

Social Media Marketing Management

社會媒體行銷管理

行銷管理

(Marketing Management)

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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)

週次	日期	內容 (Subject/Topics)
10	102/04/23	期中報告 (Midterm Presentation)
11	102/04/30	社群網路商業模式 (Business Models and Issues of Social Media)
12	102/05/07	社群網路策略 (Strategy of Social Media)
13	102/05/14	社群口碑與社群網路探勘 (Social Word-of-Mouth and Web Mining on Social Media)
14	102/05/21	社群網路論文研討 (Paper Reading on Social Media)
15	102/05/28	探索性因素分析 (Exploratory Factor Analysis)
16	102/06/04	確認性因素分析 (Confirmatory Factor Analysis)
17	102/06/11	期末報告1 (Term Project Presentation 1)
18	102/06/18	期末報告2 (Term Project Presentation 2)

Marketing

Identifying
and
meeting

human and social needs

Marketing

Meeting needs profitably

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, 2011)*

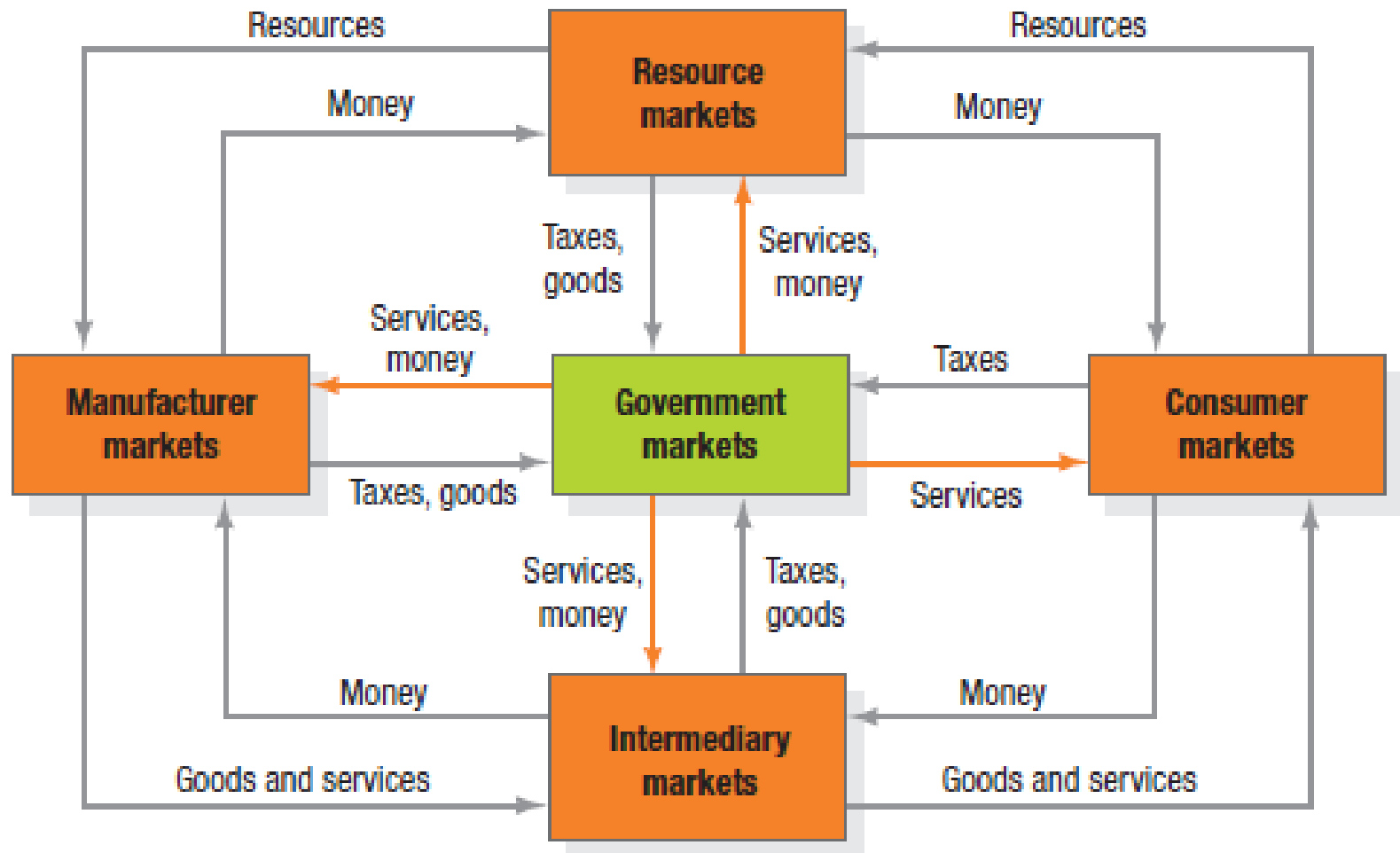
American Marketing Association

- “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large”

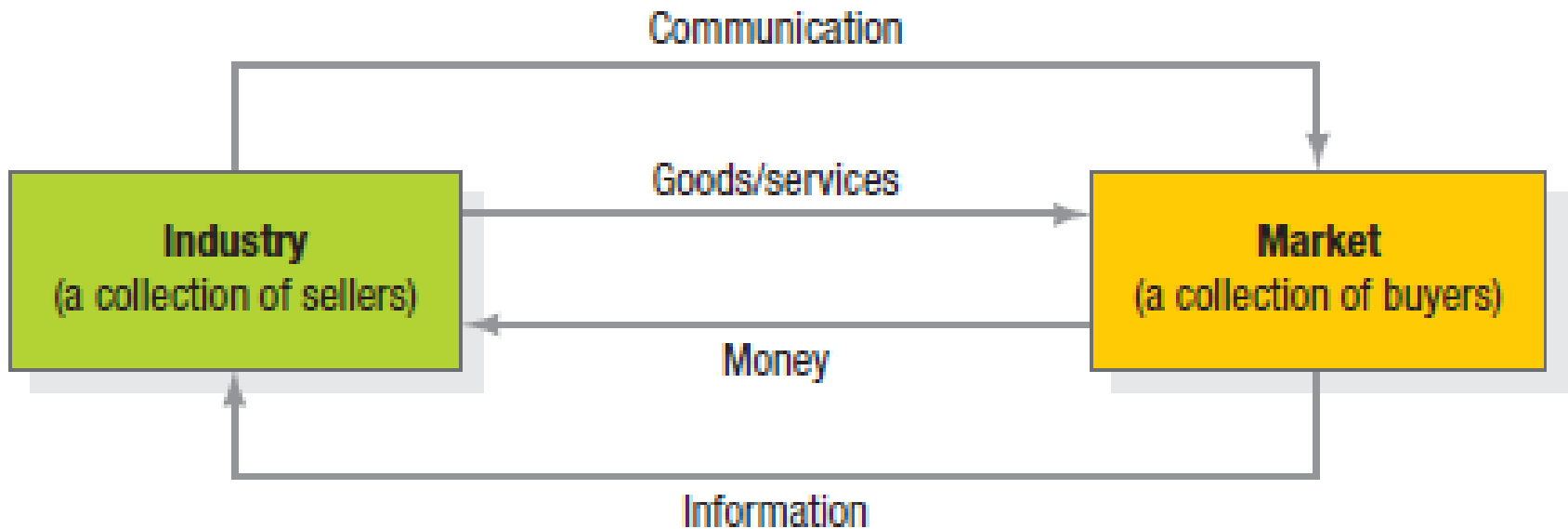
Marketing Management

- “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, 2011)*

Structure of Flows in a Modern Exchange Economy



A Simple Marketing System



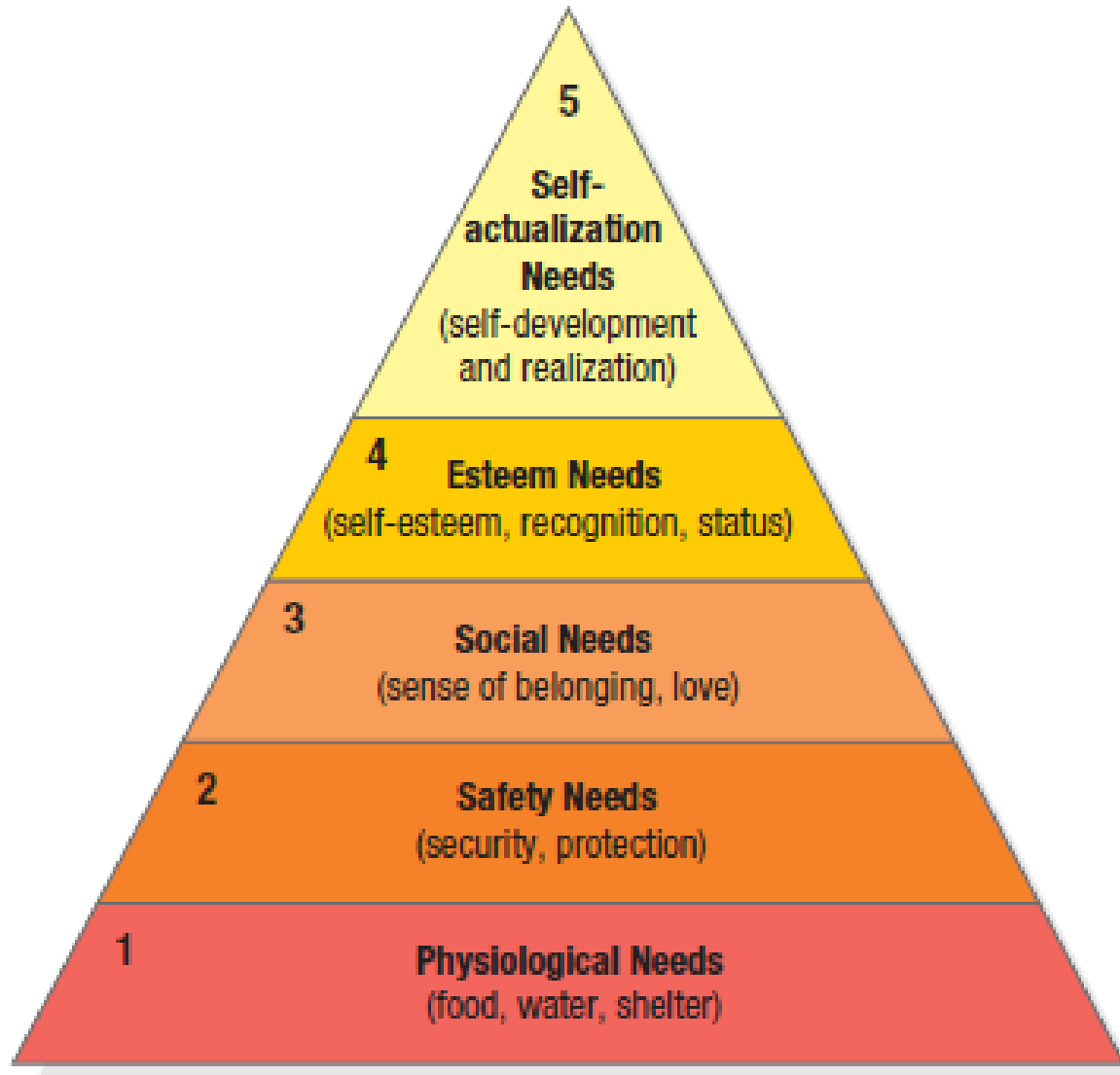
Core Concepts

- **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**

Needs, Wants, and Demands

- **Needs** are the **basic human requirements** such as for air, food, water, clothing, and shelter.
- Humans also have **strong needs** for recreation, education, and entertainment. These needs become **wants** when they are directed to specific objects that might satisfy the **need**.
- **Demands** are **wants** for specific products backed by an ability to pay.

