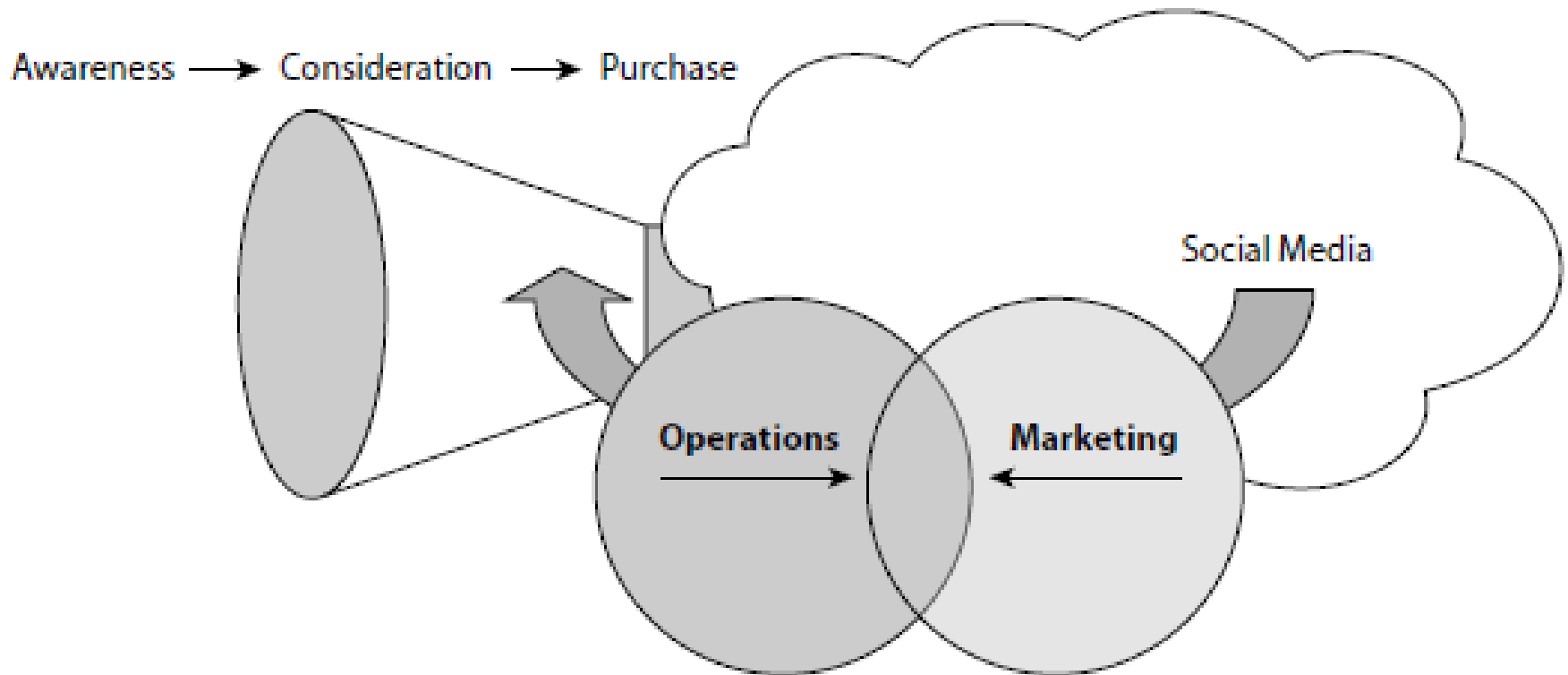
# Sentiment, Source, and Volume
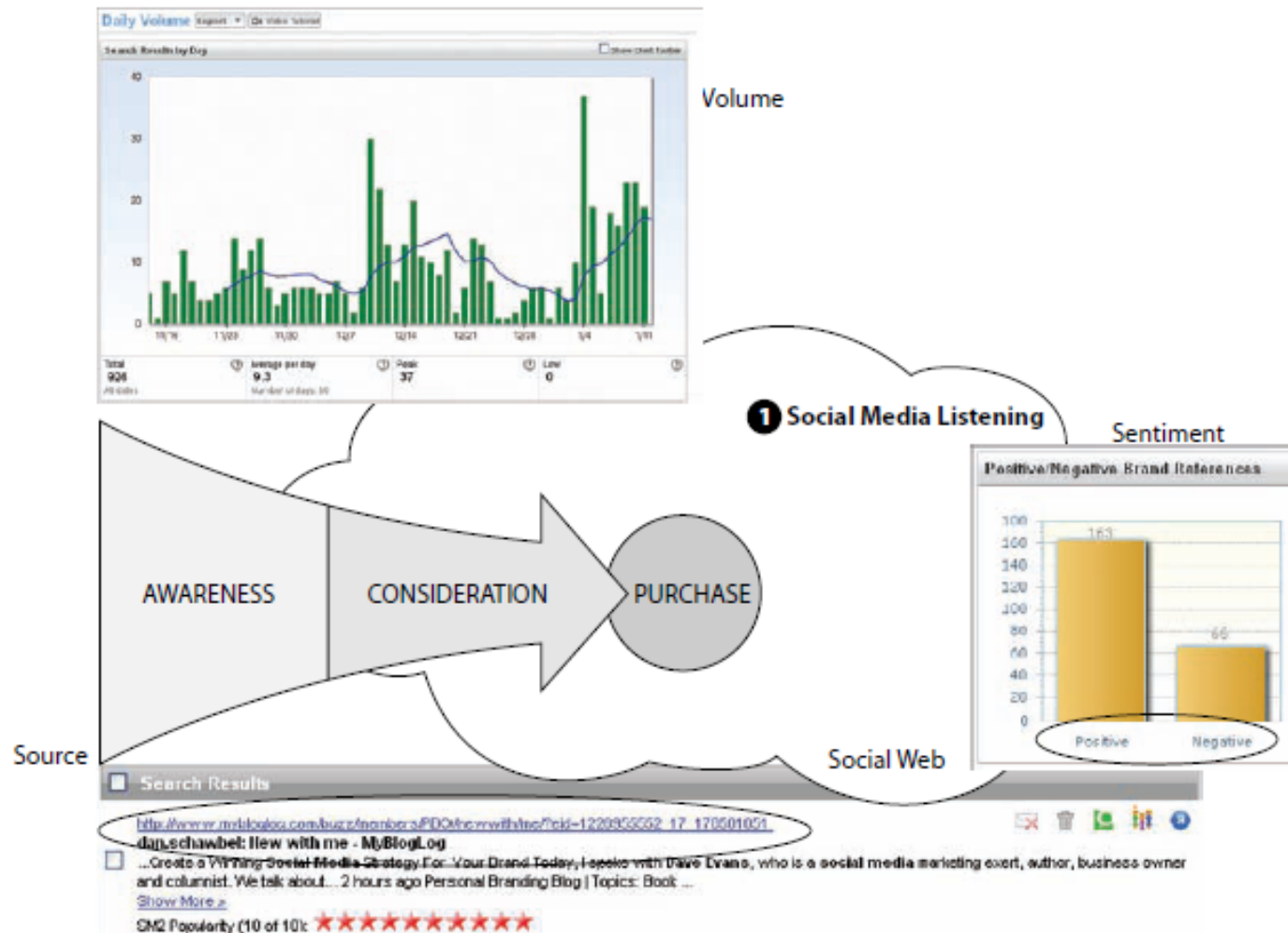
