Assignment 2
Annotated Bibliography

SSK10 – SP3/ 2019

Date: 16/10/19

The research topic:

Social Media Marketing (SMM) is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve marketing and branding goals. What are the most effective strategies for a business willing to use social media as an advertising platform?

Article 1.

Chang, Y-TT, Lu, H-PP & Yu, H 2014, 'Persuasive messages, popularity cohesion, and message diffusion in social media marketing', Journal of Business Research. Volume: 1, issue: 1, pages: 1-6.

Summary:

Yu-Ting Chang, Hueiju Yu and, Hsi-Peng Lu, at the national Taiwan university of science and technology, analysed strategies to induce interactivity on social media through message structure based on the Elaboration Likelihood Model (ELM). The authors researched a structure of a message to enable target marketing objectives and thereby users through popular posts. The authors suggested that messages are highly dependent on the demographics behavioural profiles which contribute in a reciprocal action. The user profile based on the ELM model in the article, dictates what attributes of the message will have a positive or negative effect. The two routes of the ELM model are, central and peripheral, these are causative to post popularity in which content is disseminated, evaluated and judged based on the behavioural profiles. Investigations ascertained attributes of the message model comprise of the argument and post, which then relate to the user predicate beliefs and attitudes. These beliefs and attitudes may predispose the user based on their experience or preferences to interact with content and expound sharing or likes. As a result, it was found that this contributes to the popularity of the content and ultimately message dissemination to fulfil marketing objectives. Online surveys conducted for the research suggest that content of posts is popular if the content is aligned with usefulness and preference which is facilitated through comments and sharing.

Direct Quote

"Recipients mainly read posts because of two factors: Usefulness and preferences." (Chang, Y-TT, Lu, H-PP & Yu, H 2014, p.2).

Annotation/Critique:

- Yu-Ting Chang, Hueiju Yu and, Hsi-Peng Lu analysed strategies to induce interactivity on social media through message structure using the Elaboration Likelihood Model (ELM).

- The research from cited articles and a single fan survey indicates how the structure of the message, its attributes and corresponding arguments lead to a perception of usefulness or preference to causative intent.

- The article generalises beliefs and attitudes in terms of usefulness and preference, more in-depth research into the context of usefulness and perception of a post and its content would be beneficial to establish a more coherent view.

- Topics and concepts covered in the article are brief, however additional comprehensive detail will lend itself to support the concepts.

- The use of the Elaboration Likelihood Model (ELM) is used to compare how post content, message and attributes affects user intent to achieve dissemination of popular posts and marketing objectives.

- The author defines what attributes of a message beneficially contributes to popularity, moreover how the user will respond from their previous experiences or preferences of the post.

Implications for Essay:

The article is relevant to the topic as it explains and gives an example of a model which evaluates users and what they are receptive to. The topic gives insight, as this strengthens the argument that marketing content is posted to attract as much popularity to optimally distribute the message to the target demographic on social media.

Article 2.

Felix, Rauschnabel & Hinsch 2017, 'Elements of strategic social media marketing: A holistic framework', Journal of Business Research, vol. 70, no. C, pp. 118–126.

Summary:

Reto Felix, Phillip A Rauschnabel, and Chris Hinsch from the university of Texas, explore particularistic social media marketing and what the viable solutions are for firms in adopting a holistic approach. As the author states that, social media in nature is vast and fluctuating because of this, countless specialised strategies emerge which are obsolete and are not uniform. Social media marketing strategies are often applied to a specific firm's social media marketing objectives in a targeted conceptual framework. Firms that adopt a social media marketing paradigm based on a framework has benefits and drawbacks. The authors established that countless objectives may be fulfilled by implementing a social media strategy from sales, increasing interactivity by posting and sharing content. Views specific to social media marketing are based on consumer perception and receptibility. The article suggests that defenders will use social media to drive content, whereas explorers actively engage with consumers, users will in turn accept or reject one or both methods. Social media has revolutionised marketing and instead of linear orientated communication, social media expounds interactional facets of communication. Social media is interactional, to exploit the potential, the investigation concluded that methods previously used are redundant as social media is integrated with work processes. Governance is required and dependant on the implementation of the social media strategy. The article indicates that firms tend to hierarchical or a network in structure, and whether the firm is conservative or modern in its methodology. As social media has evolved marketing, firms who are not risk averse including sharing control of social media and actively collaborate, are suggested to benefit more.

