Social Media Management
社會媒體管理

Social Media Marketing

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<table>
<thead>
<tr>
<th>週次</th>
<th>日期</th>
<th>內容（Subject/Topics）</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>100/09/09</td>
<td>Course Orientation for Social Media Management</td>
</tr>
<tr>
<td>2</td>
<td>100/09/16</td>
<td>Web 2.0, Social Network, and Social Media</td>
</tr>
<tr>
<td>3</td>
<td>100/09/23</td>
<td>Theories of Media and Information</td>
</tr>
<tr>
<td>4</td>
<td>100/09/30</td>
<td>Theories of Social Media Services and Information Systems</td>
</tr>
<tr>
<td>5</td>
<td>100/10/07</td>
<td>Paper Reading and Discussion</td>
</tr>
<tr>
<td>6</td>
<td>100/10/14</td>
<td>Behavior Research on Social Media Services</td>
</tr>
<tr>
<td>7</td>
<td>100/10/21</td>
<td>Paper Reading and Discussion</td>
</tr>
<tr>
<td>8</td>
<td>100/10/28</td>
<td>Midterm Project Presentation and Discussion</td>
</tr>
<tr>
<td>9</td>
<td>100/11/04</td>
<td>期中考試週</td>
</tr>
</tbody>
</table>
10 100/11/11 Business Models and Issues of Social Media Service
11 100/11/18 Paper Reading and Discussion
12 100/11/25 Seminar
13 100/12/02 Strategy of Social Media Service
14 100/12/09 Paper Reading and Discussion
15 100/12/16 Social Media Marketing
16 100/12/23 Social Network Analysis, Link Mining, Text Mining, Web Mining, and Opinion Mining in Social Media
17 100/12/30 Project Presentation and Discussion
18 101/01/06 期末考試週
Outline

• Social Media Marketing
• Marketing
• Marketing Management
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)

Source: Kotler and 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

Source: Kotler and Keller (2008)
Obtaining Products

Source: Kotler and Keller (2008)
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.

Source: Kotler and Keller (2008)
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)

Source: Kotler and Keller (2008)
Marketing Goods

Source: Kotler and Keller (2008)
This is the watch Stephen Hollingshead, Jr. was wearing when he encountered a drunk driver. 

Time of death 6:55 p.m.

Friends Don’t Let Friends Drive Drunk

Source: Kotler and Keller (2008)
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)

Source: Kotler and Keller (2008)
Key Customer Markets

- Consumer Markets
- Global Markets
- Business Markets
- Nonprofit/ Government Markets

Source: Kotler and Keller (2008)
The marketplace isn’t what it used to be...

- Changing technology
- Globalization
- Deregulation
- Privatization
- Empowerment
- Customization
- Convergence
- Disintermediation

Source: Kotler and Keller (2008)
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

Source: Kotler and Keller (2008)
Marketing 4P

- Product
- Price
- Place
- Promotion

Source: Kotler and Keller (2008)
The Four P’s

Marketing mix

Target market

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

Price
- List price
- Discounts
- Allowances
- Payment period
- Credit terms

Promotion
- Sales promotion
- Advertising
- Sales force
- Public relations
- Direct marketing

Place
- Channels
- Coverage
- Assortments
- Locations
- Inventory
- Transport

Source: Kotler and Keller (2008)
Marketing-Mix Strategy

Communications mix

Advertising
Sales promotion
Events and experiences
Public relations
Direct marketing
Personal selling

Offering mix

Company
Products
Services
Prices

Distribution channels
Target customers

Source: Kotler and Keller (2008)
Marketing Mix and the Customer

Four Ps
• Product
• Price
• Place
• Promotion

Four Cs
• Customer solution
• Customer cost
• Convenience
• Communication

Source: Kotler and Keller (2008)
Marketing 4P to 4C

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

Source: Kotler and Keller (2008)
Four pillars of social media strategy

C²E²

Social Media Strategy

- Communication
- Collaboration
- Education
- Entertainment

Source: Safko and Brake (2009)
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

Source: Kotler and Keller (2008)
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)

Source: Kotler and Keller (2008)
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

Source: Kotler and Keller (2008)
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)

Source: Kotler and Keller (2008)
Holistic Marketing Dimensions

Source: Kotler and Keller (2008)
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)

Source: Kotler and Keller (2008)
Does Marketing Create or Satisfy Needs?