Social Media Analytics: Trend Charts
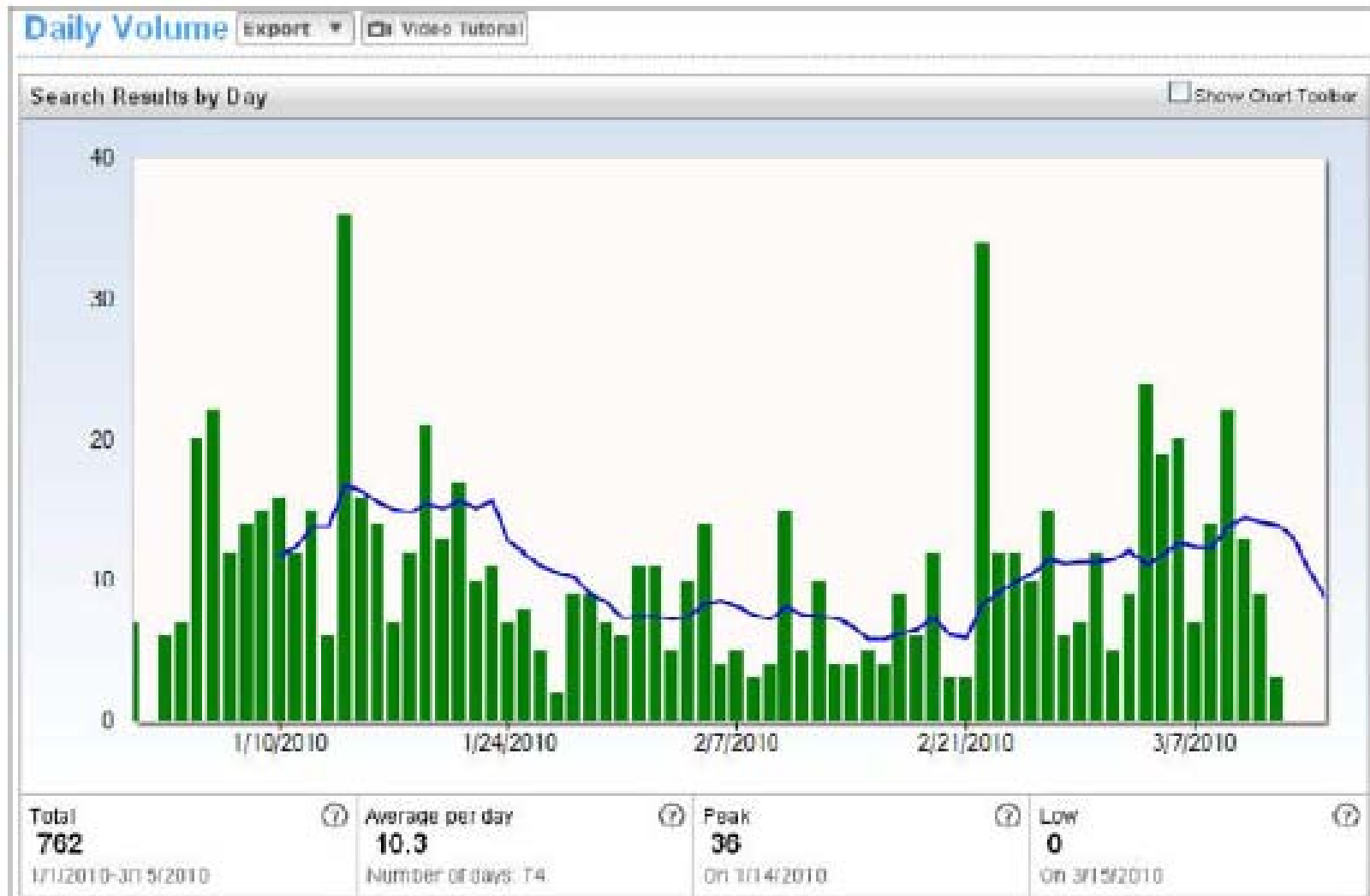
Examples of Primary Social Media Analytics