Direct Quote:

"Understanding the role of social media in the context of marketing is critical for both researchers and managers" (Felix, Rauschnabel & Hinsch 2017, p.1).

Annotation/Critique

- Reto Felix, Phillip A Rauschnabel, and Chris Hinsch explore particulistic social media marketing and what the viable solutions are for firms in adopting a holistic approach.

- The issue in the article outlines how various strategies are specific in context and not a holistic approach.

- The authors compare attributes of firms to the conceptual framework and how each relate that may benefit the firm.

- The authors elaborately list attributes that are established with opposites; Conservatism and modernism; defender and explorers; autocracy and anarchy; hierarchical and network structures.

- Conservatism and modernism in the article are compared in detail in relation to social media which determines the stance a firm takes towards social media.

- Defender and explorers are outlined which determines diffusion of communication corresponding to the strategy in social media marketing.

- Autocracy and anarchy in the article are the methods of governance in social media.

- Hierarchical structure is a centralised management of social media and network is a de-centralised structure.

- The authors conducted interviews and surveys with experts to assimilate accurate judgments and opinions to ascertain the most preferred methods and strategies of social media marketing.

- The Authors conclude that social media has evolved to the extent where collaboration in a firm is necessary and is no longer viable for individuals or single departments in social media as it is a critical asset.

Implications for essay:

This is a valid article as this articulates strategies for firms to adopt to enable integration and interactivity in social media to enhance their brand. The article gives insight into how a firm might implement and regulate social media based on the strategy to control the image of the firm and the resulting consequences.

Article 3.

Keegan, BJ & Rowley, J 2017, 'Evaluation and decision making in social media marketing', Management Decision, vol. 55, no. 1, pp. 15–31.

Summary:

The authors Brendan James Keegan and Jennifer conduct research as to the ideal methods of evaluating social media marketing and its inherent effects. Various articles informed the authors of a present lack of evaluation and data analytics in relation to metrics and return of investment in social media marketing. In order to critically analyse the process of evaluating social media marketing, to develop a theoretical framework and its implementation in a firm, the authors conducted interviews. The interviews, upholding anonymity, confidentiality and ethical standards, consisted of 18 highly experienced individuals from varying marketing agencies from large to small firms. These practitioners of digital marketing or social media marketing offered a unique perspective in contrast to brand owners. Arising from the analysed data of the interviews were common ideologies that social media marketing is typically an add-on strategy and not used alone. The study revealed the importance that objectives of the company are aligned with those in social media marketing. The interviewees provided detailed specifications of their agencies with their relation to clientele and challenges of social media. The agencies purpose of statistically analysing collated data to base informed decisions, assist the client and educate them. The resulting information from the interviews lead the authors to the conclusion that, even though the framework may have applicability, as social media evolves, the need for research and development in social media marketing is required.

Direct Quote:

"Due to its dynamic and emergent nature, the effectiveness of social media as a marketing communications channel has presented many challenges for marketers." (Keegan, BJ & Rowley, J 2017, p.1).

Annotation/Critique:

- The authors Brendan James Keegan and Jennifer conducted research as to the ideal methods of evaluating social media marketing.
- The article was well structured and planned to establish the growing need for evaluating social media marketing strategies.
- Research was first conducted before interviews to define a clear objective of the article and theories so the interviews could supplement the material.
- 18 highly experienced individuals were interviewed, they comprised of various industries and were involved in either digital marketing or social media marketing.
- Preliminary interviews were tested to provide a tactical open-ended framework to maximise the data collected from each interview.
- The collated data outlined commonality of the responses which complemented the theoretical framework suggested in the article.
- The limitation to the empirical research, is dependent on agencies selected, individuals interviewed and contemporary methodologies in a large and rapidly evolving field.
- As the research is agency dependant, the tools and methods used to statistically measure and evaluate social media are also dependant, as a result the information is limited.
- The authors established a logical framework which may be embedded into a social media marketing strategy.

Implications for Essay:

The article highlights a very important need for evaluating social media and a general framework that businesses should follow in evaluating social media. As there is insufficient research, businesses often uniformed, lack the capacity to effectively evaluate social media objectives to set business objectives. This is partly due to the complexity of social media and specific frameworks tailored to businesses instead of a uniform framework.

Article 4.