Maslow's Hierarchy of Needs



“marketers create needs”
or
**“marketers get people
to buy things
they don’t want.”**

Five types of needs

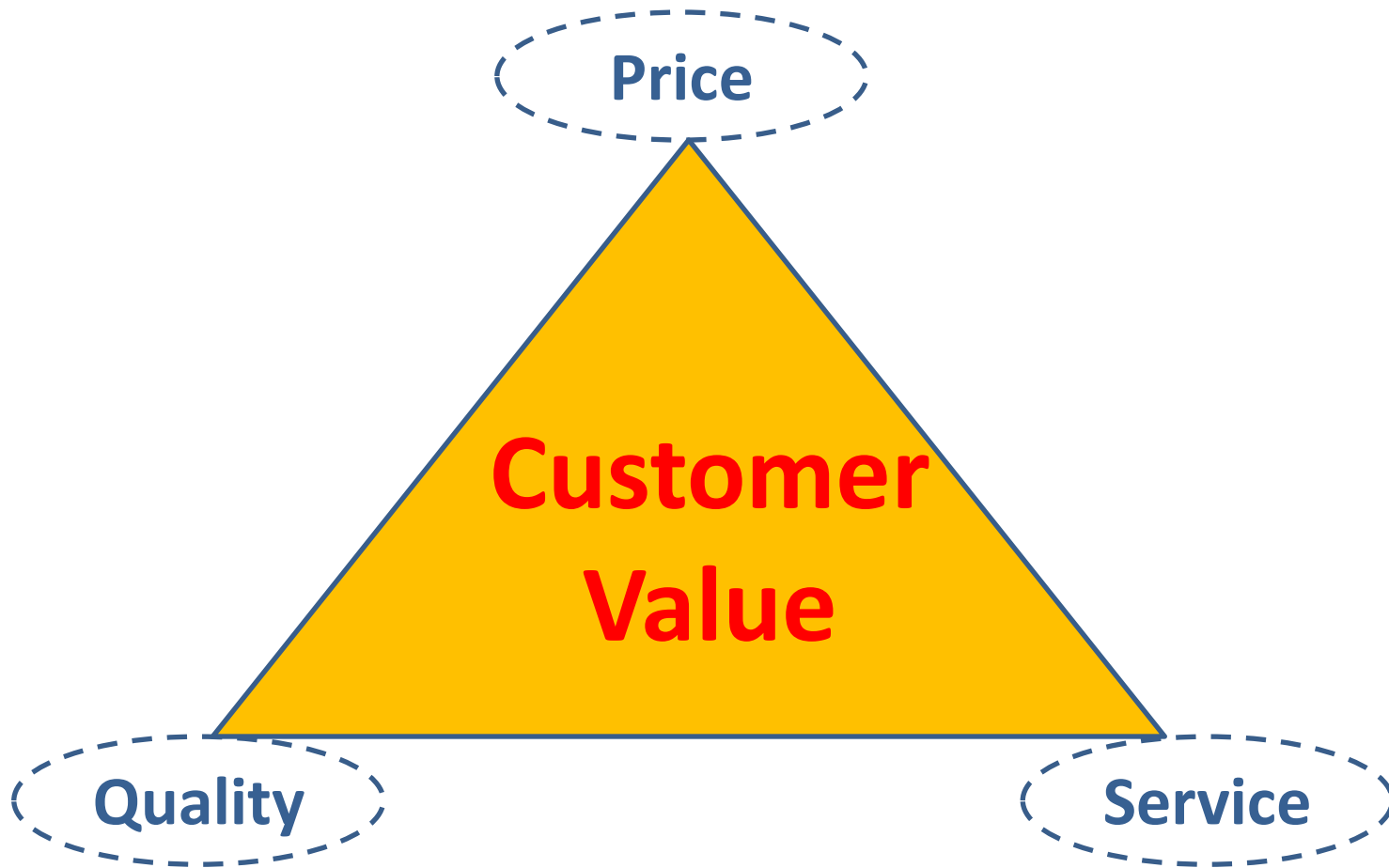
- Stated needs
 - (inexpensive)
- Real needs
 - (low operating cost)
- Unstated needs
 - (good service)
- Delight needs
 - (extras)
- Secret needs
 - (savvy consumer)



**Does
Marketing
Create or Satisfy
Needs?**

Customer Value Triad

Quality, Service, and Price (QSP)



Marketing Concept

customer-centered,
sense-and-respond
philosophy

Holistic Marketing Dimensions



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

Marketers'

Frequently Asked Questions

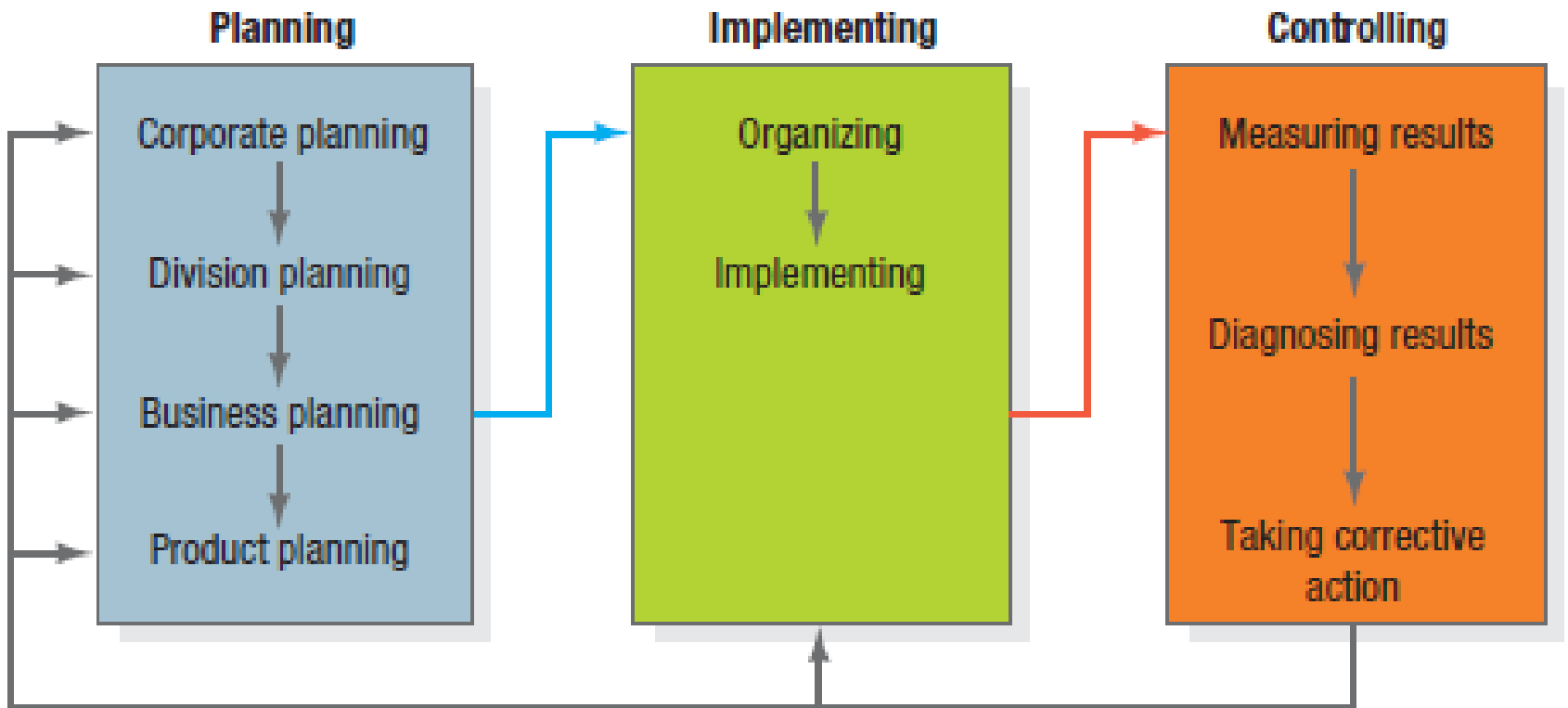
1. How can we spot and choose the right market segment(s)?
2. How can we differentiate our offerings?
3. How should we respond to customers who buy on price?
4. How can we compete against lower-cost, lower-price competitors?
5. How far can we go in customizing our offering for each customer?
6. How can we grow our business?
7. How can we build stronger brands?
8. How can we reduce the cost of customer acquisition?