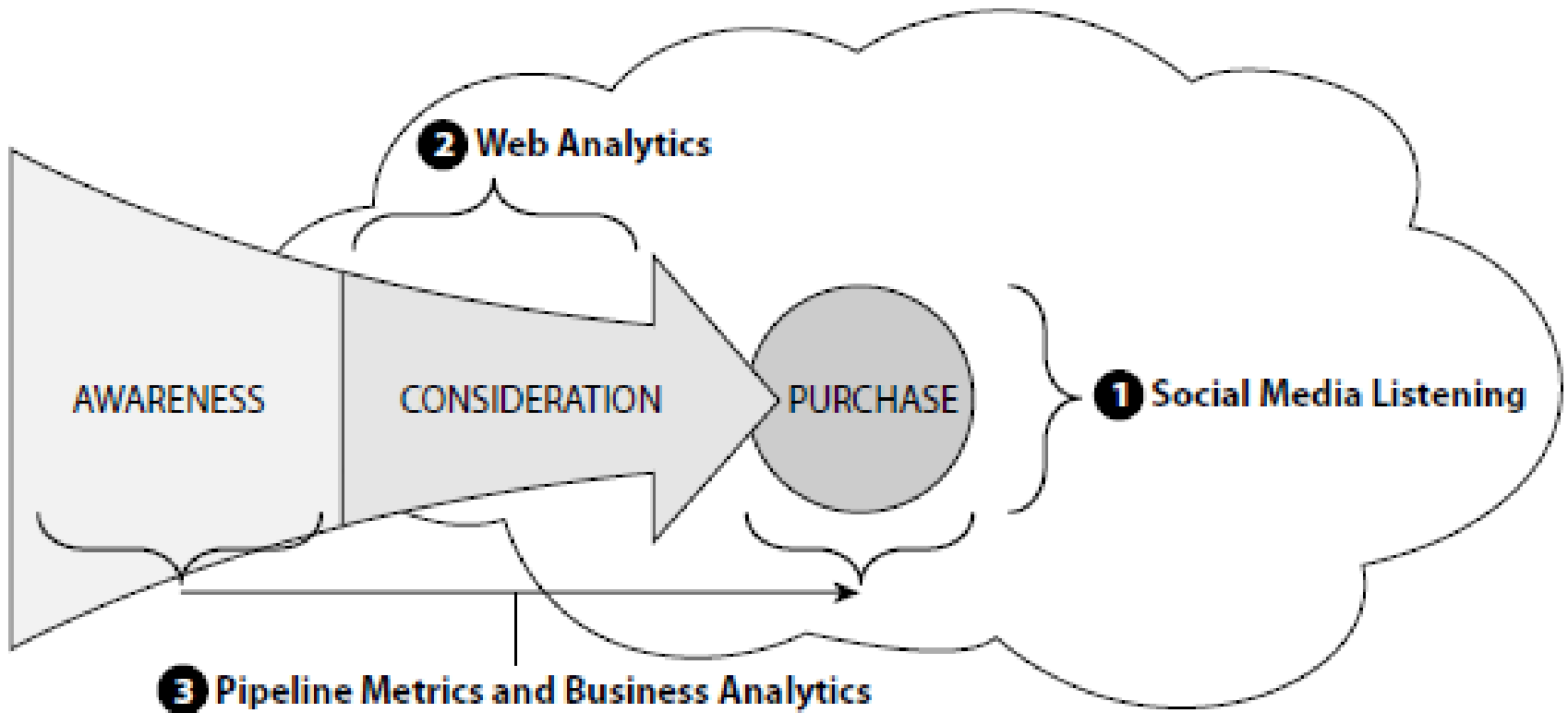| Measurement	Sources	Details and Notes
Traffic Leads	Based on the sources of traffic arriving at your site.	Tie this to your current customers' behavior.
Membership Level	The number of fans and followers, or subscribers if the content is offered as a free or for-pay subscription.	How many of your fans are also followers? What percentage is active in more than one channel?
Member Activity	Number of members (registrants) versus and actual unique visitors.	What percentage of your membership base is visiting you with some regularity?
Conversions	Google Analytics, Your conversion funnel.	What share of your social traffic is actually completing the activities you have Defined?
Mentions	Social Media Analytics, Tweetdeck, similar counts.	How many people are talking about you? What are the trends over time?
Virality	Send-to-Friend, cross-posts, Diggs, Similar.	How much (or how little) is your content being spread?

