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

Min-Yuh Day
戴敏育
Assistant Professor
專任助理教授

Dept. of Information Management, Tamkang University
淡江大學 資訊管理學系

http://mail.im.tku.edu.tw/~myday/
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)
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)

Source: Kotler and 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

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 6:55pm.

Source: Kotler and Keller (2008)

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)

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

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** \(\rightarrow\) **Customer solution**
- **Price** \(\rightarrow\) **Customer Cost**
- **Place** \(\rightarrow\) **Convenience**
- **Promotion** \(\rightarrow\) **Communication**

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

C²E²

- 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

- Internal Marketing
- Integrated Marketing
- Socially Responsible Marketing

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 cramped 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

![Diagram showing the overlap of Sender's field and 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><img src="#" alt="Diagram showing stages and models" /></td>
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<tr>
<td><strong>Affective Stage</strong></td>
<td><img src="#" alt="Diagram showing stages and models" /></td>
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<td><strong>Behavior Stage</strong></td>
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<tr>
<td><strong>Models</strong></td>
<td><img src="#" alt="Diagram showing stages and models" /></td>
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</tbody>
</table>

### Cognitive Stage
- **AIDA Model**: Awareness, Knowledge
- **Hierarchy-of-Effects Model**: Awareness, Knowledge
- **Innovation-Adoption Model**: Awareness, Knowledge
- **Communications Model**: Exposure, Reception, Cognitive response

### Affective Stage
- **AIDA Model**: Interest, Preference, Conviction
- **Hierarchy-of-Effects Model**: Liking, Preference, Conviction
- **Innovation-Adoption Model**: Interest, Evaluation
- **Communications Model**: Attitude, Intention

### Behavior Stage
- **AIDA Model**: Action, Purchase
- **Hierarchy-of-Effects Model**: Purchase
- **Innovation-Adoption Model**: Trial, Adoption
- **Communications Model**: Behavior

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

Awareness

Interest

Evaluation

Trial

Adoption

Source: Kotler and Keller (2008)
Adopter Categorization

21\%/2\% Innovators
131\%/2\% Early adopters
34\% Early majority
34\% Late majority
16\% Laggards

Time of Adoption of Innovations

Source: Kotler and Keller (2008)
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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<td>4 3 2 1 0</td>
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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)
Case Study: LenovoClub CareerLife 職場人生

http://www.lenovoclub.com.tw/careerlife/
Case Study: LenovoClub CareerLife 職場人生

http://www.lenovoclub.com.tw/careerlife/
Case Study: LenovoClub CareerLife 職場人生

Case Study: LenovoClub CareerLife

職場人生 第一集 不管安怎潑攤免驚

職場人生 拉NO佛跨國企業集團鉅獻

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

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

utm source=Youtube&utm medium=vi
Case Study: LenovoClub CareerLife 職場人生

連結

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不喜歡的：5
評論：49
我的最愛：80

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