Marketers'

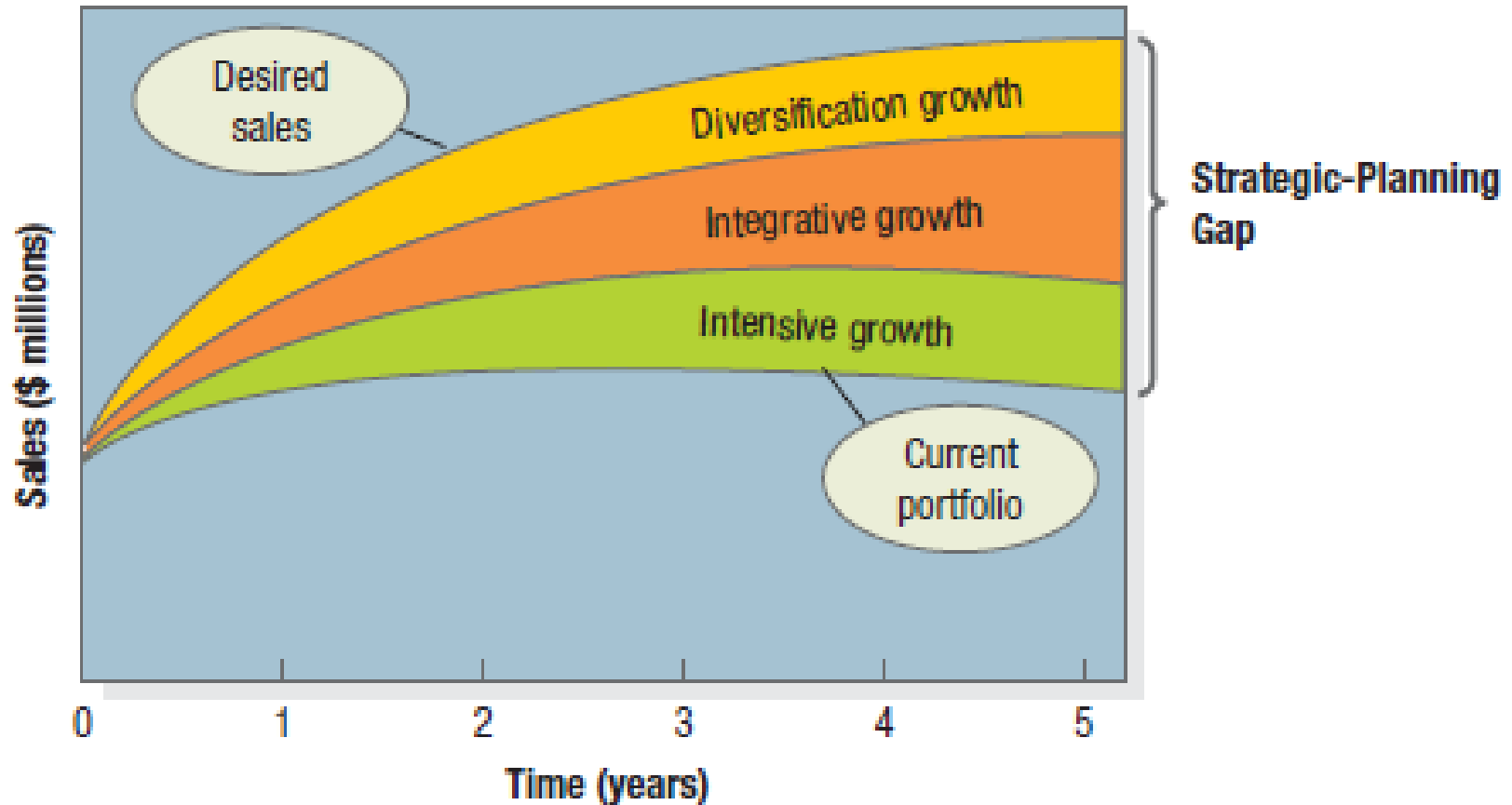
Frequently Asked Questions

9. How can we keep our customers loyal longer?
10. How can we tell which customers are more important?
11. How can we measure the payback from advertising, sales promotion, and public relations?
12. How can we improve sales force productivity?
13. How can we establish multiple channels and yet manage channel conflict?
14. How can we get the other company departments to be more customer-oriented?

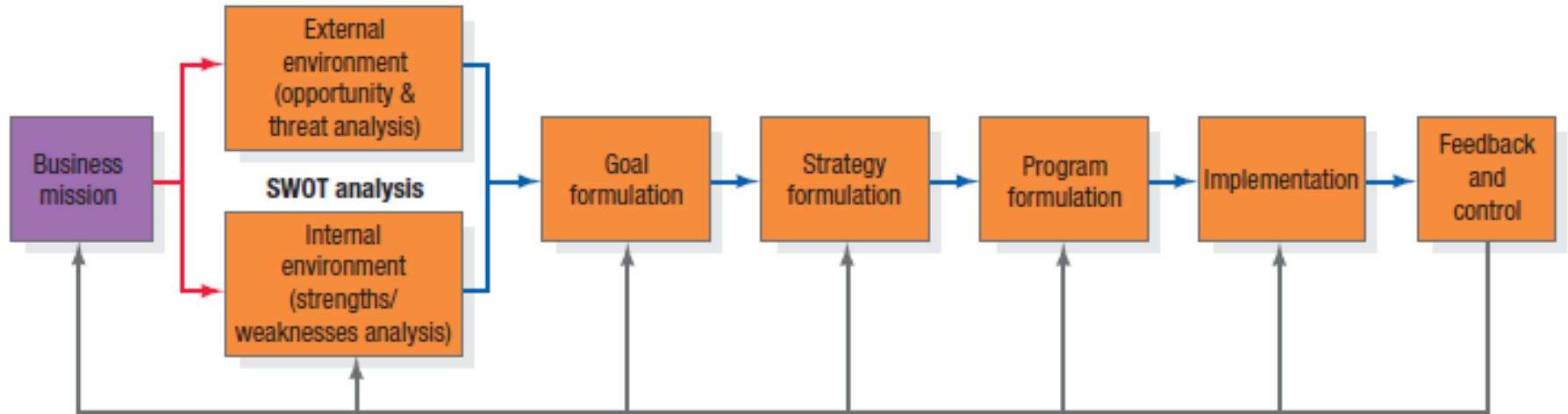
The Strategic Planning, Implementation, and Control Processes



The Strategic-Planning Gap



The Business Unit Strategic-Planning Process

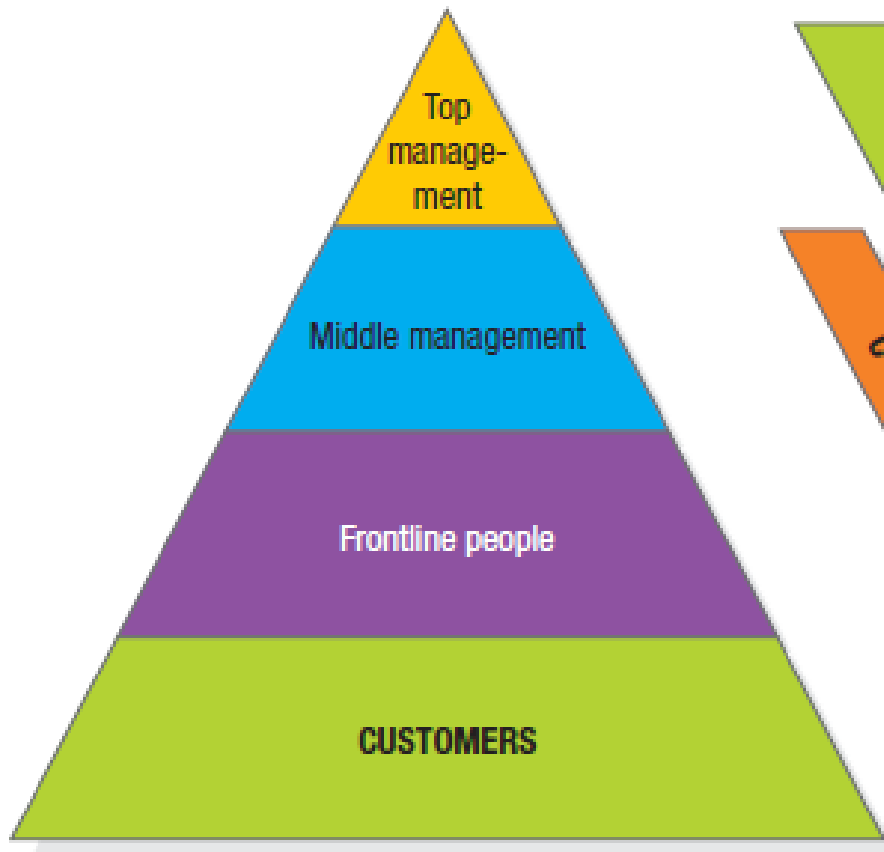


Creating Long-term Loyalty Relationships

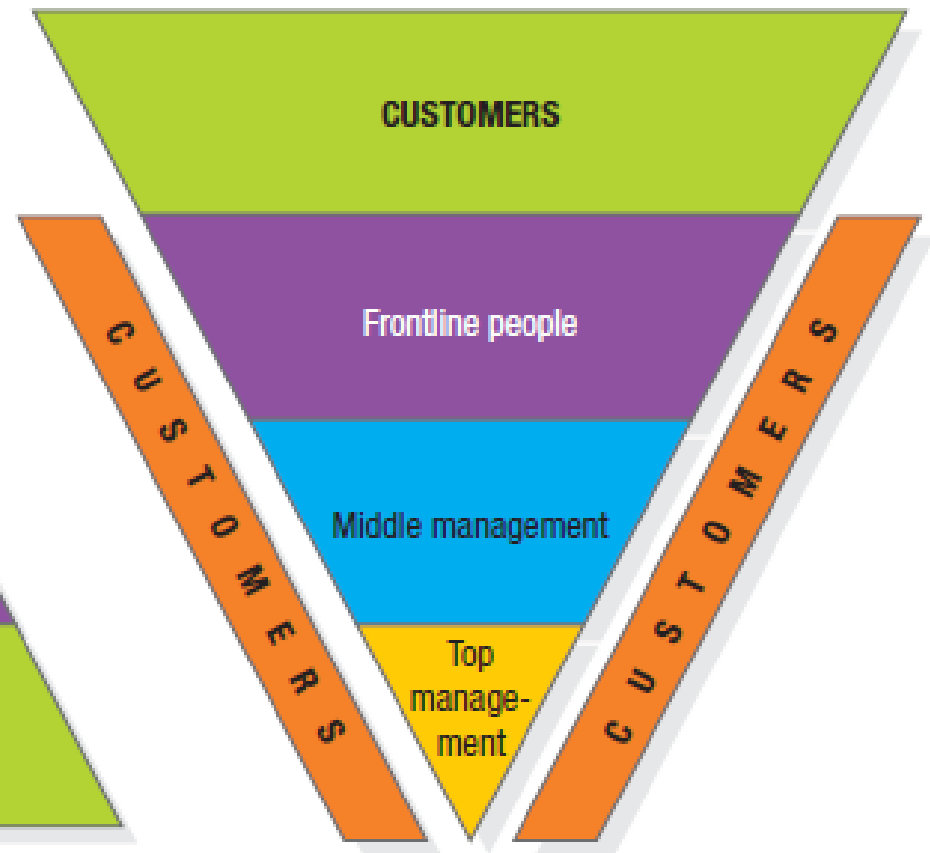
Building
Customer Value,
Satisfaction, and
Loyalty

Traditional Organization versus Modern **Customer-Oriented** Company Organization