Examples of Core Influencer Analytics

Measurement	Typical Tools and Services	What It Shows
Social Influence	Buzzstream, Sysomos MAP, Scout Labs (Lithium Technologies), Klout and similar tools	Provides insight into profile connections revealed by examination of social graph.
Reach	Facebook (fan count), TwitterGrader, Klout and similar tools	Provides an indication of connectedness within a community relating to an individual profile or page.
Frequency of Posts	Alterian SM2, Buzzstream, Sysomos Heartbeat and similar tools	Provides an indication of how active a particular person or source is.

Source: Dave Evans (2010), Social Media Marketing : The Next Generation of Business Engagement
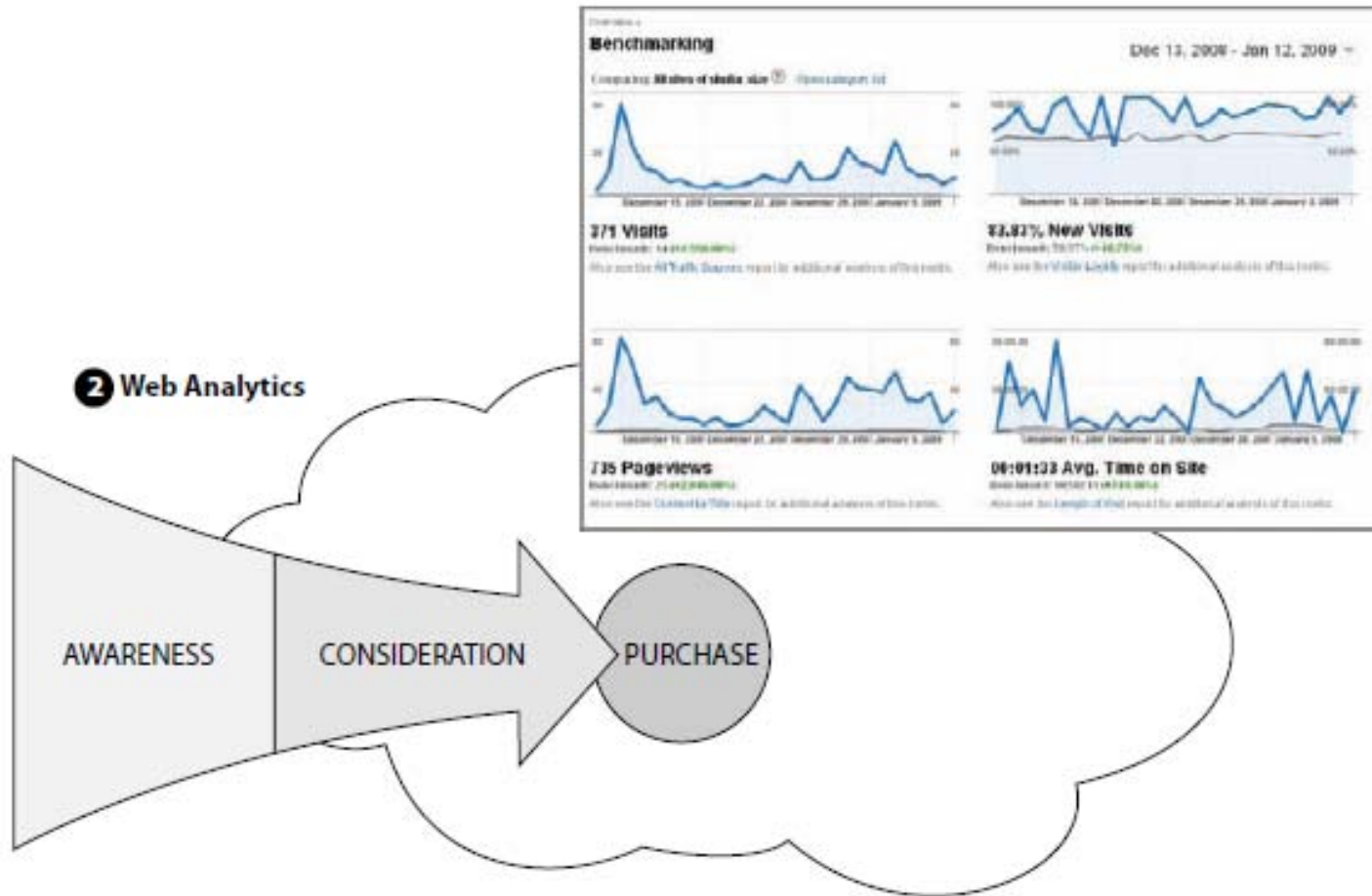
Web Analytics

