

社群網路行銷管理

Social Media Marketing Management



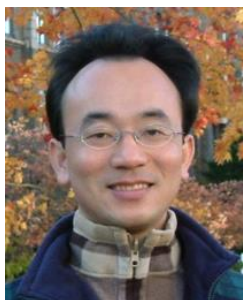
Tamkang
University
淡江大學

行動 APP 行銷 (Mobile Apps Marketing)

1042SMMM08

MIS EMBA (M2200) (8615)

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



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2016-04-28



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)

Mobile Apps Marketing

Copyrighted Material

Rachel Pasqua and Noah Elkin

Foreword by Jim Lecinski, Vice President of U.S. Sales & Service, Google Inc.,
and author of *Winning the Zero Moment of Truth*

Mobile Marketing

AN HOUR A DAY



SYBEX

SERIOUS SKILLS

Copyrighted Material

Put Your Business In Your Customers' Pockets

A central black smartphone is the focal point, displaying a grid of app icons on its screen. Surrounding the phone is a dense, overlapping collage of numerous other app icons from various categories, including social media (Facebook, Twitter, LinkedIn), productivity (Evernote, Trello), shopping (Amazon, eBay), and utilities (Google Maps, Uber). The background is white, making the colorful icons stand out. The overall composition visually represents the vast ecosystem of mobile applications available to users.

Mobile App Marketing



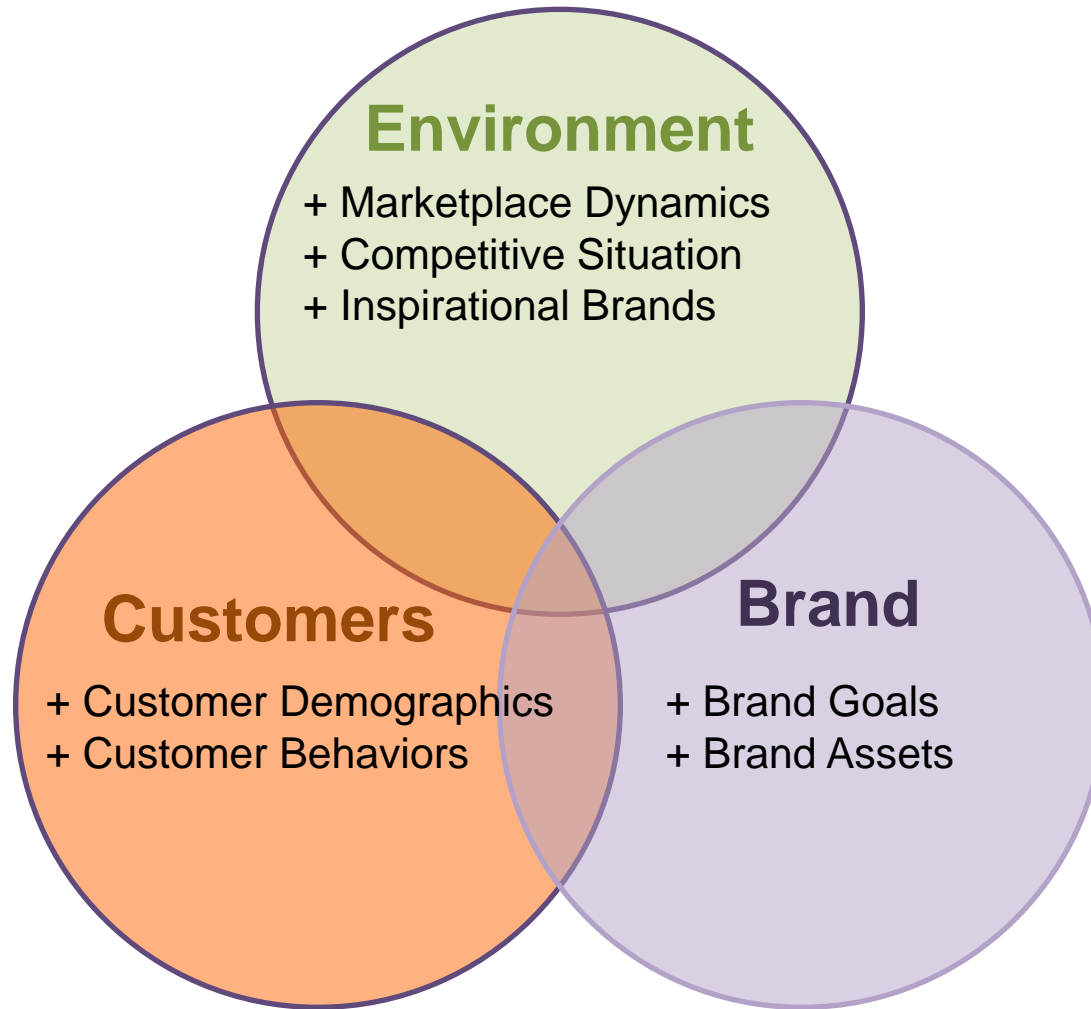
Mobile In-Store Research-to-Purchase Path