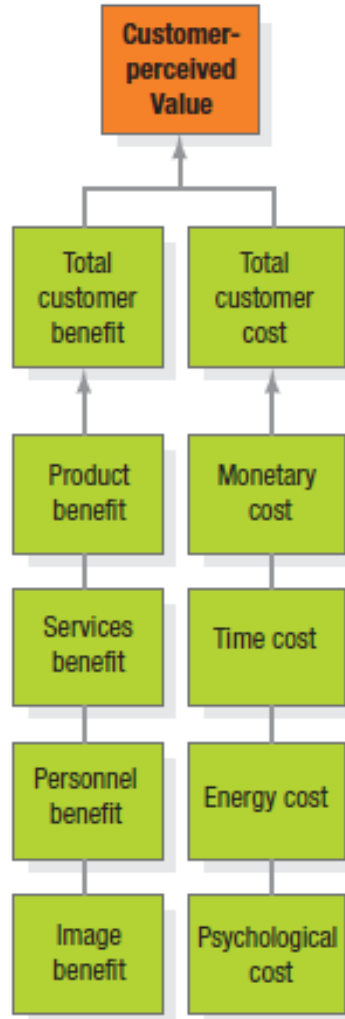
(a) Traditional Organization Chart



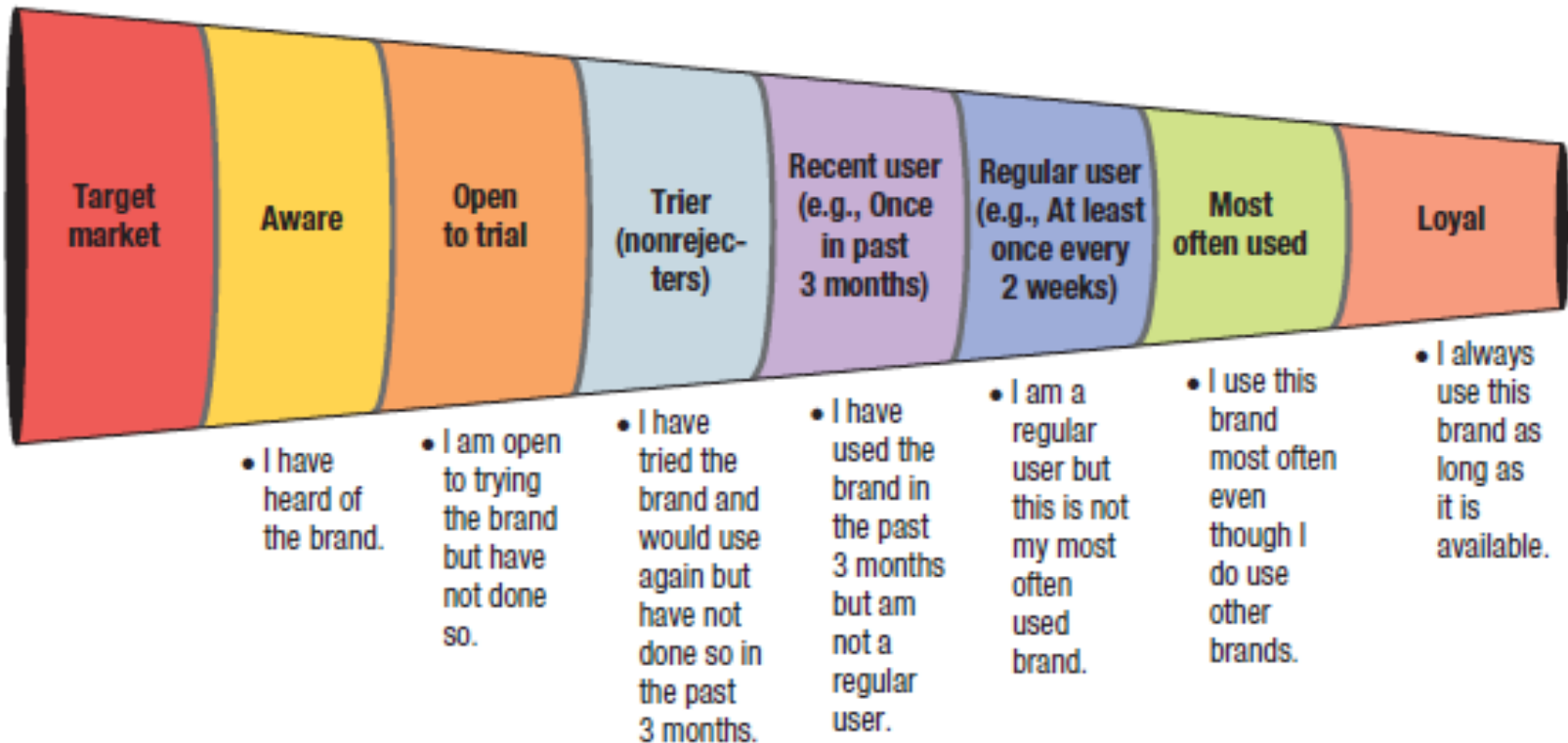
(b) Modern Customer-Oriented Organization Chart



Determinants of Customer-Perceived Value



The Marketing Funnel



Customer Databases and Database Marketing

- Customer Databases
- Data Warehouses and Data Mining
 - To identify prospects
 - To decide which customers should receive a particular offer
 - To deepen customer loyalty
 - To reactivate customer purchases
 - To avoid serious customer mistakes

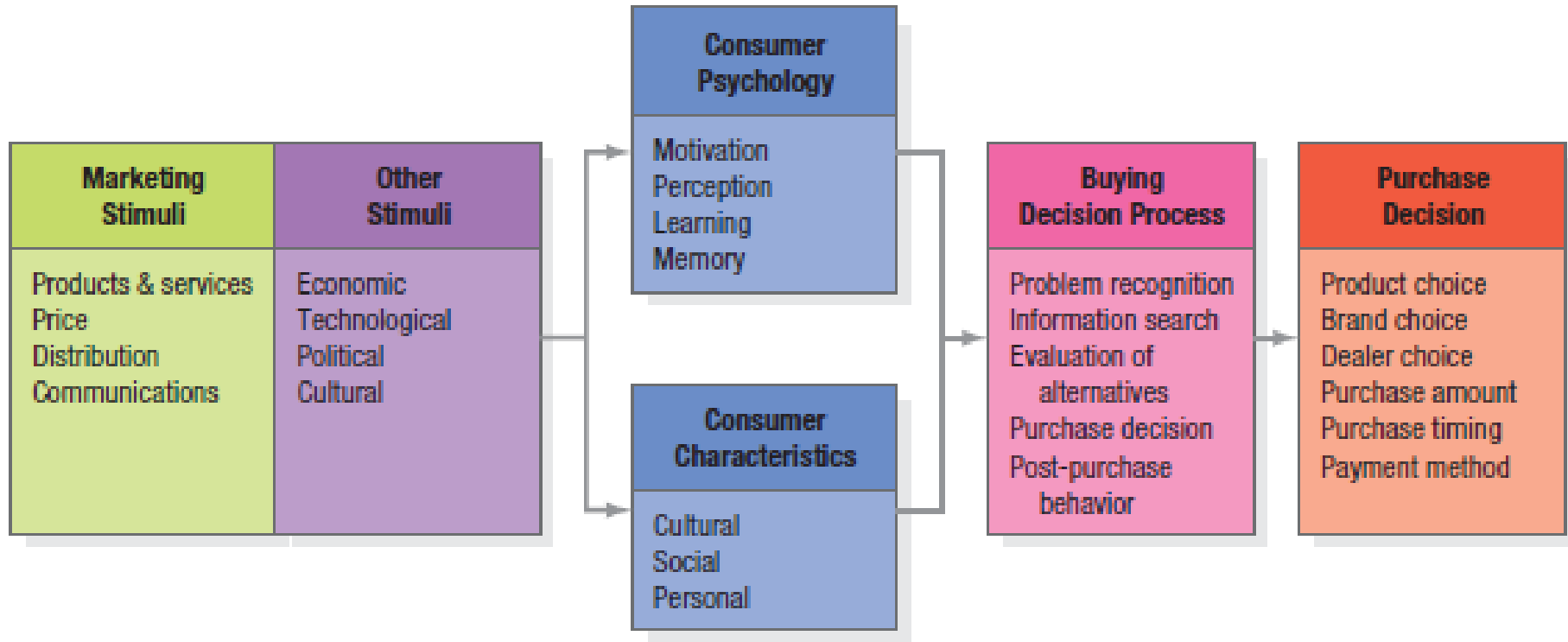
New Consumer Capabilities

- 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)**

Analyzing Consumer Markets

- The aim of marketing is to **meet and satisfy** target customers' **needs and wants** better than competitors.
- Marketers must have a thorough understanding of how consumers **think, feel, and act** and **offer clear value** to each and every target consumer.

Model of Consumer Behavior



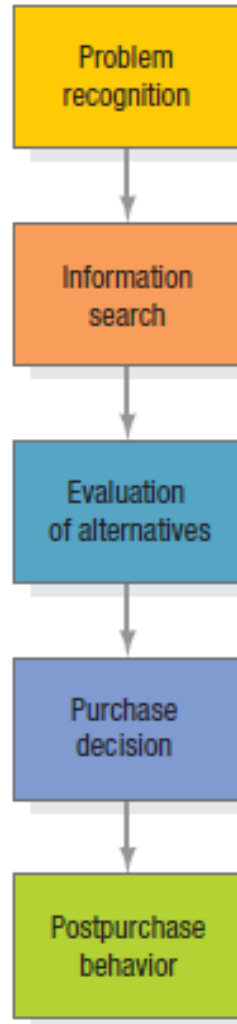
Key Psychological Processes

- Motivation
 - Freud, Maslow, Herzberg
- Perception
 - Perception is the process by which we select, organize, and interpret information inputs to create a meaningful picture of the world
- Learning
- Emotions
- Memory