Business Analytics

Five Essential Tips

1. Define your **objectives**
2. Listen
3. Organize
4. Engage
5. **Measure**

Understanding Business Objectives

- **Business Objectives**
- **Goals**
- Metrics
- Key Performance Indicators (KPI)
- **Targets**
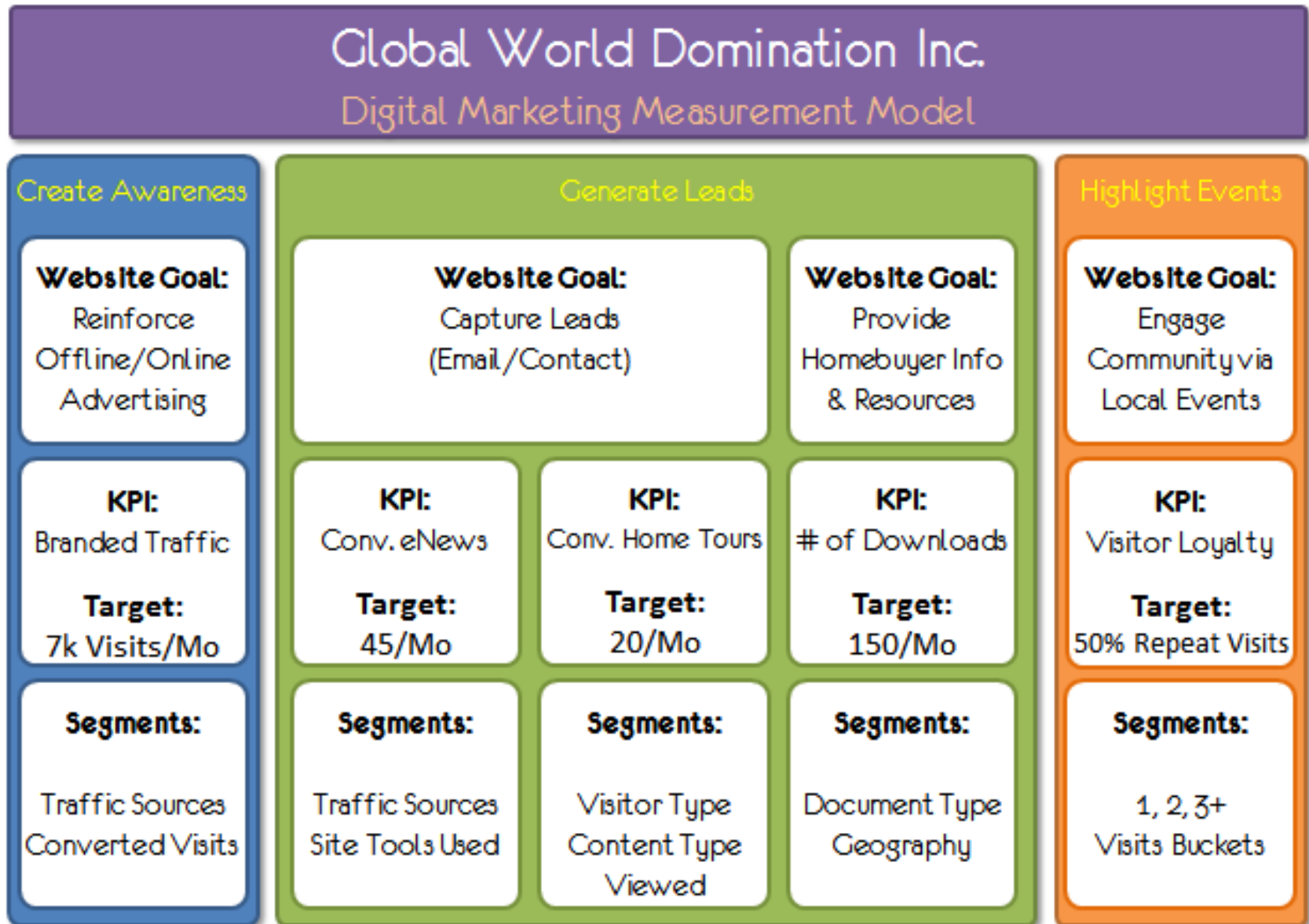- Dimensions
- Segments

Bike Company X Web Analytics Framework

1 Business Objective	2 Goal	3 KPI	4 KPI Target
Sell Bike Parts	More Sales	Monthly Revenue	$15,000 / mo
	Increase unique visits	Monthly Unique Visitors	13,000
	Make a Profit	Profit Margin/Sale	40%
Effective Marketing	CRM – build a customer DB	# of new registrations / mo	300 / mo
Build Goodwill	Draw Qualified Customers	Conversion Rate	3%
	Serve as resource to riding community	# of pageviews of resource pages	1500 / mo

5 Segmented KPI: (example) # of new registrations / mo

Total Reg Goal = 300	Result =332 (110% of Goal)	Percent
Paid Search	223	67%
Organic Search	67	20%
Referrals	17	5%
Direct	25	8%

Digital Marketing and Measurement Model

Global World Domination Inc.
Digital Marketing Measurement Model

Create Awareness

Website Goal: Reinforce Offline/Online Advertising

KPI: Branded Traffic

Target: 7k Visits/Mo

Segments: Traffic Sources Converted Visits

Generate Leads

Website Goal: Capture Leads (Email/Contact)

Website Goal: Provide Homebuyer Info & Resources

KPI: Conv. eNews

Target: 45/Mo

KPI: Conv. Home Tours

Target: 20/Mo

KPI: # of Downloads

Target: 150/Mo

Segments: Traffic Sources Site Tools Used

Segments: Visitor Type Content Type Viewed

Segments: Document Type Geography

Highlight Events

Website Goal: Engage Community via Local Events

KPI: Visitor Loyalty

Target: 50% Repeat Visits

Segments: 1, 2, 3+ Visits Buckets

Measurement Model for a Retail e-Commerce Website

	INCREASE SALES		IMPROVE EFFICIENCIES	ESTABLISH THE ABC BRAND	
OBJECTIVE					
GOAL	Improve Conversion Rate	Increase Customer Spend per Order	Identify True Opportunity	Win New Visitors	Build Fan Base
KPI	Conversion Rate	Average Order Value	Task Completion Rate	Market Share of Visits	Fan Base Connections
SEGMENT	On-Site Search vs. Non On-Site Search	Product Recommendations	Task Completion Rate per Primary Purpose of Visit	Connections per medium Upstream and Downstream Traffic	ABC Store Footprint vs. Non-Footprint
TARGET	FY: 1.78% May: 1.72%	FY: $93.03 May: $83.79	FY: 80 May: 72	Hold 3.00% of the Department Store online market share	Grow Fan Base by 37.67% or 1,013,266 connections

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
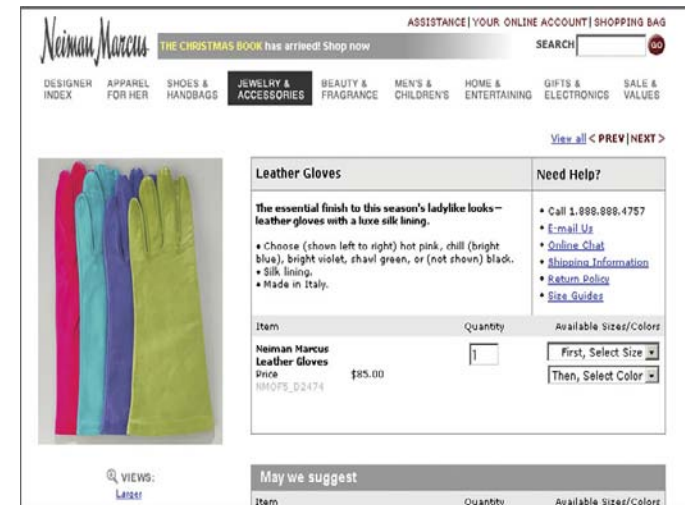
How to Start Buzz