OR



Mobile Strategy



Traditional purchase funnel with mobile overlay



Sample Customer Journey Map



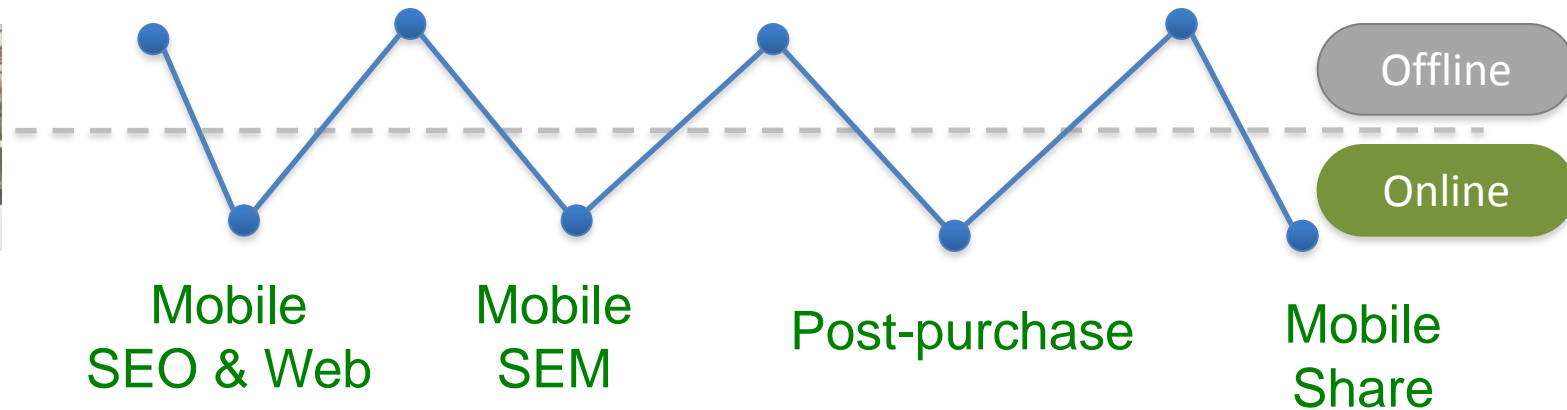
Word of
Mouth

In-store

Mobile
Redemption

SMS opt-in

Advocacy

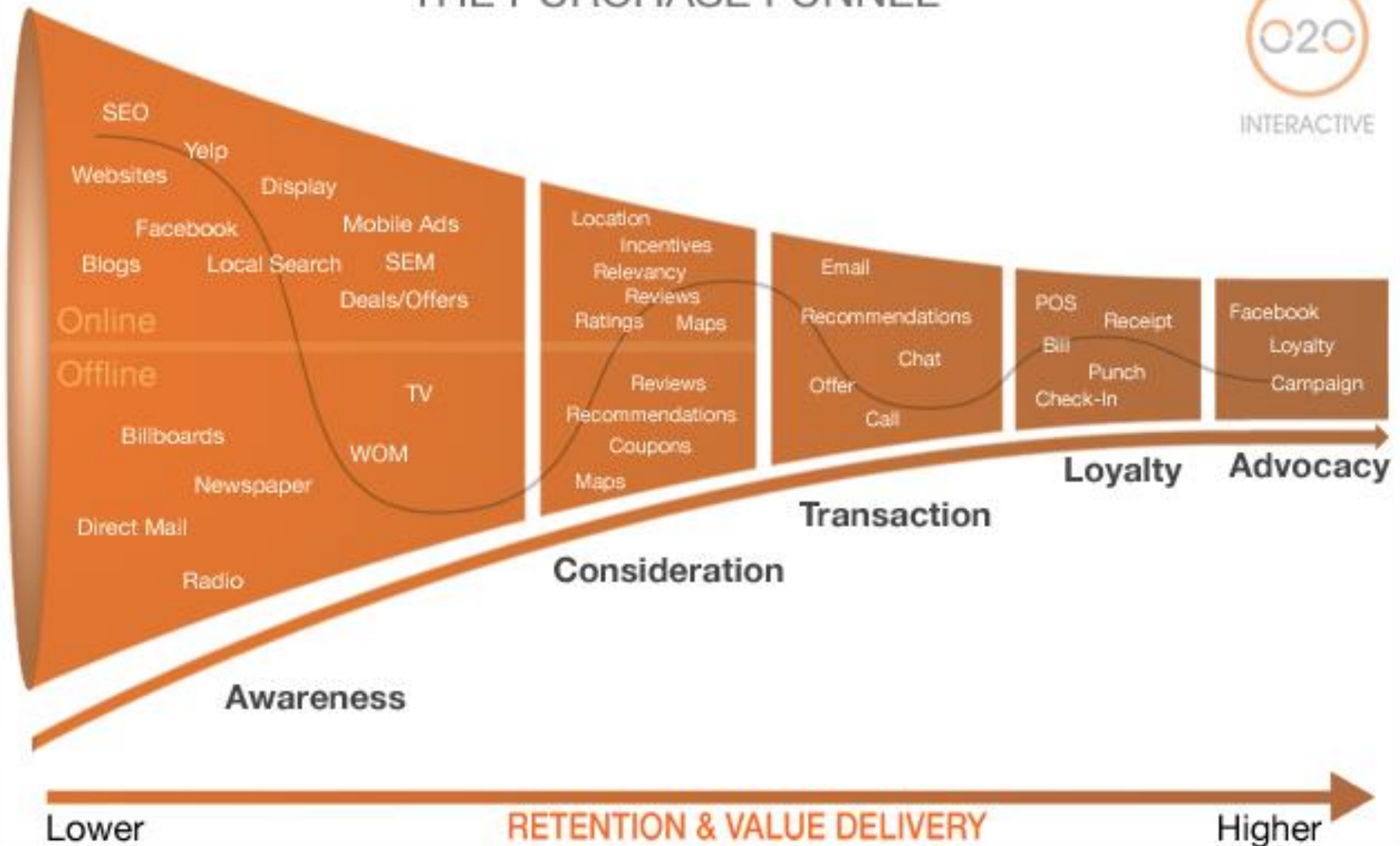


Source:
<http://screenmediadaily.com/mobile-shopping-apps-are-helping-on-the-go-consumers-locate-deals-and-boost-retail-sales/>

Source: Rachel Pasqua and Noah Elkin, Mobile Marketing: An Hour a Day, Sybex, 2012

Online to Offline (O2O)

THE PURCHASE FUNNEL



Mobile Readiness

- Awareness
- Engagement
- Consideration
- Conversion
- Loyalty

Mobile Marketing Tactic

Mobile website

Mobile Search engine optimization

Mobile Search engine marketing

Opt-in SMS alerts

Mobile App

QR codes In-store

Mobile Marketing Plan

1 2 3 4 5 6 7 8 9 10 11 12

Mobile web site development
& SEO

QA

Awareness integration into
Twitter & Facebook

Desktop website awareness elements

Mobile search engine marketing with hyperlocal, click to call and offers

SMS short code acquisition and
provisioning

SMS Test Campaigns

iOS App planning based on mobile
website learnings

In-store QR pilot

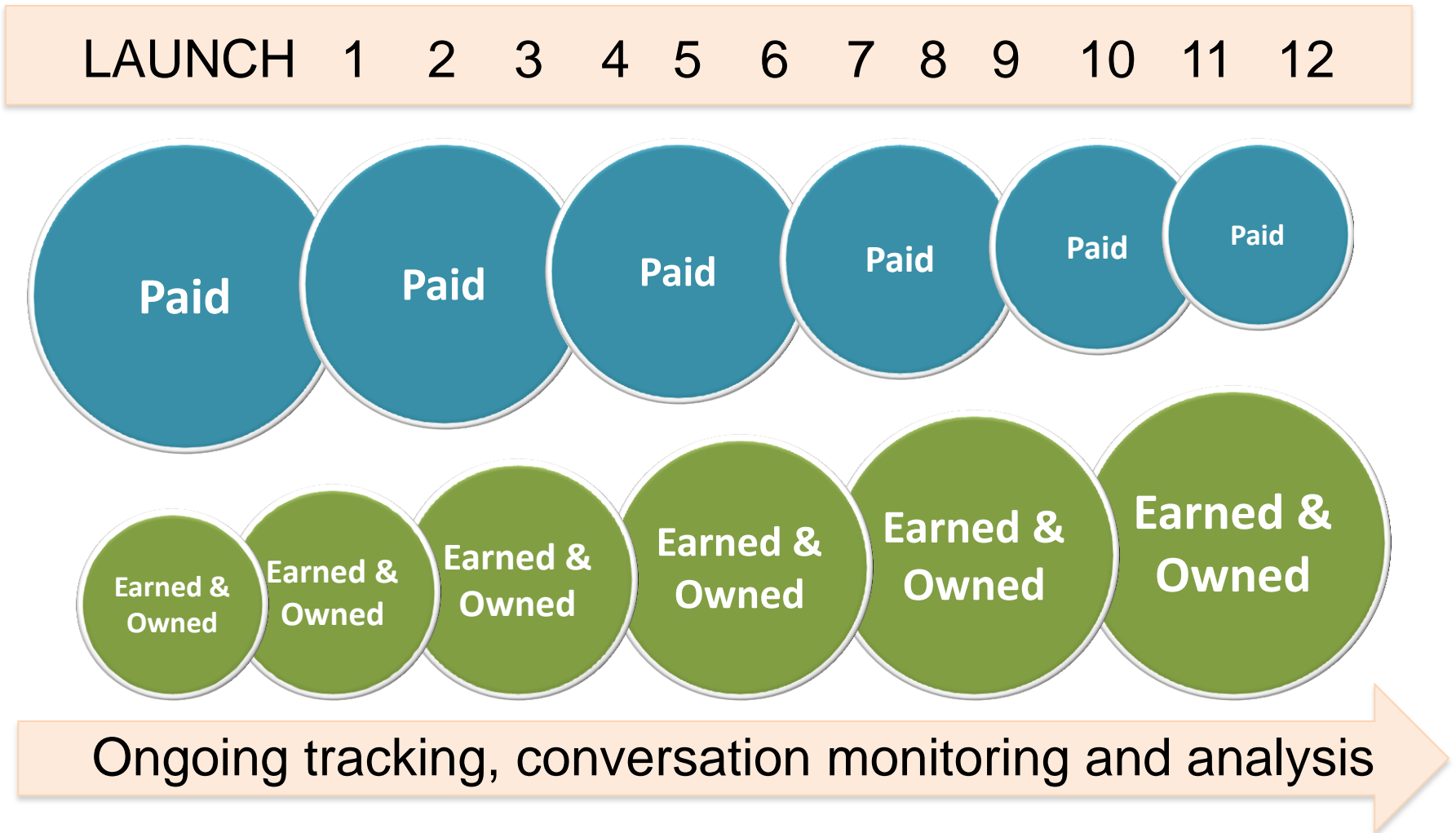
Mobile App Content Strategy: Ongoing Engagement