Parsons, ALL & Lepkowska-White, E 2018, 'Social Media Marketing Management: A Conceptual Framework', Journal of Internet Commerce, vol. 17, no. 2, pp. 81–95.

Summary:

Amy L Parsons and Elibieta Lepkowska examine how social media is an effective marketing tool that must be harnessed through a strategic framework. It is stated clearly, that as social media has developed consumers are vital in marketing strategies as traditional methods are no longer viable. Therefore, management of social media is becoming more complex resulting in a more proactive approach towards engagement and monitoring depending on the firm. The study reveals that interaction is a key practice, building and maintaining a rapport with new and existing consumers through more personalised and engaging content. For this reason, hard selling is irrelevant, in addition to the frequency firms post content as both can negatively impact the firm's image. Firms must constantly observe social media for consumer and rival activities to strengthen their position in the social media space and generate a more strategic marketing method. In the article, companies using social media marketing must not only asses data analysis, but base informed decisions to further improve their image and fulfil their objectives. Moreover, companies not only gather data for popularity to base their frequency to post, but also how and when they act towards content generated by consumers. The final aspect of the study is how the company acts upon the data, the actions taken will vary depending on the context and purpose.

Direct Quote:

"The emergence of social media as a marketing tool has changed how businesses talk to their customers and share information about their brands." (Parsons, ALL & Lepkowska-White, E 2018, p.1).

Annotation/Critique:

- Amy L Parsons and Elibieta Lepkowska research and develop a potential framework for managers of firms to use within their objectives.
- The authors objectively relate the complexities of social media and how companies may outsource services or not use social media to its fullest potential.
- The article suggests that traditional marketing is no longer enough to promote a company brand and its image as social media is prevalent in consumer engagement.
- The study outlines a general theoretical framework, in which companies who want or use social media marketing, may follow to promote their image.
- The article is well researched to provide a general overview of what actions and strategic methods can be applied to social media and the implications of its management.
- This article is researched on the aspects of social media and what the company involved must consider prior to engaging with consumers.
- Many examples of consumer engagement are listed in the article and possible situations of how the company can act, in addition to the likely consequences following the interaction.
- The firm's strategy for social media is inclusive of its structure that bases reciprocal engagement.

Implications for Essay

The article consists of critical components of successful social media marketing and consumer engagement to further the company and its image. The authors outline a critical point that social media is a vital tool in contemporary marketing to extend interactions by reaching a variety of consumers.

Critical paragraph

Social media in the marketing space is too big to ignore and Amy L Parsons and Elibieta Lepkowska (E 2018, p.2) indicate traditional marketing is inadequate as contemporary technologies facilitate consumer engagement. Brendan James Keegan and Jennifer(J 2017, p.2) highlight that social media is widespread, specific research into targeted issues arise but not others, this impacts the ability of a firm to accurately evaluate social media marketing. Consequently, Amy L Parsons and Elibieta Lepkowska (E 2018, p.2) establish, firms do not use social media to its fullest potential or rely on outsourcing to monitor and manage company marketing. Firms, Reto Felix, Phillip A Rauschnabel, and Chris Hinsch(2017, p.121) claim, generally fall into structural categories, determining the strategies implemented in social media. As social media marketing is practiced, dependant on the company structure, Amy L Parsons and Elibieta Lepkowska (E 2018, p.3) state it is becoming more vital for managers to make informed decisions from social media marketing. For instance Brendan James Keegan and Jennifer(, J 2017, p.11) framework on metrics and data can serve as a basis of monitoring. Brendan James Keegan and Jennifer(, J 2017, p.27) suggest that Metrics and data analytics must be accurate in evaluating social media to make precise and advantageous decisions. Amy L Parsons and Elibieta Lepkowska (E 2018, p.88) propose the content posted by a firm is reliant on its structure and social media management, what, how, why and when the content of the firm will be posted to consumers. Chang, Y-TT, Lu, H-PP & Yu, H(H, 2014, p. 778) article outlines a message structure of the message is a critical aspect of social media marketing to target specific demographics. Therefore, reviewing the content structure and ensuring it abides by the firm's policies, structure and appeal to the target demographic is crucial. Social media is critical to expanding and enhancing a company's reputation. Therefore, it is imperative for further research and development to implement an optimal strategy and for companies to confidently adopt and manage.

References

Chang, Y-TT, Lu, H-PP & Yu, H 2014, 'Persuasive messages, popularity cohesion, and message diffusion in social media marketing', Journal of Business Research. Volume: 1, issue: 1, pages: 1-6.