- 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

Source: Kotler and Keller (2008)

Word-of-Mouth Marketing

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

Elements in the Communications Process

Field of Experience

Sender's
field

Receiver's
field
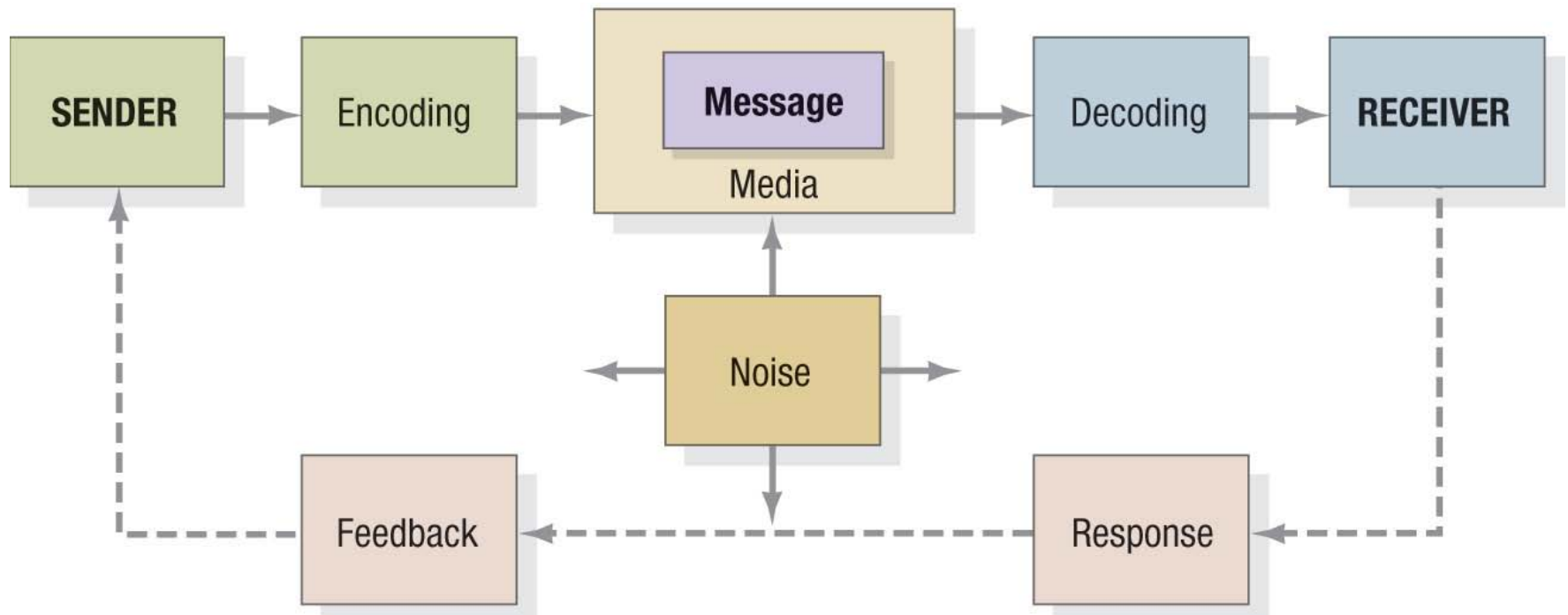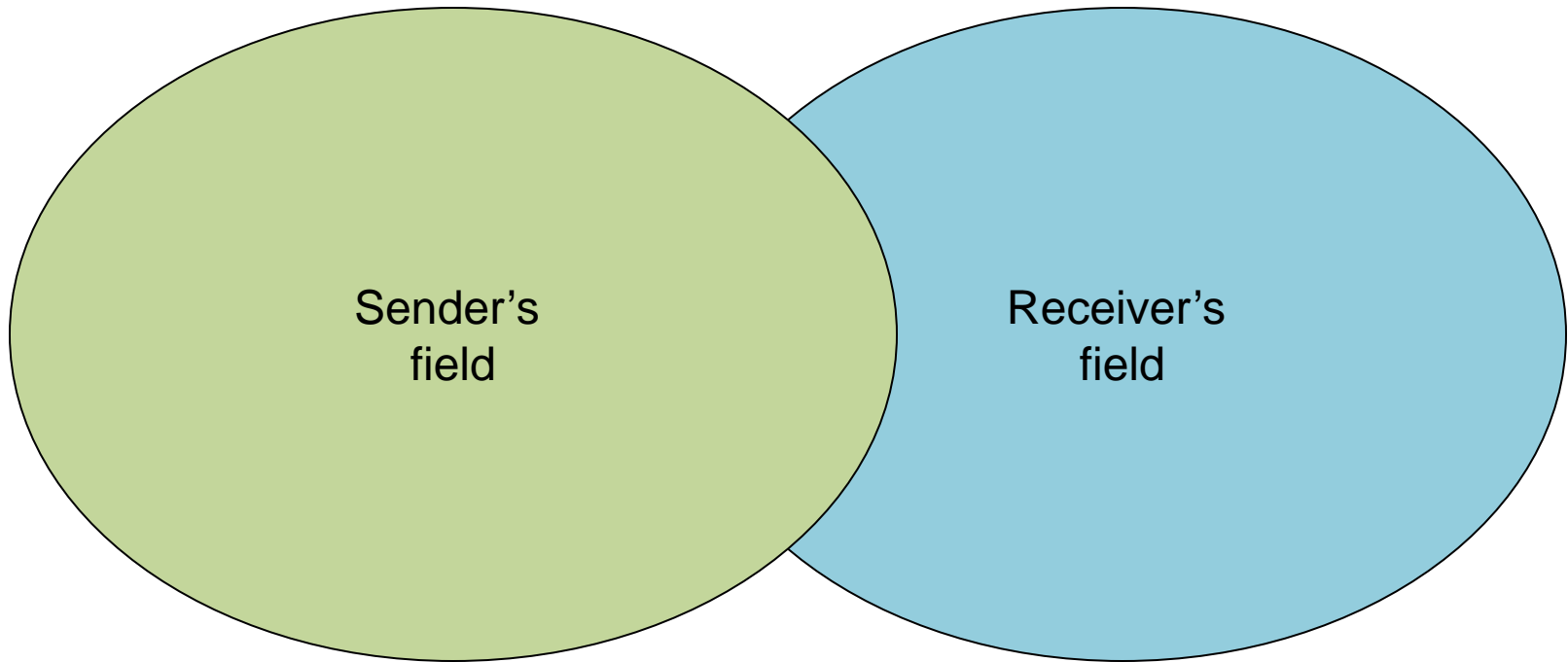
The Communications Process