Mobile App Media Strategy: awareness and downloads



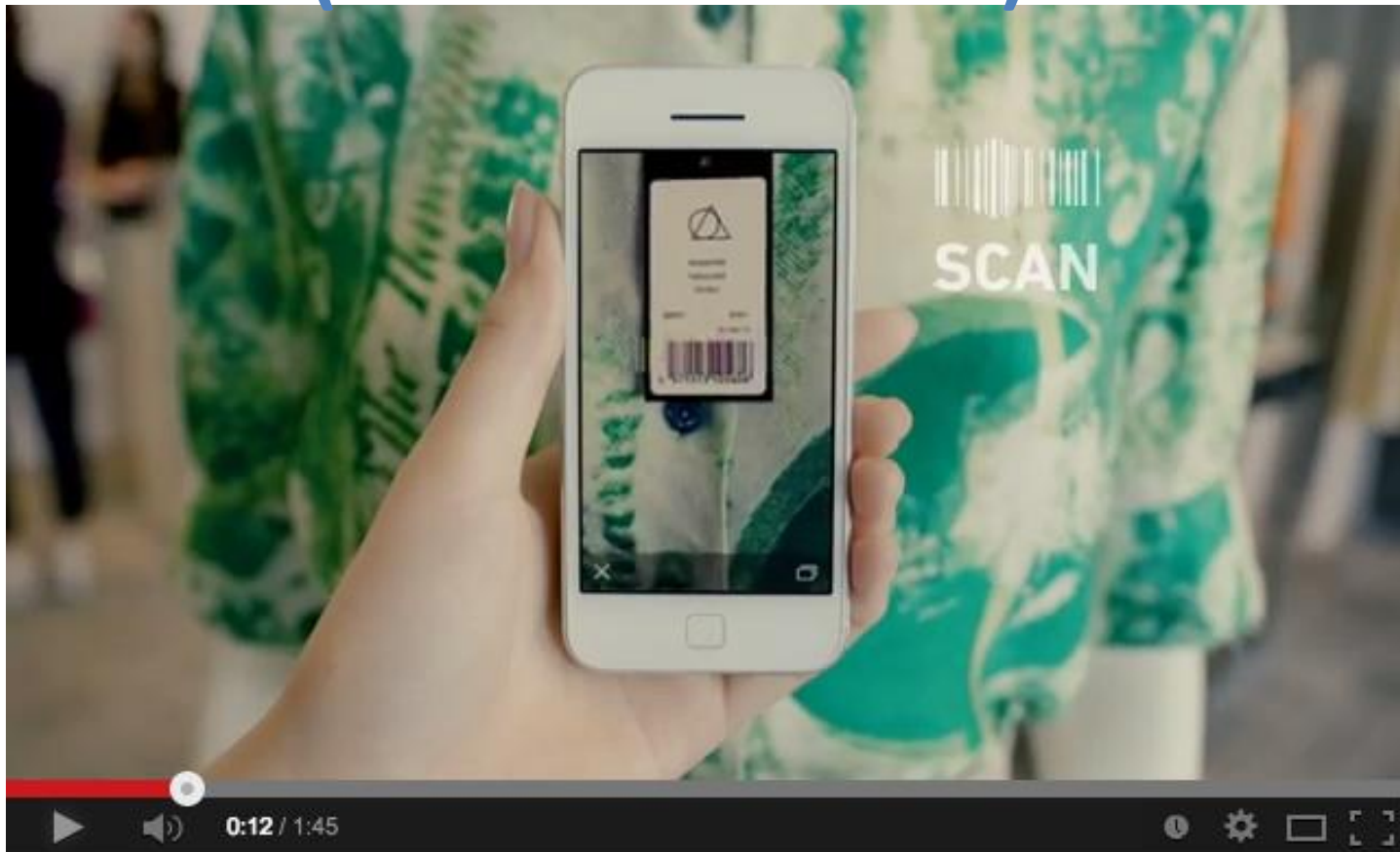
The symbiotic relationship between paid, earned, and owned media in the mobile app ecosystem



Mobile Apps Marketing

O2O Commerce

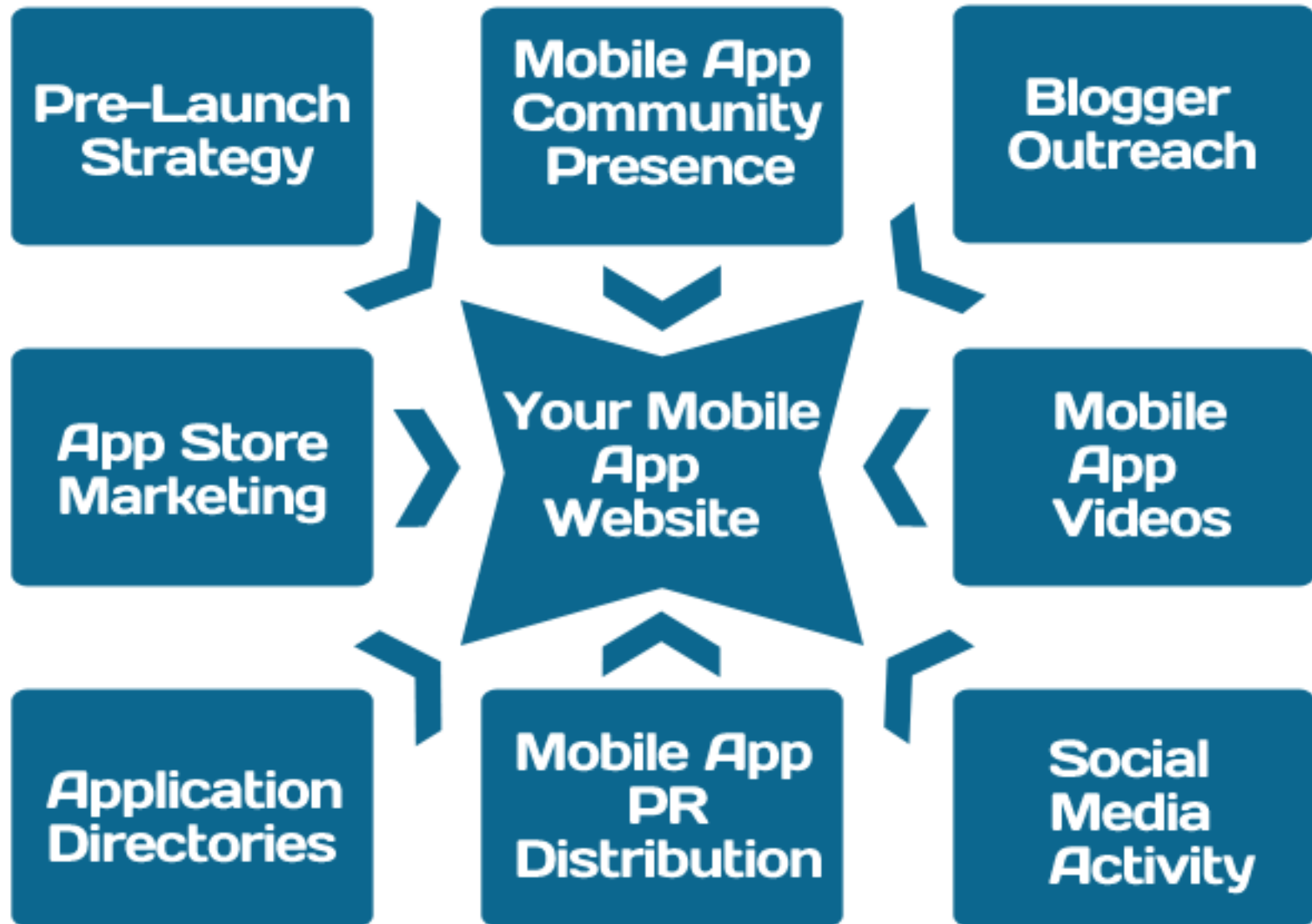
(Online-to-Offline)
(Offline-to-Online)



WEAR (ENG ver.)

Source: <https://www.youtube.com/watch?v=w9GtsR8FG8w>

Mobile App Marketing



**Make
your
Mobile App
Global.
But Think Local.**

Mobile Apps

- Mobile apps have become the official channel to drive content and services to consumers.
- From entertainment content to productivity services, from quantified-self to home automation, there is an app for practically anything a connected consumer may want to achieve.
- This connection to consumer services means users are constantly funneling data through mobile apps.
- As users continue to adopt and interact with apps, it is their data — what they say, what they do, where they go — that is transforming the app interaction paradigm

Mobile App Marketing



Mobile App Marketing

- Keywords research and implementation
- App description creation / optimization
- Creation of Press release featuring app and its functions overview
- Facebook and twitter account creation
- Press release submission to App Review websites: iPhone app (300+ websites) / Android app (80+ websites)
- Consulting and advise on launch strategy
- Report upon marketing campaign completion
- **Timing:** 4-5 business days

PROMO⁺ CAMPAIGN

Entering international stores and advanced promotion

£ 3999 (excl. VAT)

- Keywords research and implementation
- App description creation / optimization
- Creation of Press release featuring app and its functions overview
- Translation of the app description page to German, Spanish, Italian, French, Arabic, Russian and Chinese
- Facebook and twitter account creation
- Press release submission to App Review websites: iPhone app (300+ websites) / Android app (80+ websites)
- 3-page Promo website development
- Video reviews publishing
- Consulting and advise on launch strategy
- Report upon marketing campaign completion

Timing: up to 10 business days

Mobile Apps Marketing	Silver	Gold	Platinum
	From \$599	From \$999	From \$1399
	Per Month	Per Month	Per Month
Social Media			
Initial Facebook Account Setup	Yes	Yes	Yes
Facebook Fan Page Setup for Apps	Yes	Yes	Yes
Facebook Likes	20	40	80
Facebook Friends	Yes	Yes	Yes
Wall Posting (Per Month)	15	25	50
Twitter Account Setup for Apps	Yes	Yes	Yes
Twitter Profile Design	Yes	Yes	Yes
Twitter Followers Monthly Basis	50	100	150
Tweets per Month	15	25	50
Linkedin Profile Creation for Apps	Yes	Yes	Yes
Weekly Linkedin Profile Updates	Yes	Yes	Yes
Posting per Month	10	20	30
Google+ Account Set-Up for Apps	Yes	Yes	Yes
Post regular updates	Yes	Yes	Yes
Google+ Followers	Yes	Yes	Yes