Source: Kotler and Keller (2008)
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

Source: Kotler and Keller (2008)
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

Source: Kotler and Keller (2008)
Increasing Visits and Site Stickiness

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

Source: Kotler and Keller (2008)
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

Source: Kotler and Keller (2008)
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

Source: Kotler and Keller (2008)
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

Source: Kotler and Keller (2008)
Elements in the Communications Process

Source: Kotler and Keller (2008)
Field of Experience

Sender’s field

Receiver’s field

Source: Kotler and Keller (2008)
The Communications Process

Selective attention
Selective distortion
Selective retention

Source: Kotler and Keller (2008)
# Response Hierarchy Models

<table>
<thead>
<tr>
<th>Stages</th>
<th>Models</th>
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<tbody>
<tr>
<td><strong>Cognitive Stage</strong></td>
<td></td>
</tr>
<tr>
<td>AIDA Model$^a$</td>
<td>Attention → Awareness → Knowledge</td>
</tr>
<tr>
<td></td>
<td>Model$^b$</td>
</tr>
<tr>
<td></td>
<td>Cognitive response → Attitude</td>
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<tr>
<td><strong>Affective Stage</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Interest → Liking → Preference</td>
</tr>
<tr>
<td></td>
<td>Preference → Convice → Evaluation</td>
</tr>
<tr>
<td></td>
<td>Evaluation → Interest → Attitude</td>
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<tr>
<td><strong>Behavior Stage</strong></td>
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<tr>
<td></td>
<td>Desire → Action → Purchase</td>
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<tr>
<td></td>
<td>Trial → Adoption</td>
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</tbody>
</table>

Source: Kotler and Keller (2008)
Stages in the Adoption Process

- Awareness
- Interest
- Evaluation
- Trial
- Adoption

Source: Kotler and Keller (2008)
Adopter Categorization

Source: Kotler and Keller (2008)
Social Media Marketing For Business

Source: https://talkingtails.wordpress.com/2010/02/07/social-media-marketing-future-or-hoax/
Social Media Marketing

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

Source: Safko and Brake (2009)
# Scorecard for Social Media

<table>
<thead>
<tr>
<th>Social Media Tool</th>
<th>Internal Value</th>
<th>External Value</th>
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<tbody>
<tr>
<td>Facebook</td>
<td>4 3 2 1 0</td>
<td>4 3 2 1 0</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>4 3 2 1 0</td>
<td>4 3 2 1 0</td>
</tr>
<tr>
<td>Blogger</td>
<td>4 3 2 1 0</td>
<td>4 3 2 1 0</td>
</tr>
<tr>
<td>SlideShare</td>
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<td>4 3 2 1 0</td>
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<td>Wikipedia</td>
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<td>4 3 2 1 0</td>
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<td>Flickr</td>
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</tr>
<tr>
<td>Plurk</td>
<td>4 3 2 1 0</td>
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</tbody>
</table>

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

Source: Safko and Brake (2009)
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

Reactive, Reputation Management

Operational Issue  Customer Experience

Multiple Customers

Individual Customer

Urgency

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

- Social Media Community
- User Reviews
- Social Media Wildfire
- Creating Urgency/Spontaneous Selling

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

- Influencer-Led Development
- “Pro-sumers” collaboration
- Customers as “Community Organizers”
- Recruiting others/Group Sales

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

- Engaging the Advocates
- “Pass it along” promtions

Case Study: LenovoClub CareerLife 職場人生

http://www.youtube.com/watch?v=XRUvbFEnPig
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