Selective attention

Selective distortion

Selective retention

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

Social Media and the Voice of the Customer

- Listen to the Voice of the Customer (VoC)
  - Social media can give companies a torrent of highly valuable customer feedback.
  - Such input is largely free
  - Customer feedback issued through social media is qualitative data, just like the data that market researchers derive from focus group and in-depth interviews
  - Such qualitative data is in digital form – in text or digital video on a web site.

Accenture's SLOPE Model for Listening to the Social Voice of the Customer

Social Voice of the Customer

| Synchronize | Listen & Learn | Optimize & Operationalize | Personalize & Propagate | Execution & Expectations |

Listen and Learn
Text Mining for VoC

- Categorization
  - Understanding what topics people are talking or writing about in the unstructured portion of their feedback.

- Sentiment Analysis
  - Determining whether people have positive, negative, or neutral views on those topics.

Customers' Opinions About Operational versus Customer Experience Issues

Source: Robert Wollan, Nick Smith, Catherine Zhou, The Social Media Management Handbook, John Wiley, 2011.
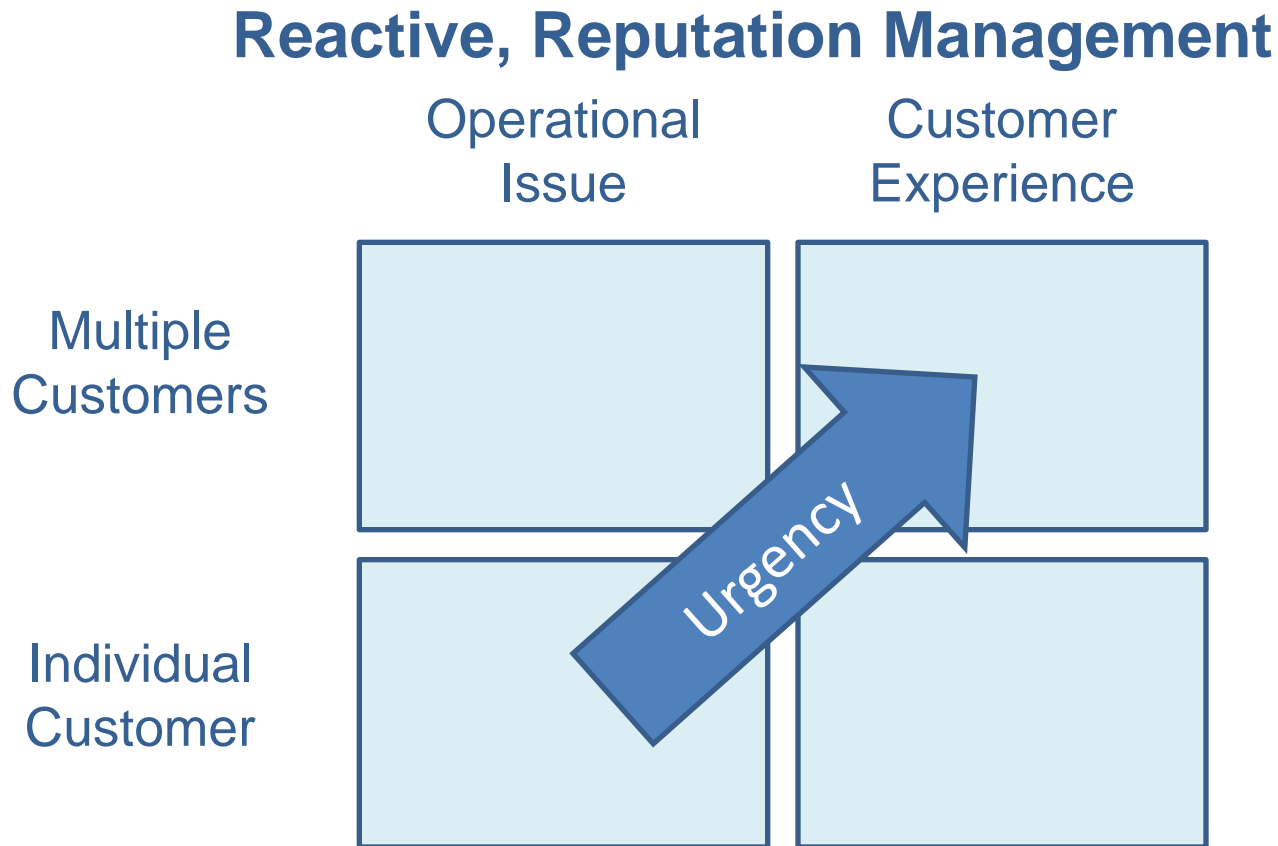
Social Media Can Help Orchestrate Three Spheres to Influence to Boost a Company's Innovation Efforts