Mobile Apps Marketing Ad Network	Silver	Gold	Platinum
	From \$599	From \$999	From \$1399
	Per Month	Per Month	Per Month
Google Adwords	No	\$300	\$500
Google Adwords Account Setup	No	Yes	Yes
Keyword Research and Selection	No	10	20
Creative Ads Development	No	Yes	Yes
Ad Scheduling Setup	No	Yes	Yes
Bid Setup	No	Yes	Yes
Google Analytics Setup	No	Yes	Yes
Bidding Management	No	Yes	Yes
Landing Page Review & Development	No	Yes	Yes
Facebook Ad	\$200	\$200	\$300
Facebook Ad Setup and Optimization Services	Yes	Yes	Yes
Facebook Paid Advertising	Yes	Yes	Yes

Mobile Apps Marketing	Silver	Gold	Platinum
	From \$599	From \$999	From \$1399
	Per Month	Per Month	Per Month
Organic Marketing			
Apps Landing Page Optimization	Yes	Yes	Yes
Promotion of Google play store page	Yes	Yes	Yes
Unique Articles Creation	2	2	3
Article Submission	20	20	30
Approved Article Promotion	20	30	50
Following of relevant Pinners	Yes	Yes	Yes
Social Bookmark of Approved Articles	10	10	15
Press Release Creation	2	2	3
Press Release Submissions	20	20	30
Approved Press Release Promotion	Yes	Yes	Yes
Social Bookmark of Approved Press Releases	10	10	15
Classified Ad Creation	No	1	2
Classified Ad Posting	No	5	10



App Store Optimization (ASO)

Search Engine Optimization (SEO)

Mobile Apps Marketing



Mobile Apps Marketing

- App Optimization of the User
- Get the App Discovered
- Acquiring the App Users

App Optimization of the User

- Improve the user's name, keyword set and description
- Design an appealing app icon and to create compelling screenshots
- Produce a dynamically engaging video trailer
- Develop an effective app landing page
- Conduct market research

Get the App Discovered

- Browse and archive the TOP App Store ranking
- Get benefited from the unbiased App Store reviews
- Get reviewed by the app-centric media
- Generate leads and traffics through different social media platforms
- Acquire large scale PR push

Acquiring the App Users

- To drive application downloads in great volume
- To maintain your App Store ranking
- To analyze your users' behavior to bring the features accordingly
- To grow organic installs
- To establish an active social media presence

App Marketing

- Understand your Market
- Make a Free or Paid App?
- Become a Keyword Ninja
- Mobile Ads
- Applovin Ads in Mobile App
- Playhaven Ads
- The App Review process
- Making money with In App Purchases (IAPS)

Mobile Apps Marketing

O2O Commerce (Online-to-Offline)



CocaCola China - Chok! Chok! Chok!

Online to Offline (O2O)

In-Store Consumer Shopping Ecosystem



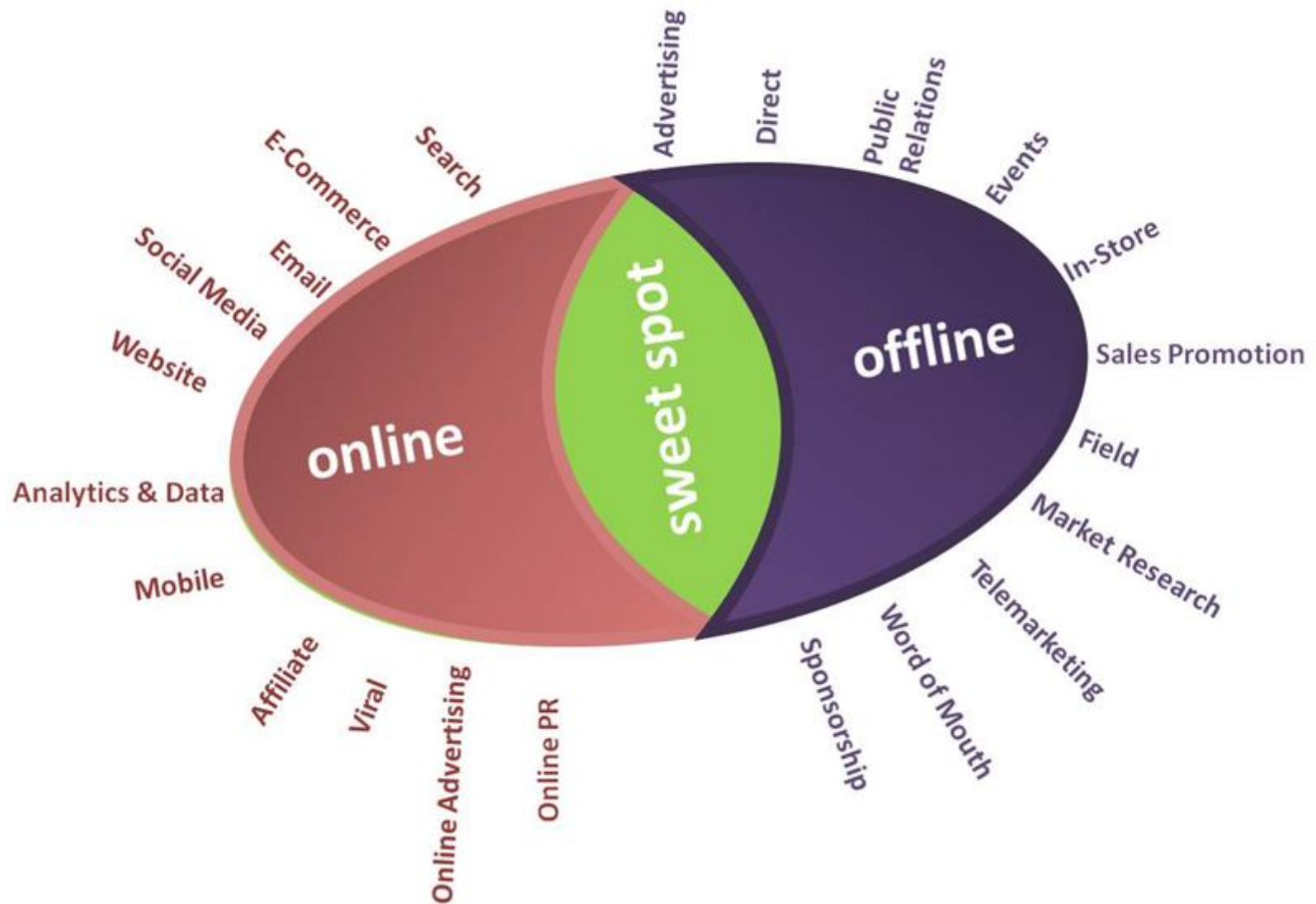
Online to Offline (O2O) (Japan)