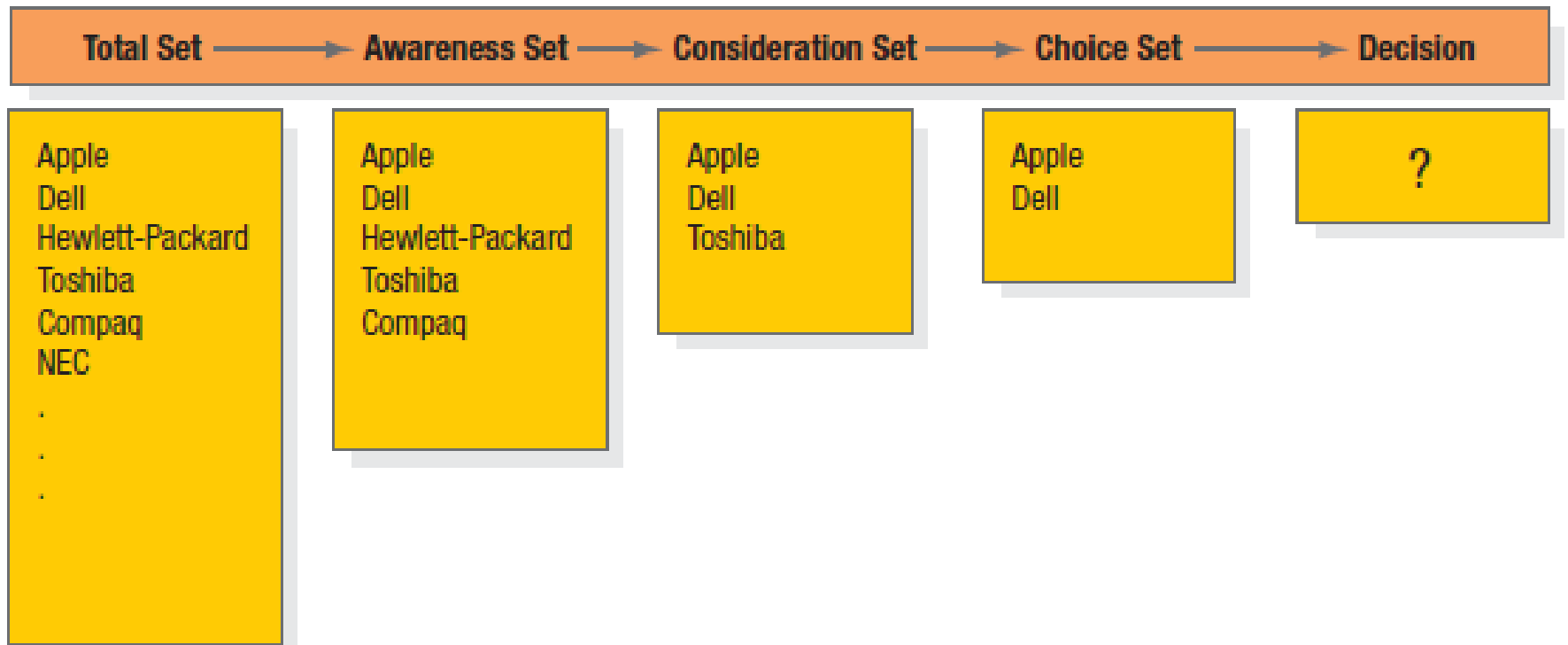
Perception

- Selective attention
- Selective distortion
- Selective retention
- Subliminal perception

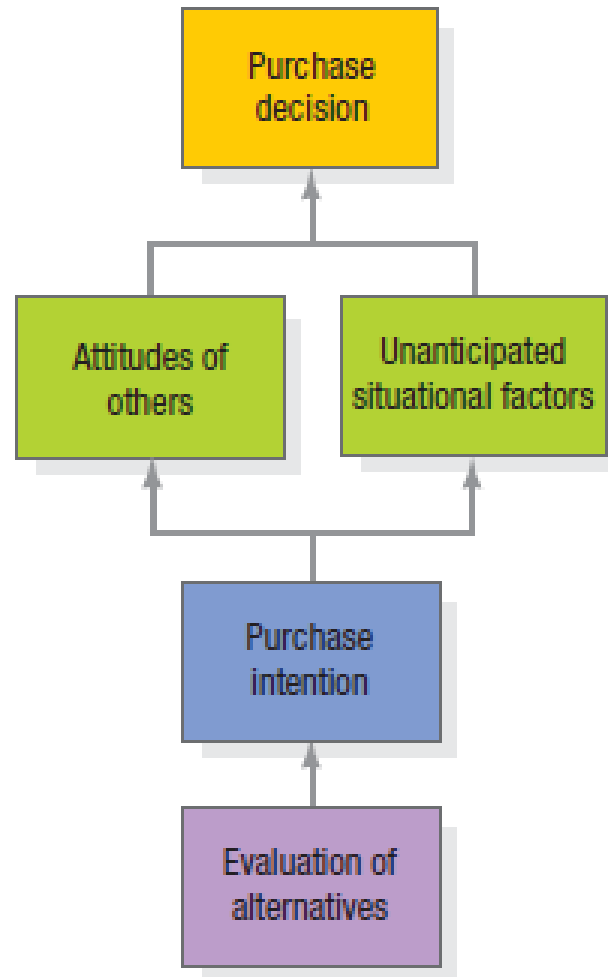
Five-Stage Model of the Consumer Buying Process



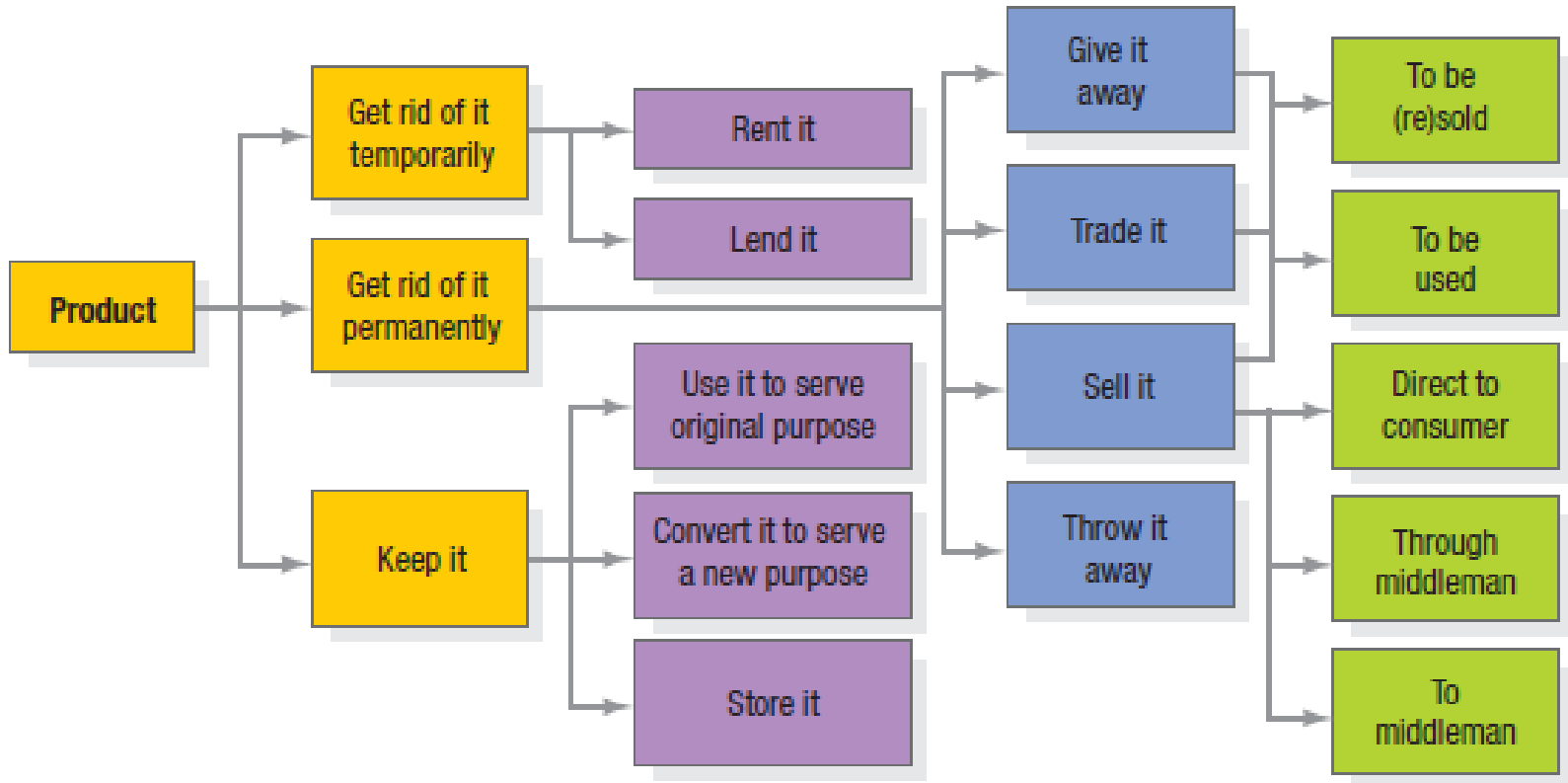
Successive Sets Involved in Consumer Decision Making



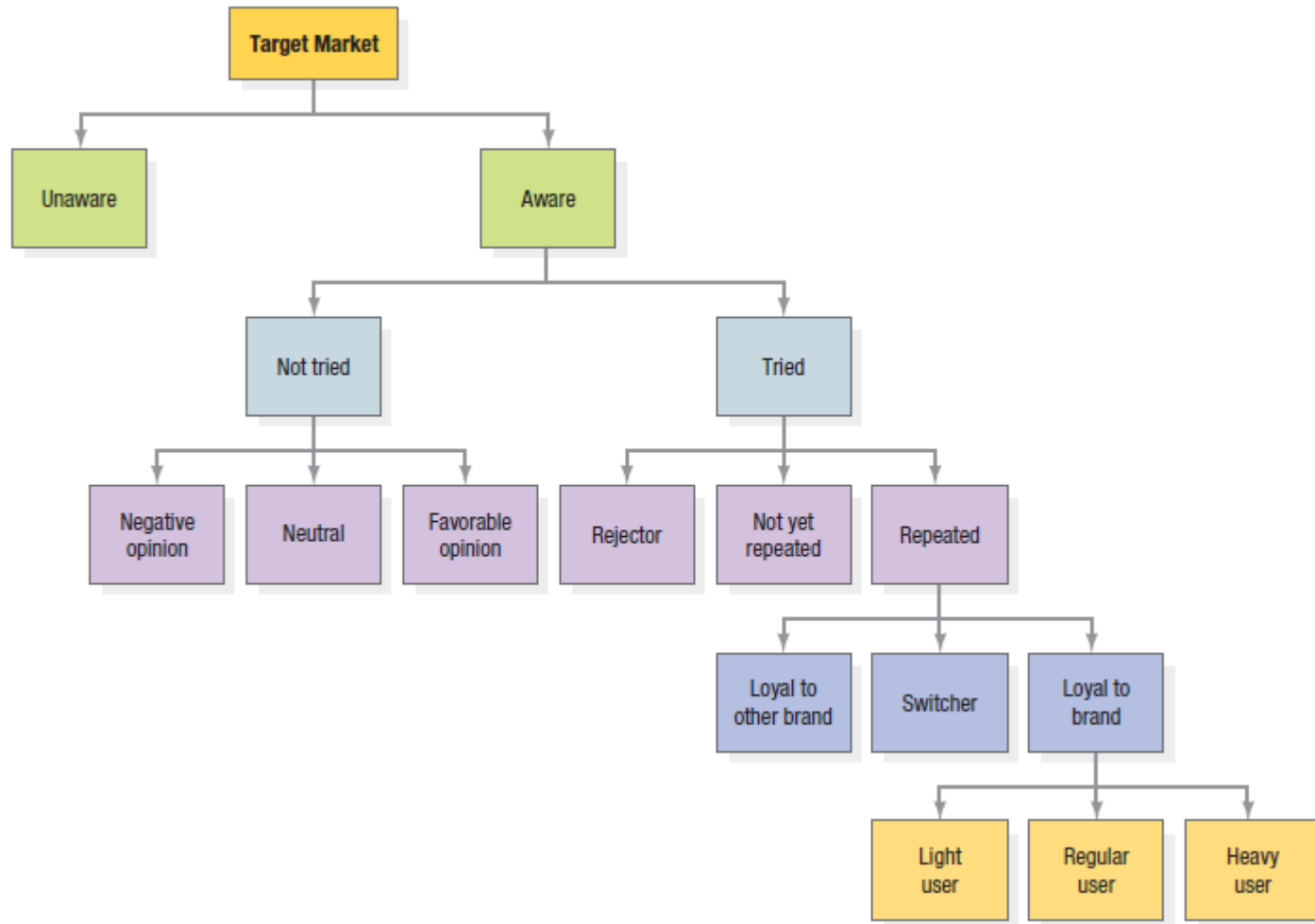
Steps between Evaluation of Alternatives and a Purchase Decision