Felix, Rauschnabel & Hinsch 2017, 'Elements of strategic social media marketing: A holistic framework', Journal of Business Research, vol. 70, no. C, pp. 118–126.

Keegan, BJ & Rowley, J 2017, 'Evaluation and decision making in social media marketing', Management Decision, vol. 55, no. 1, pp. 15–31.

Parsons, ALL & Lepkowska-White, E 2018, 'Social Media Marketing Management: A Conceptual Framework', Journal of Internet Commerce, vol. 17, no. 2, pp. 81–95.

Word count: 2174 words (Not including the title, subheadings, quotes, intext references, Reference lists and abstracts).

UniSA Harvard Referencing Style.

Abstract 1:

Social media marketing is an influential marketing method. Liking or sharing social media messages can increase the effects of popular cohesion and message diffusion. This research investigates how persuasive messages (i.e.., argument quality, post popularity, and post attractiveness) can lead internet users to click like and share messages in social media marketing activities. This research develops hypotheses based on elaboration likelihood model and a 392 fans survey from a fan page on Facebook. Structural equation modelling analyses questionnaire data. Results show that the three types of persuasive messages are important to click like and to share post messages. Post popularity is essential and works through both central route and peripheral according to research model. In addition, different message characteristics and user groups have different communicating behaviours. This research provides valuable recommendations for social media marketing activities.

Abstract 2:

Social media marketing is an integral element of 21st-century business. However, the literature on social media marketing remains fragmented and is focused on isolated issues, such as tactics for effective communication. The current research applies a qualitative, theory-building approach to develop a strategic framework that articulates four generic dimensions of strategic social media marketing. Social media marketing scope represents a range from defenders to explorers, social media marketing culture includes the poles of conservatism and modernism, social media marketing structures fall between hierarchies and networks, and social media marketing governance ranges from autocracy to anarchy. By providing a comprehensive conceptualization and definition of strategic social media marketing, this research proposes an integrative framework that expands beyond extant marketing theory. Furthermore, managers can apply the framework to position their organizations on these four dimensions in a manner consistent with their overall corporate mission and objectives.
•This research presents a new and holistic definition of social media marketing.•Social media marketing is cross-functional and interdisciplinary.•Social media marketing dimensions include culture, scope, structure, and governance.•Findings are integrated in a holistic social media marketing framework.•The management of strategic social media marketing is highly complex.

Abstract 3:

Purpose As organisations are increasing their investment in social media marketing (SMM), evaluation of such techniques is becoming increasingly important. The purpose of this paper is to contribute to knowledge regarding SMM strategy by developing a stage model of SMM evaluation and uncovering the challenges in this process. Design/methodology/approach Interviews were conducted with 18 key informants working for specialist SMM agencies. Such informants are a particularly rich source, since they manage social media campaigns for a wide range of clients. An exploratory research was conducted and thematic analysis surfaced the key components of the SMM evaluation process and associated challenges. Findings The SMM evaluation framework is developed. This framework has the following six stages: setting evaluation objectives, identifying key performance indicators (KPIs), identifying metrics, data collection and analysis, report generation and management decision making. Challenges associated with each stage of the framework are identified, and discussed with a view to better understanding decision making associated with social media strategies. Two key challenges are the agency-client relationship and the available social analytics tools. Originality/value Despite an increasing body of research on social media objectives, KPIs and metrics, no previous study has explored how these components are embedded in a marketing campaign planning process. The paper also offers insights in the factors that make SMM evaluation complex and challenging. Recommendations for further research and practice are offered.

Abstract 4:

Managers today face many challenges when using social media in their marketing strategies. Drawing from social media literature, this study introduces a new framework to assist managers in developing and using social media as a marketing tool. This framework has four dimensions related to the actions managers perform when implementing and engaging with social media: messaging/projecting, monitoring, assessing, and responding. Each dimension of the framework may be applied differently based on the firm's strategic direction or focus. The framework provides an opportunity for a firm to examine the entire scope of social media marketing from a broad strategic perspective as well as a more tactical perspective. Propositions formulated by the authors suggest how organizations with different strategic characteristics may manage social media differently. The study provides an understanding for managers of the variety of issues related to the specific aspects of maintaining a firm's online presence based on a firm's scope, culture, structure, and governance.