In-Store Consumer Shopping Ecosystem Japan

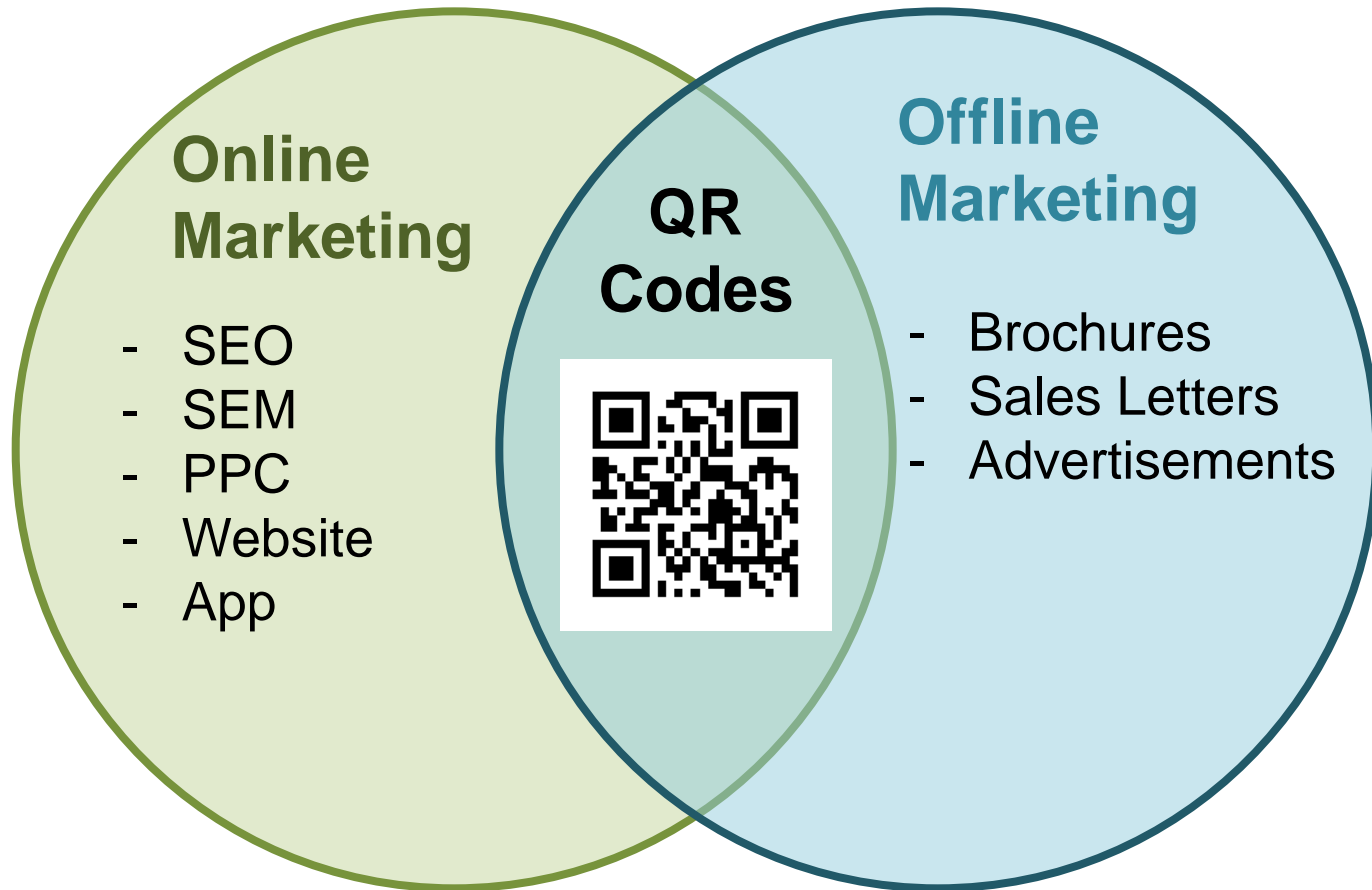
Kanmu



Social Media Mobile Apps Marketing for Online to Offline (O2O)



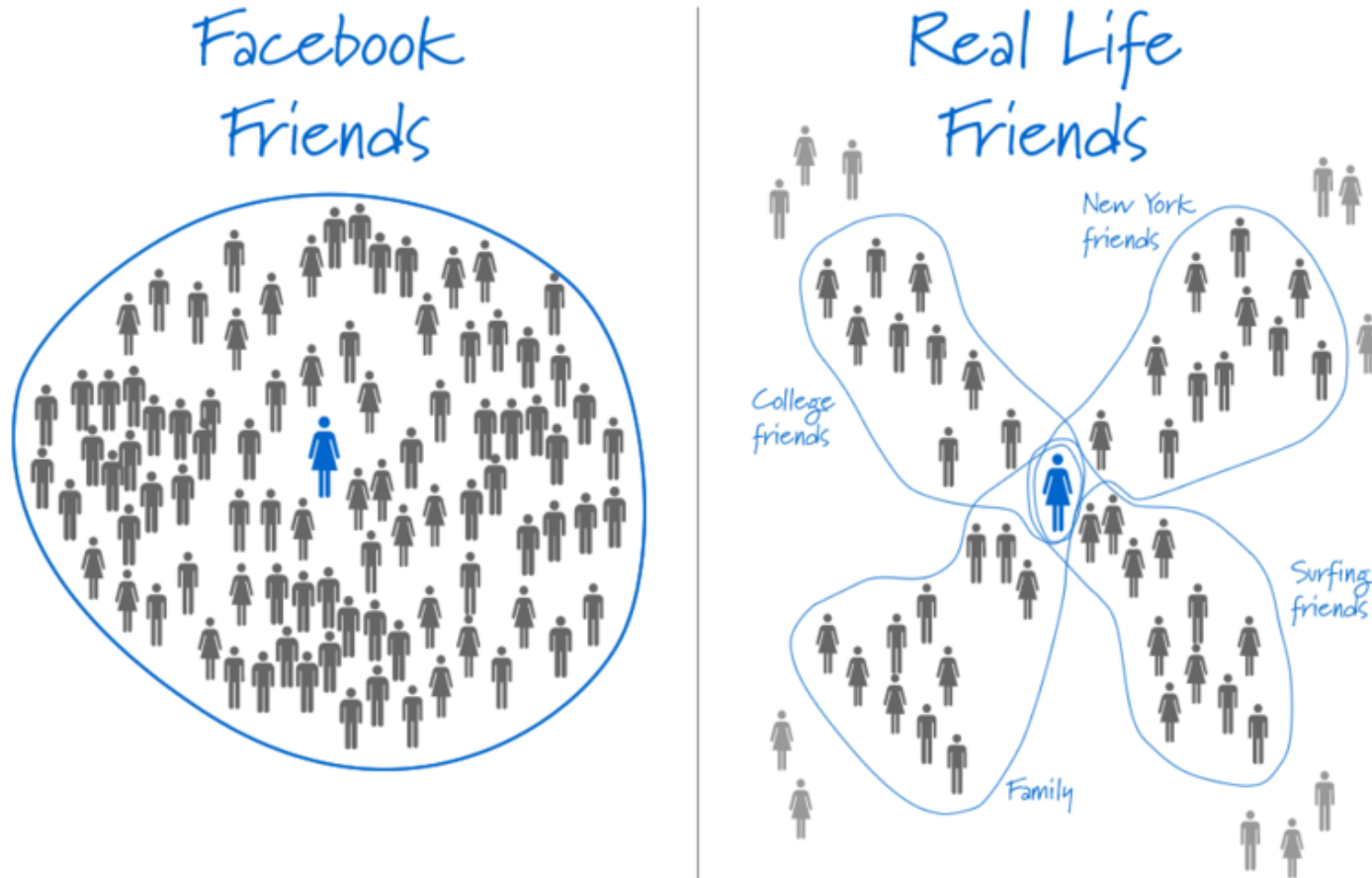
Online to Offline (O2O) Commerce



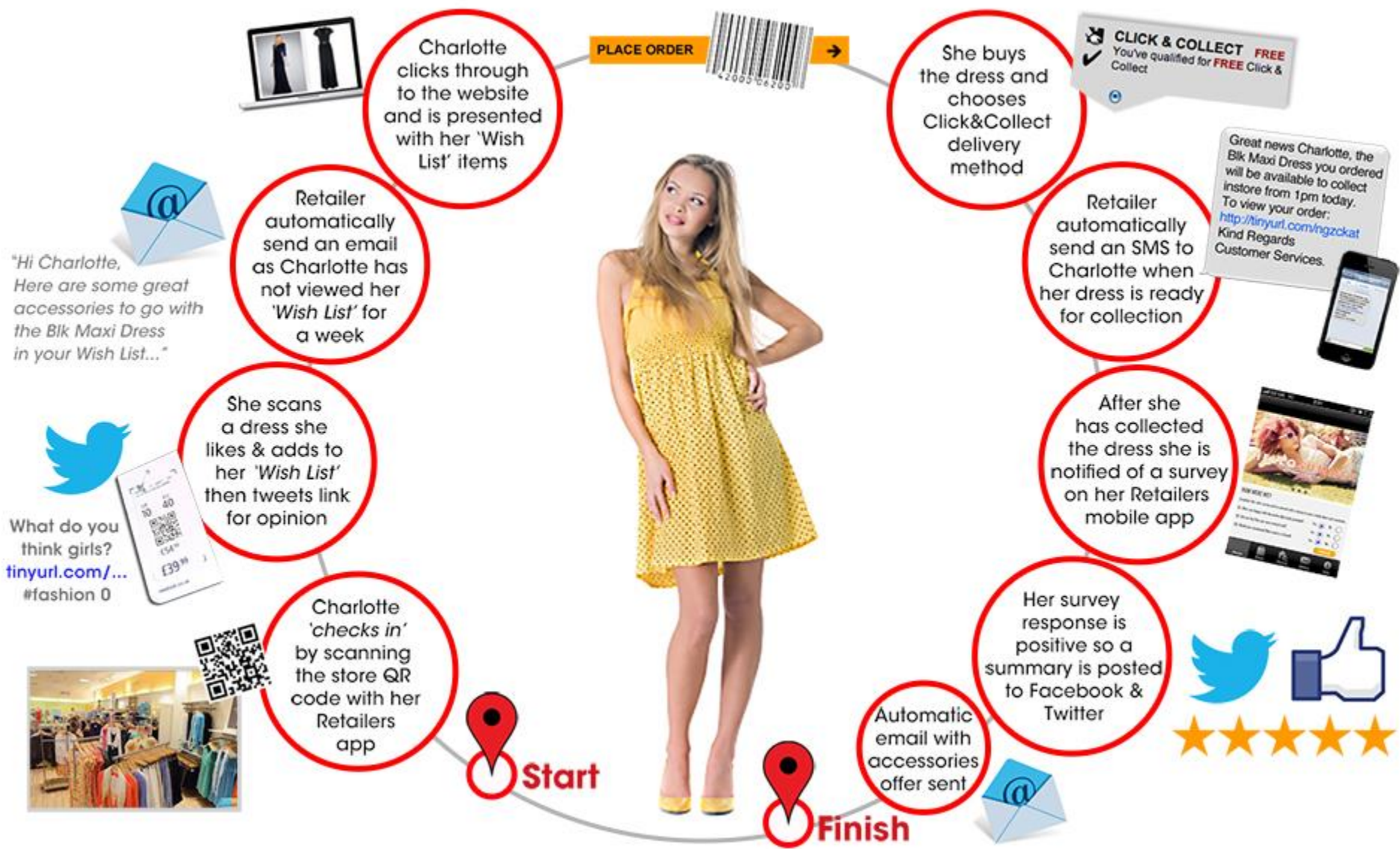
Online to Offline (O2O)