How Customers Use or Dispose of Products



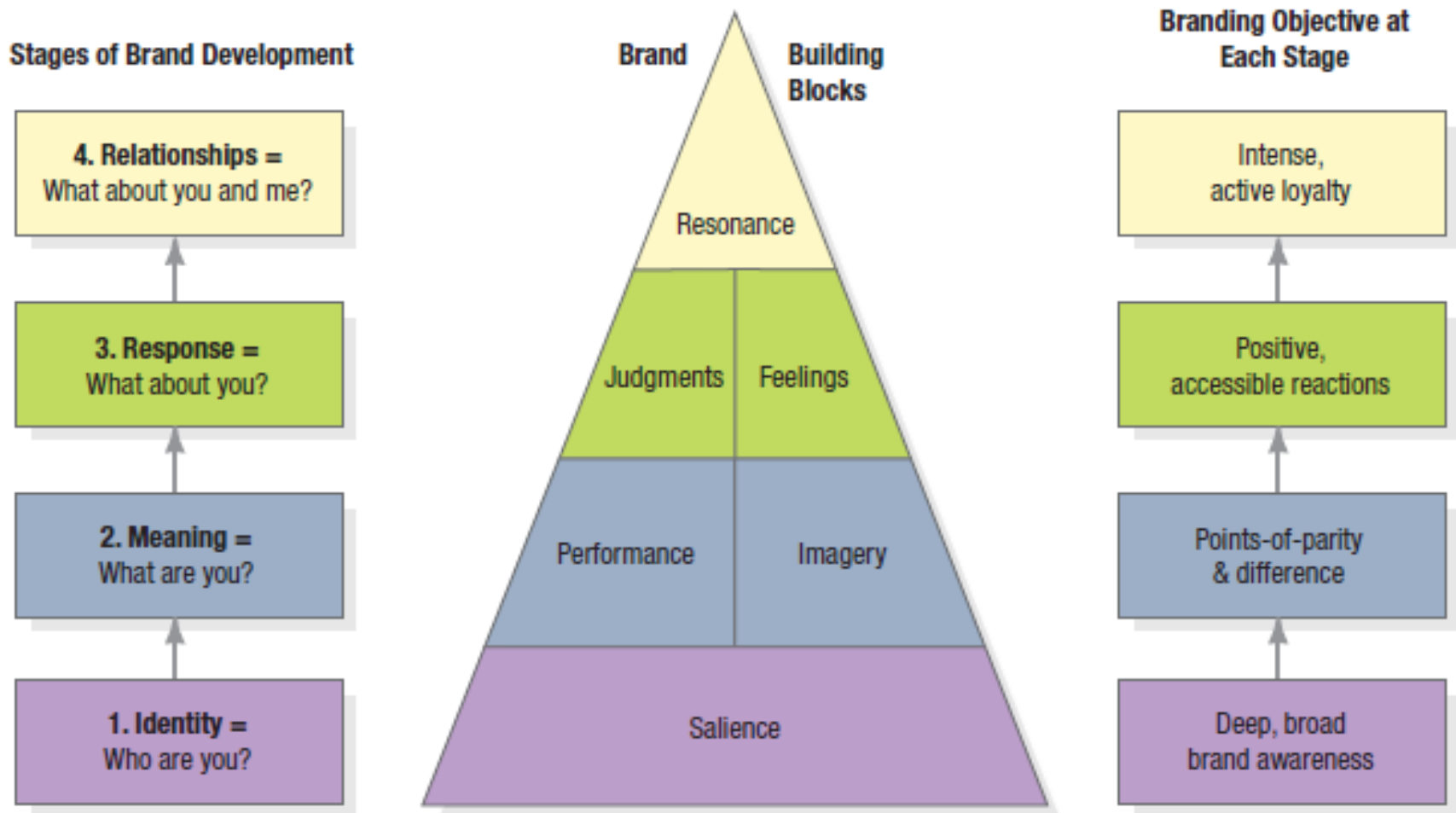
Behavioral Segmentation Breakdown



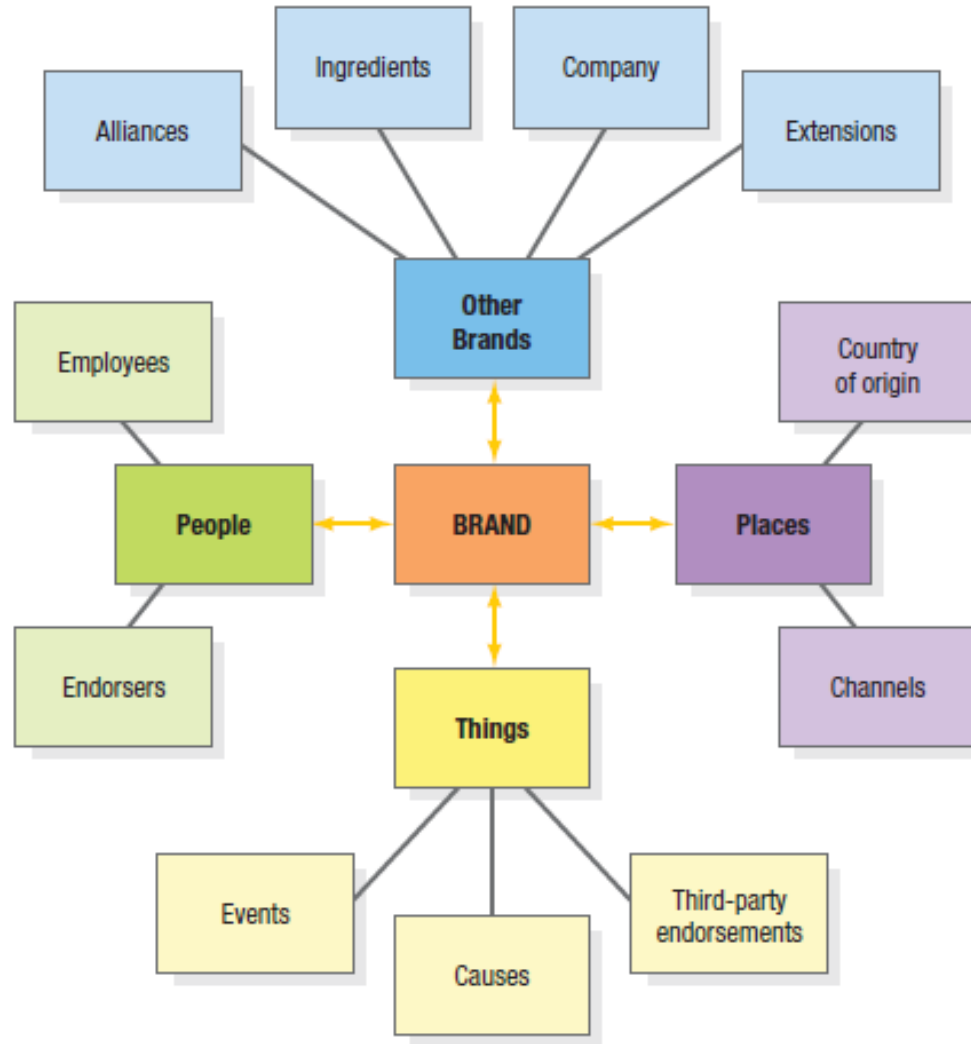
Creating Brand Equity

- One of the most valuable intangible assets of a firm is its brands, and it is incumbent on marketing to properly manage their value
- A strong brand commands intense consumer loyalty
 - at its heart is a great product or service.