Internal

Innovation

Trusted Network

The World
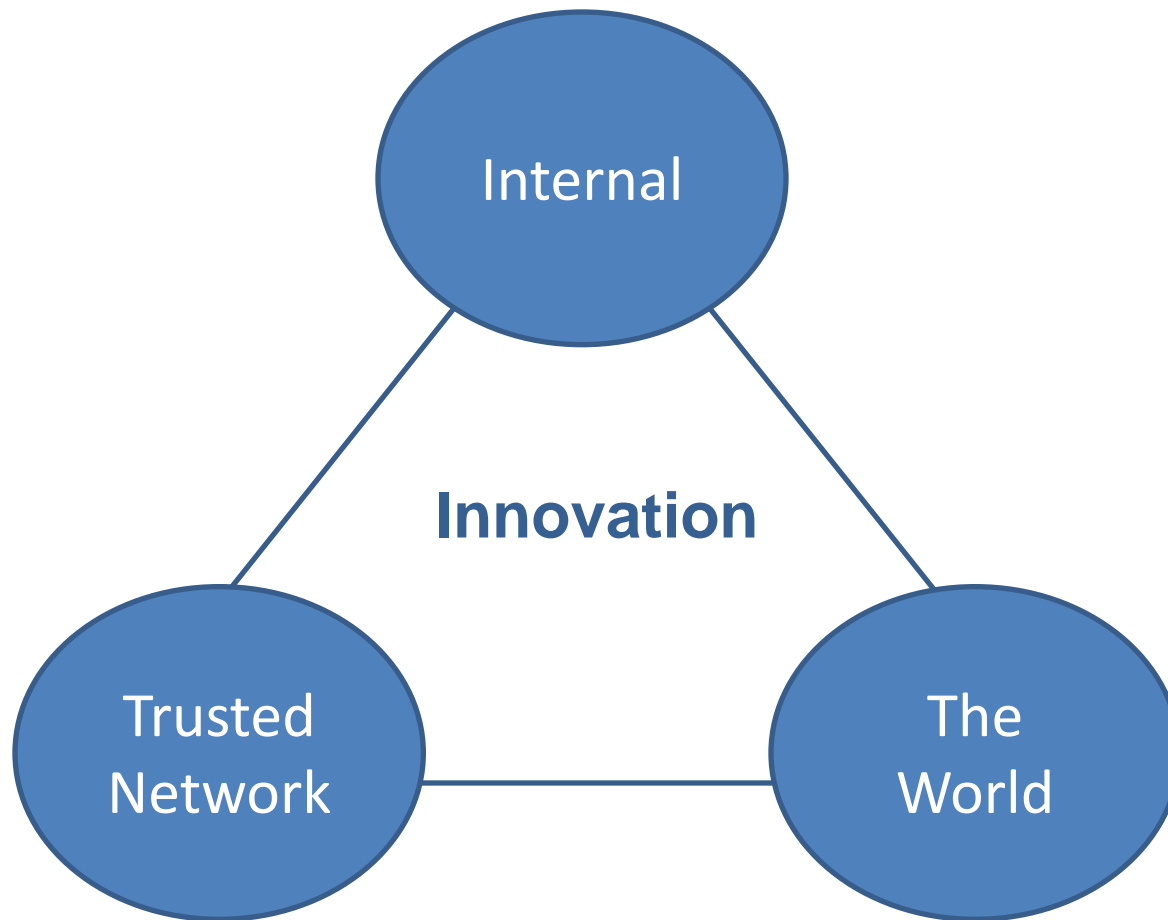
Examples of Social Media Selling Strategies in the Market Today

Strategy #3 – "Appealing to Influencers": Target Influencers Who Can Move the Masses

Strategy #1 – "Accessing social Consumers": Use Social Media as a New Channel to Individuals

Engaging the Advocates

"Pro-sumer" collaboration

Influencer-Led Development

Social Media Community

User Reviews

Social Media Wildfire

Creating Urgency/ Spontaneous Selling

Customers as "Community Organizers"

"Pass it along" promptions

Recruiting others/ Group Seles

Strategy #2 – "Engaging the Hive": Get Customers to Mobilize Their Personal Networks

Case Study: LenovoClub CareerLife 職場人生

Case Study: LenovoClub CareerLife 職場人生

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Case Study: LenovoClub CareerLife 職場人生

Case Study: LenovoClub CareerLife 職場人生

Summary

- Social Media Marketing
- Marketing

References

- Robert Wollan, Nick Smith, Catherine Zhou, The Social Media Management Handbook, John Wiley, 2011.

- Lon Safko and David K. Brake, The Social Media Bible: Tactics, Tools, and Strategies for Business Success, Wiley, 2009

- Dave Evans, Social Media Marketing : The Next Generation of Business Engagement, Wiley, 2010

- Philip Kotler and Kevin Keller, Marketing Management, 13th Edition, Prentice Hall, 2008