Online-to-Offline (O2O) Commerce



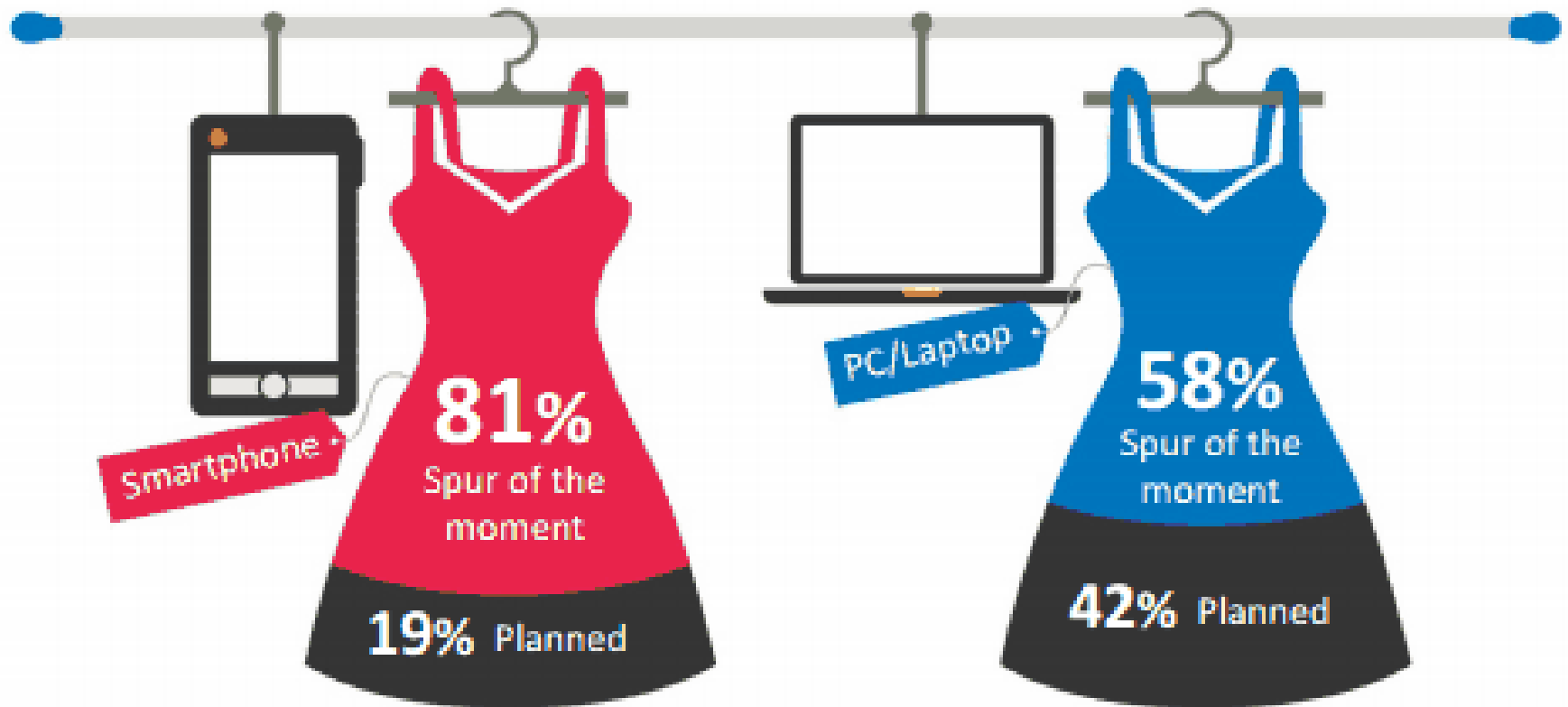
Mobile Commerce





Spontaneity plays a major role in shopping

Spur-of-the-moment vs. Planned shopping

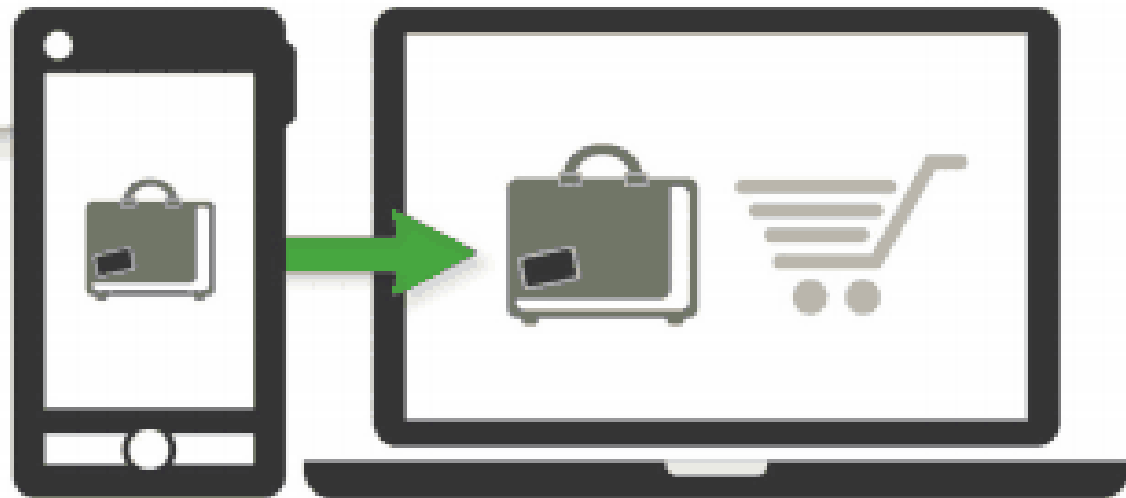




We often move from one screen to another while shopping

67%

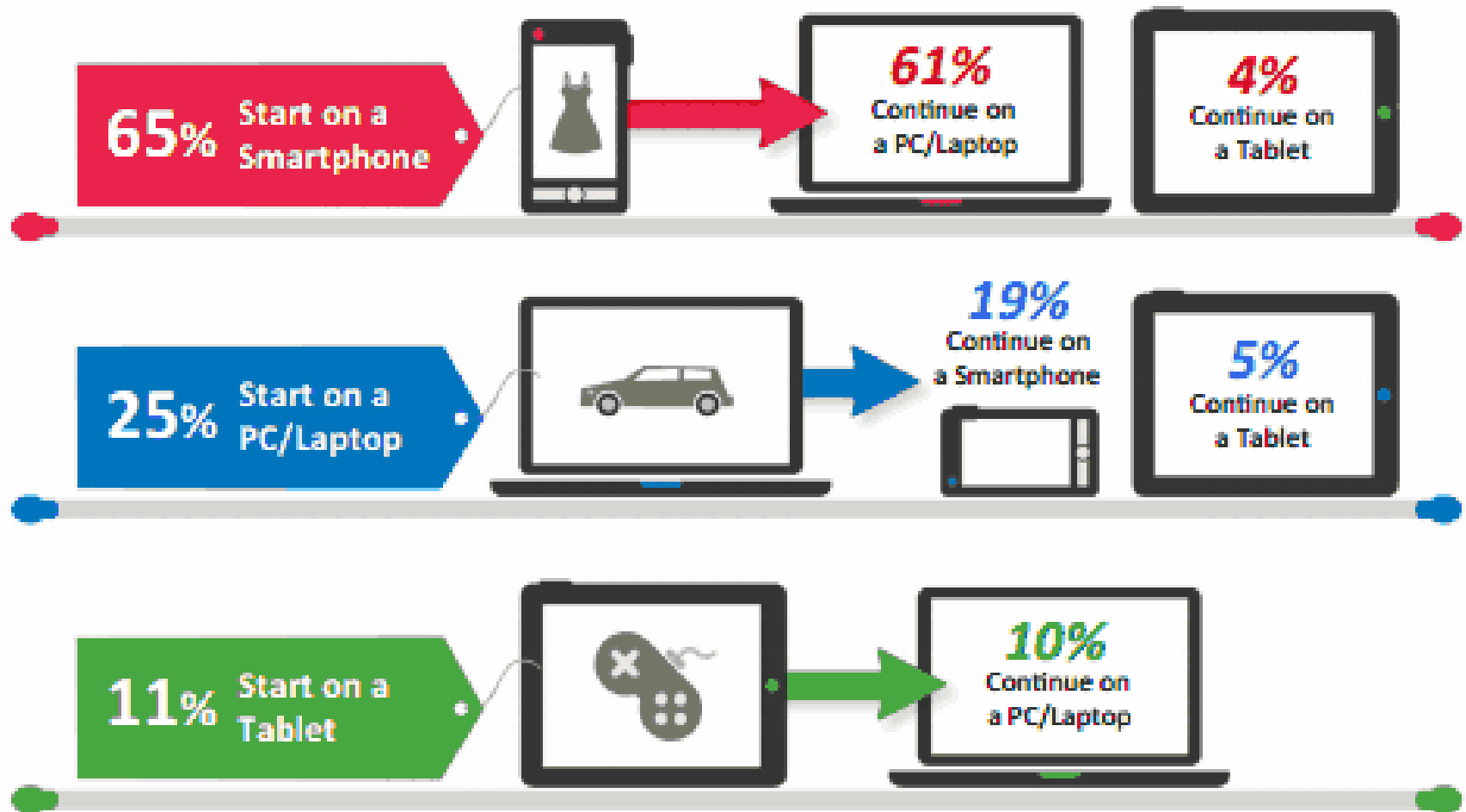
of us start shopping on one device and continue on another