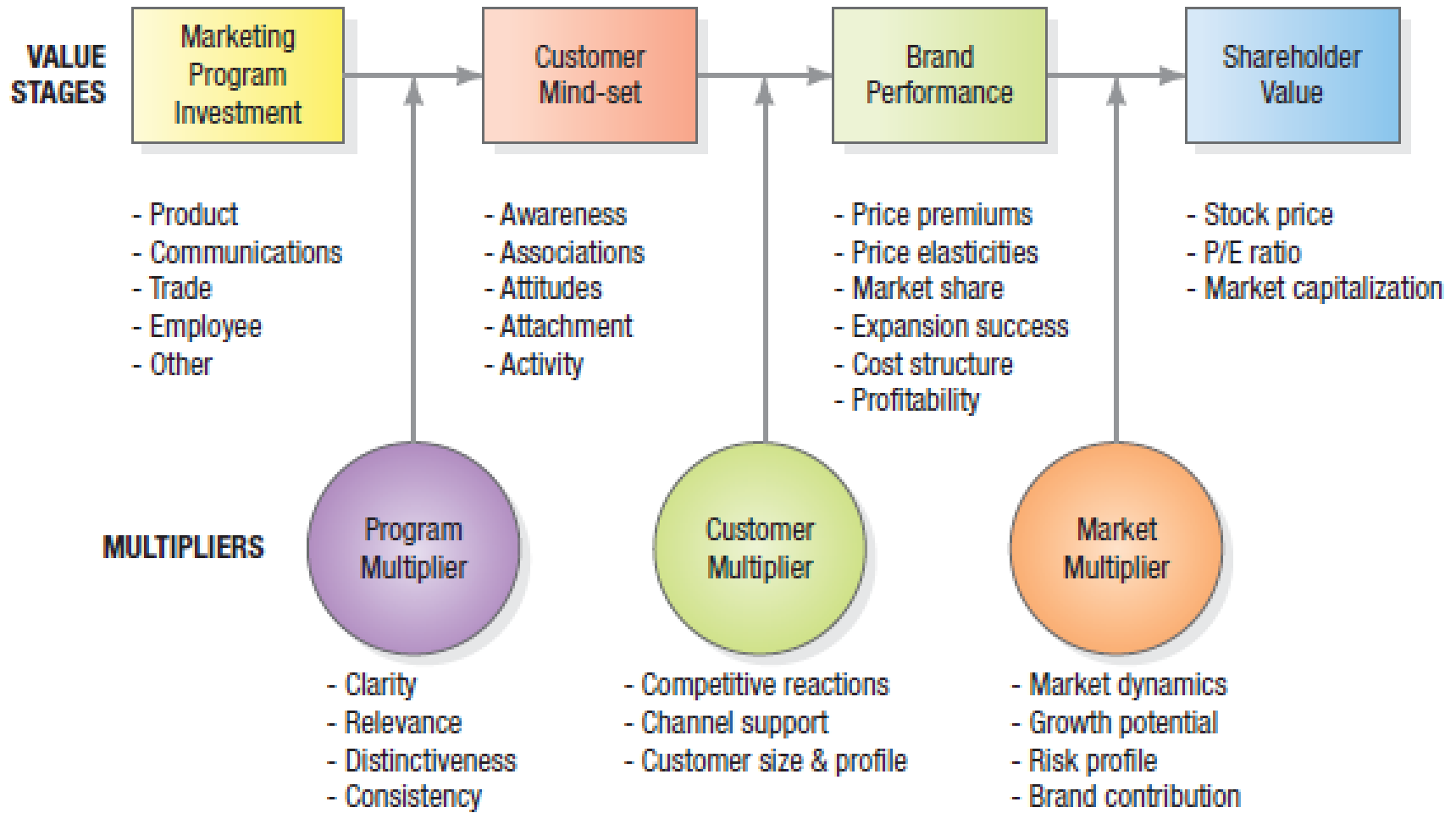
Brand Resonance Pyramid



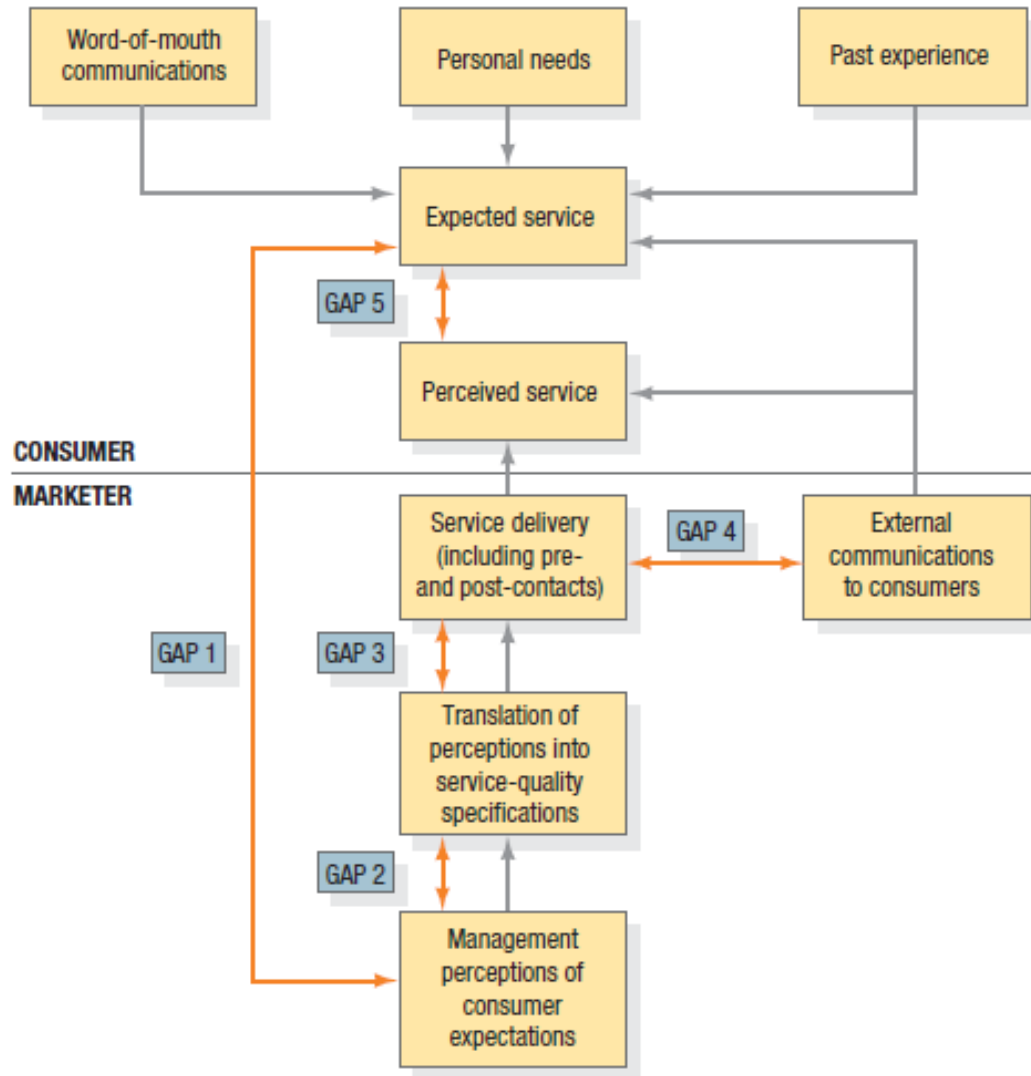
Secondary Sources of Brand Knowledge



Brand Value Chain

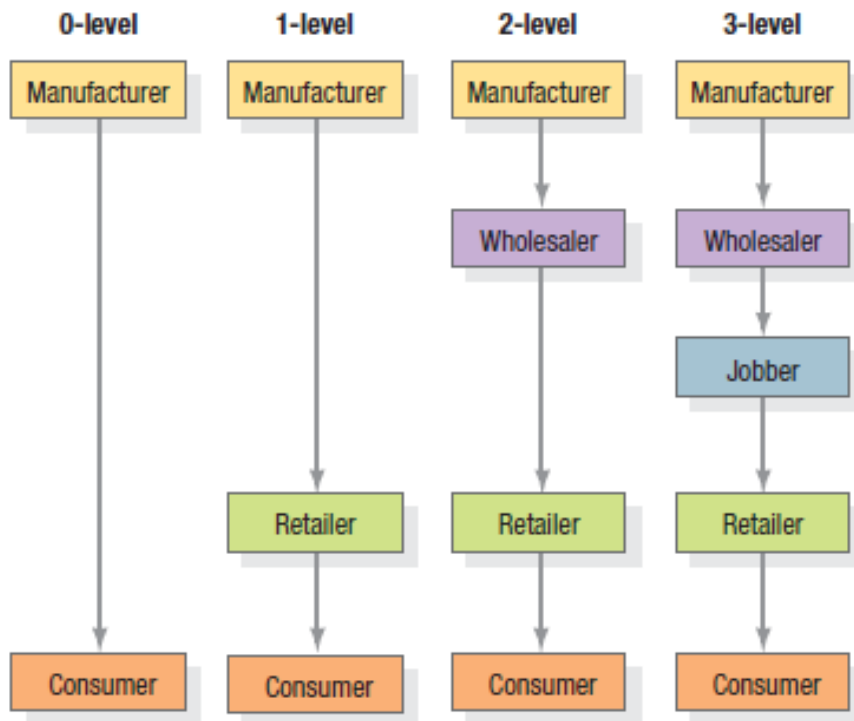


Service-Quality Model

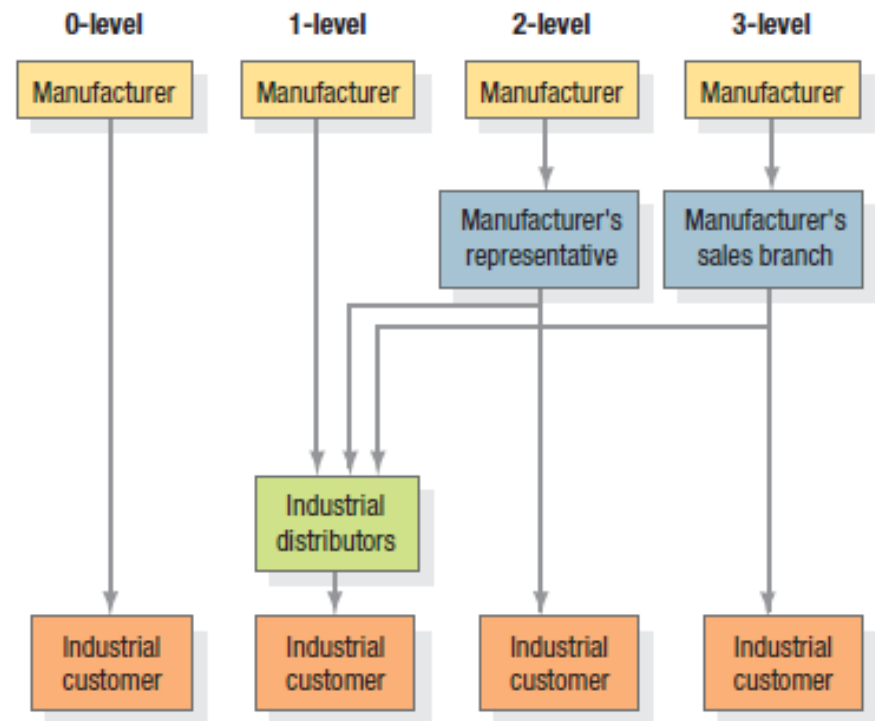


Consumer and Industrial Marketing Channels

(a) Consumer Marketing Channels



(b) Industrial Marketing Channels



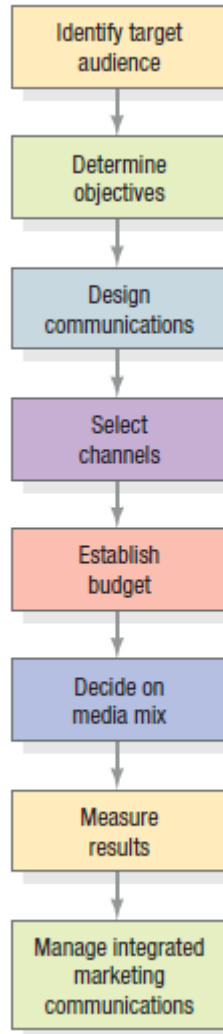
Communicating Value

- **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

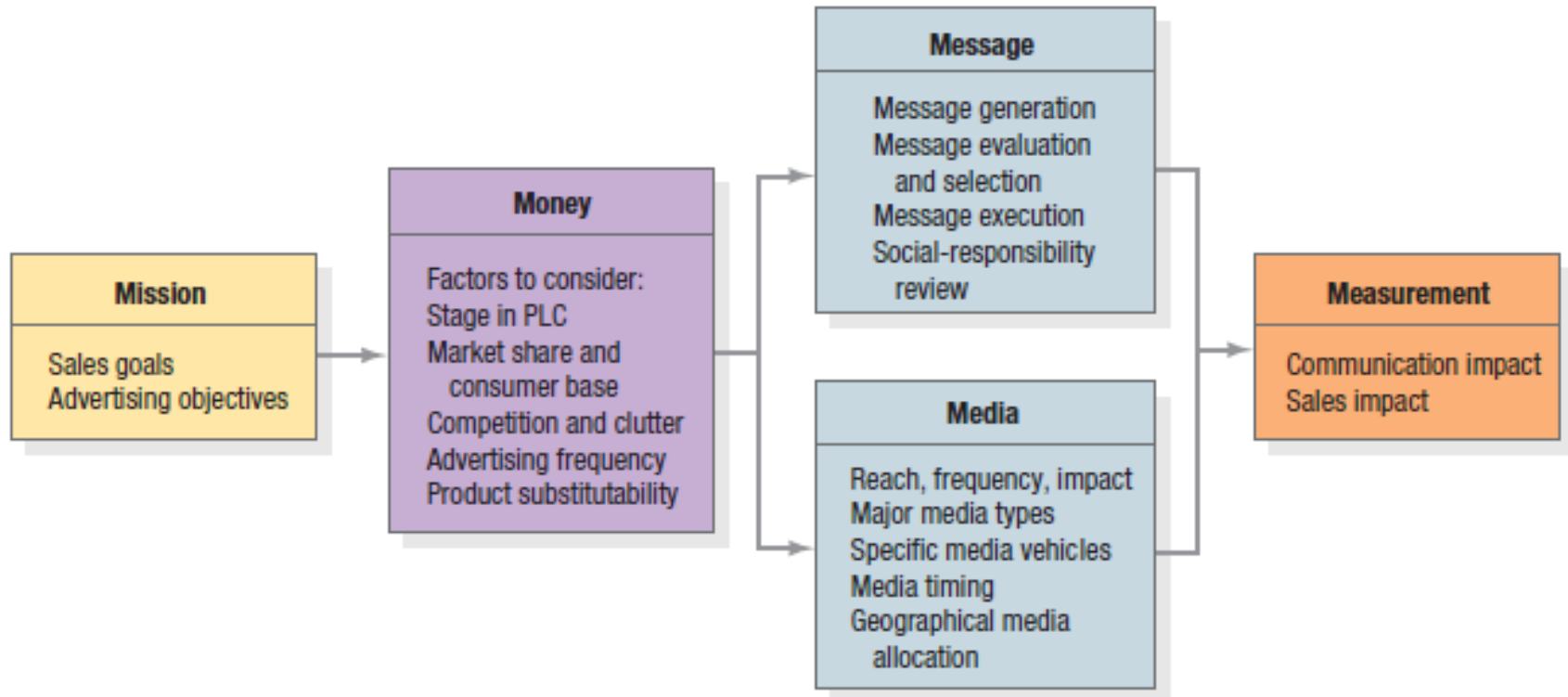
Marketing Communications Mix

Advertising	Sales Promotion	Events and Experiences	Public Relations and Publicity	Direct and Interactive Marketing	Word-of-Mouth Marketing	Personal Selling
Print and broadcast ads	Contests, games, sweepstakes, lotteries	Sports	Press kits	Catalogs	Person-to-person	Sales presentations
Packaging—outer	Premiums and gifts	Entertainment	Speeches	Mailings	Chat rooms	Sales meetings
Packaging inserts	Sampling	Festivals	Seminars	Telemarketing	Blogs	Incentive programs
Cinema	Fairs and trade shows	Arts	Annual reports	Electronic shopping		Samples
Brochures and booklets	Exhibits	Causes	Charitable donations	TV shopping		Fairs and trade shows
Posters and leaflets	Demonstrations	Factory tours	Publications	Fax		
Directories	Coupons	Company museums	Community relations	E-mail		
Reprints of ads	Rebates	Street activities	Lobbying	Voice mail		
Billboards	Low-interest financing		Identity media	Company blogs		
Display signs	Trade-in allowances		Company magazine	Web sites		
Point-of-purchase displays	Continuity programs					
DVDs	Tie-ins					

Steps in Developing Effective Communications



The Five Ms of Advertising



Consumer-Generated Advertising

- T-Mobile's highly entertaining "Life's for Sharing" subway dance became an online viral marketing sensation.