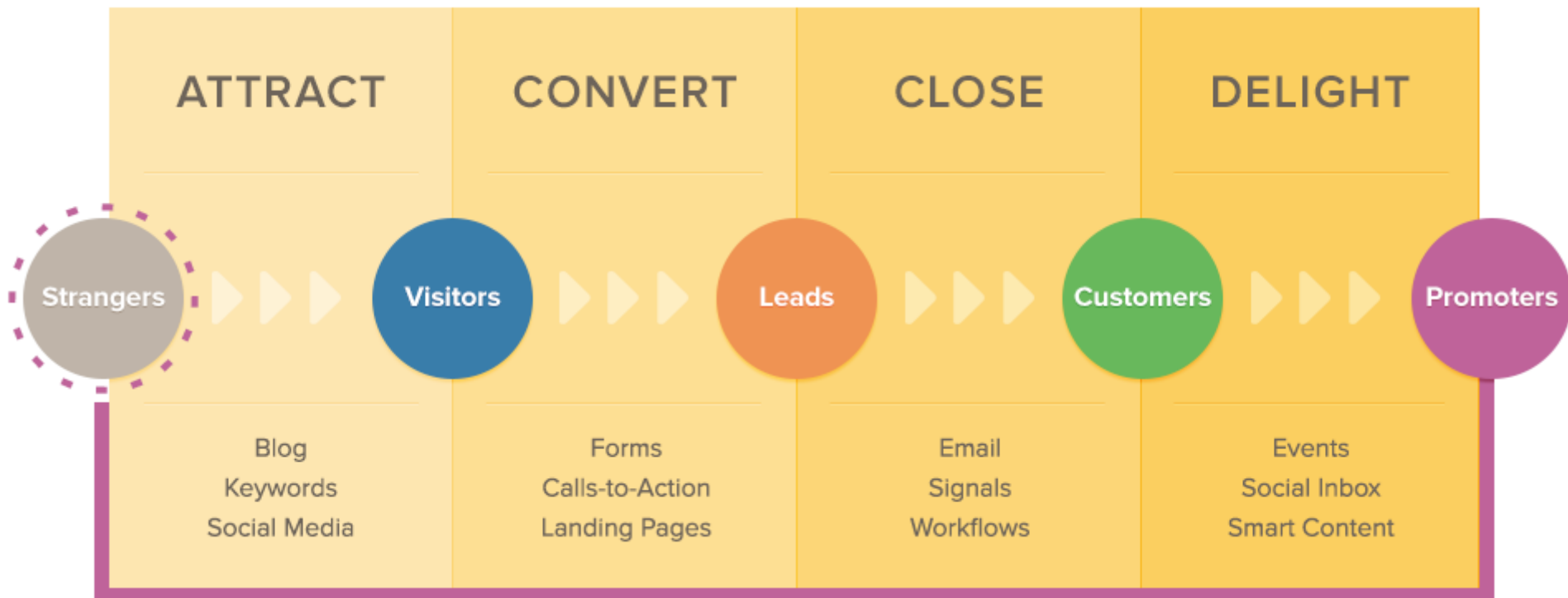
"No, I'll usually check to see on my phone if they have it online. I'll usually order it when I get home. a) because I just feel more comfortable, and b) if I'm going to order it online sometimes I'll look to see if there's anything else online that wasn't in the store that I want to add into the purchase." - Jennifer



Consumers take a multi-device path to purchase



Inbound Marketing



Fiksu Comprehensive Mobile App Marketing Ecosystem



Mobile App Promotion Market Map

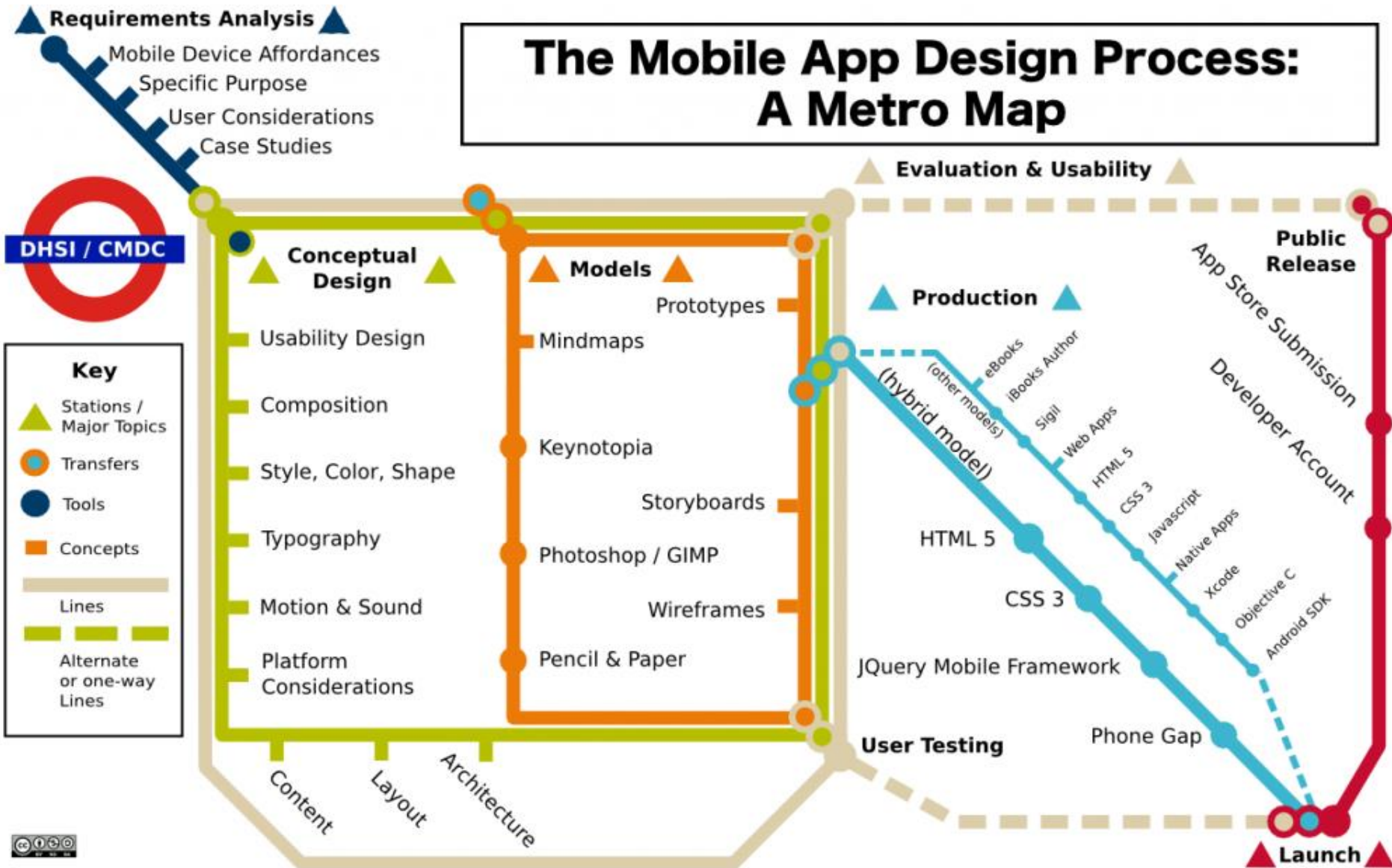


www.mobyaffiliates.com

Source: mobyaffiliates, http://www.mobyaffiliates.com/blog/mobile-app-promotion-market-map

Source: <http://www.mobyaffiliates.com/blog/mobile-app-promotion-market-map-infographic-2/>

Mobile App Design Process



MOBILE BUSINESS APPLICATIONS LANDSCAPE

VERTICAL

EDUCATION



RESTAURANTS



HEALTHCARE



REAL ESTATE/CONSTRUCT.



OTHER VERTICALS



HORIZONTAL

PRODUCTIVITY

CONTENT



COMMUNICATION



TASK MANAGEMENT & CALENDAR



MOBILE FORMS



OTHER



SALES, MARKETING & SERVICE



ACCOUNTING, FINANCE, IT, HR



MOBILE MARKETPLACES



BI & ANALYTICS

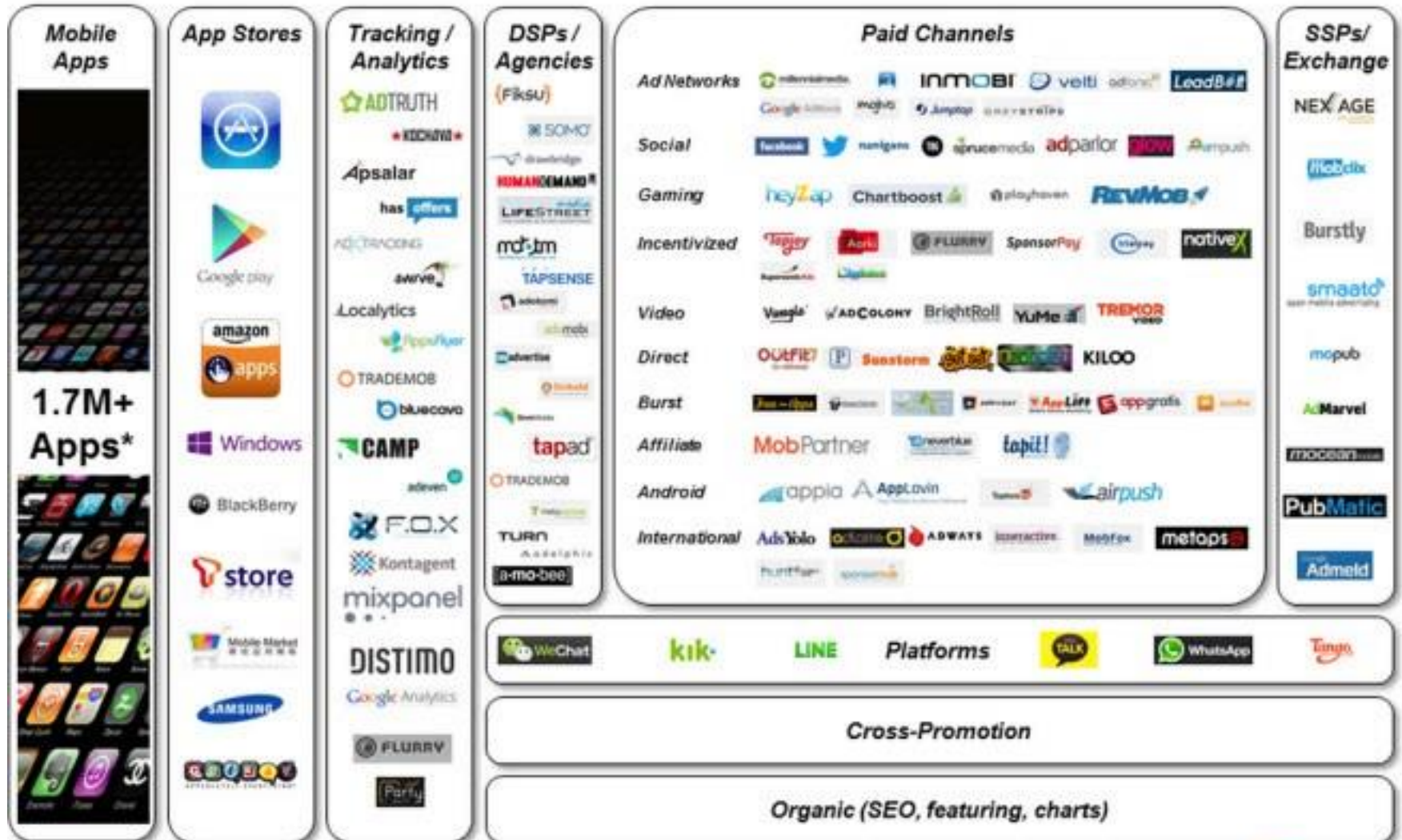


PAYMENTS



Mobile Marketing Landscape

Graph 1: Mobile Marketing Landscape

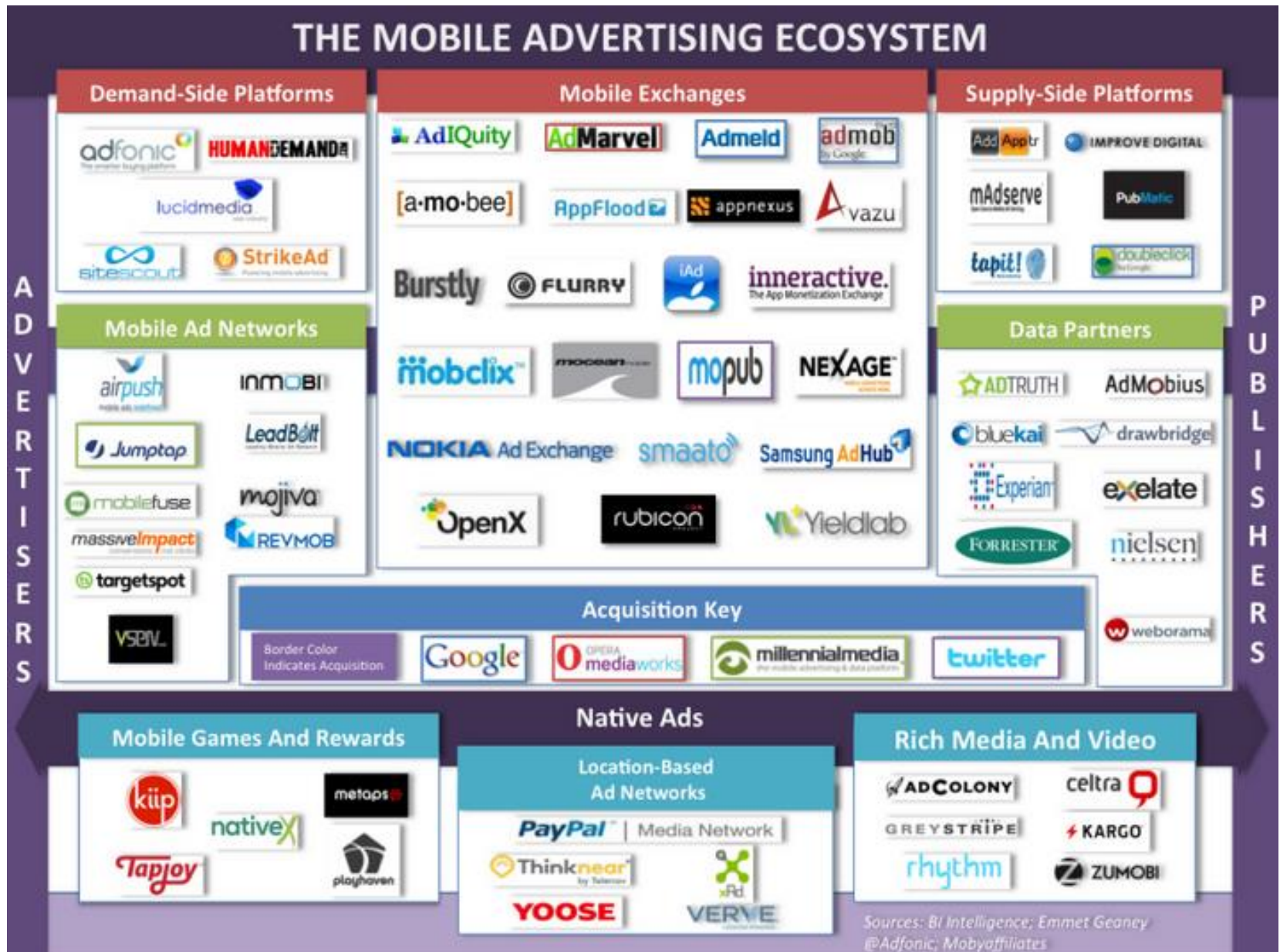


Note: * iTunes App Store and Google Play only

MOBILE LUMAscape



Mobile Advertising Ecosystem



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
- Rachel Pasqua and Noah Elkin, Mobile Marketing: An Hour a Day, Sybex, 2012