 - <http://www.youtube.com/watch?v=VQ3d3KigPQM>

Interactive Marketing Communication Options

- Web sites
- Search ads
- Display ads
- E-mails
- Mobile marketing
- Social Media and Word-of-Mouth

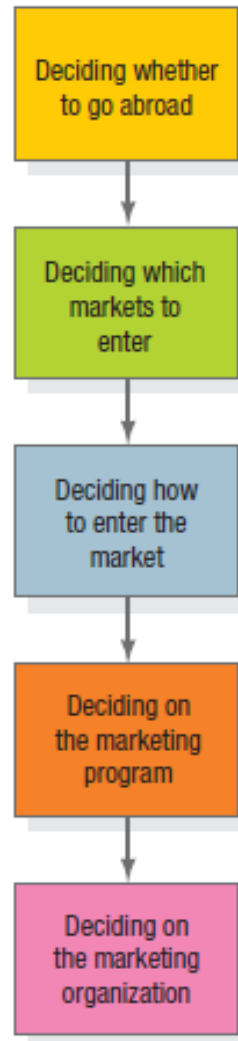
Word of Mouth

- 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
 - <http://www.youtube.com/watch?v=qg1ckCkm8YI>

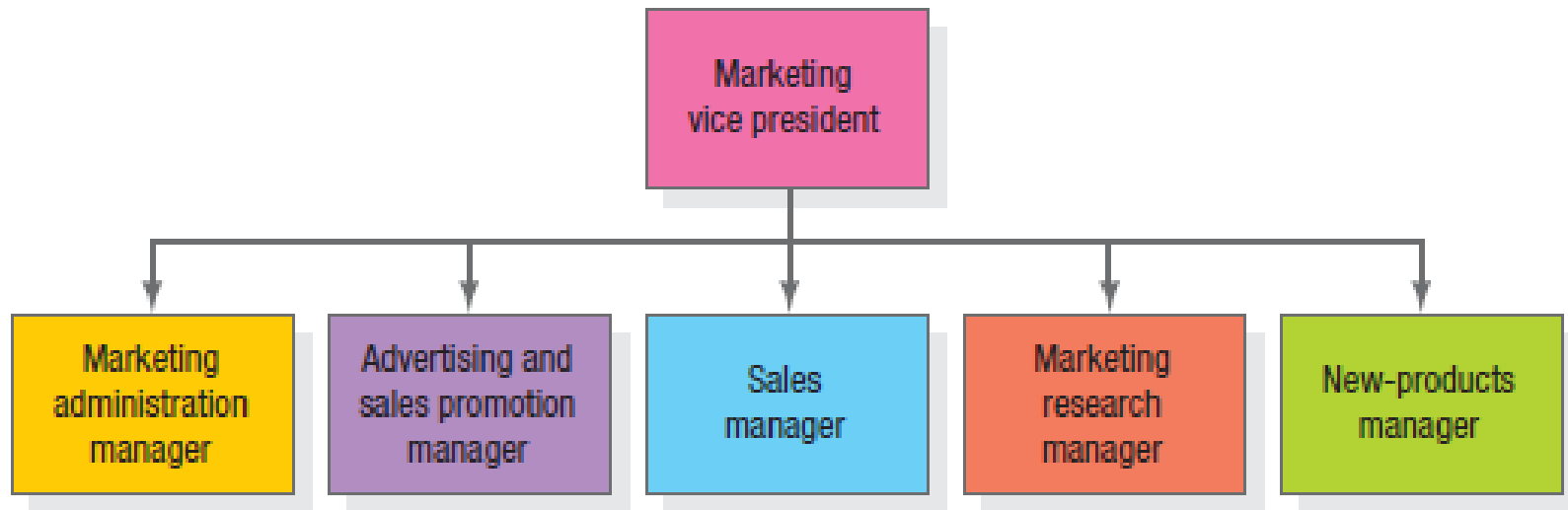
How to Start a Buzz Fire

- 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.

Major Decisions in International Marketing



Organizing the Marketing Department



The Product Manager's Interactions



The Social Marketing Planning Process

- Where Are We?
- Where Do We Want to Go?
- How Will We Get There?
- How Will We Stay on Course?

The Social Marketing Planning Process

- Where Are We?
 - Determine program focus.
 - Identify campaign purpose.
 - Conduct an analysis of strengths, weaknesses, opportunities, and threats (SWOT).
 - Review past and similar efforts.

The Social Marketing Planning Process

- Where Do We Want to Go?
 - Select target audiences.
 - Set objectives and goals.
 - Analyze target audiences and the competition.

The Social Marketing Planning Process

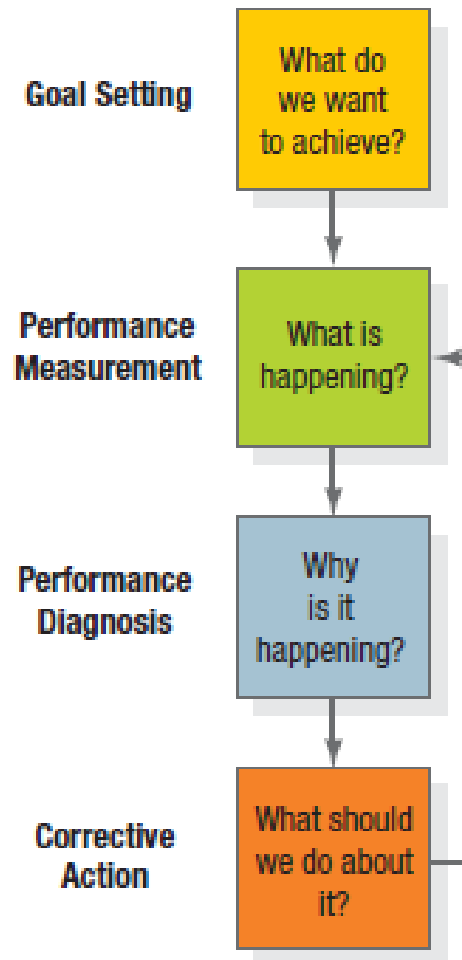
- How Will We Get There?
 - Product: Design the market offering.
 - Price: Manage costs of behavior change.
 - Distribution: Make the product available.
 - Communications: Create messages and choose media.

The Social Marketing Planning Process

- How Will We Stay on Course?
 - Develop a plan for evaluation and monitoring.
 - Establish budgets and find funding sources.
 - Complete an implementation plan.

Creating Successful Long-term Growth

The Control Process



References

- Philip Kotler and Kevin Keller,
Marketing Management, 14th Edition, Prentice Hall, 2011