

Lecture 7

Social Media – Its Influence & Growth



Social Media Marketing

Social Media Marketing – is the monitoring & facilitation of customer-customer interaction & sharing through digital media – that encourages positive engagement with a company and its brands, ultimately leading to commercial value. Interactions can occur on

- A Company site
- Social Networks
- 3rd Party Sites.

Social Media Marketing is an important category of digital marketing that involves encouraging customer communication on a company's website, or social media sites such as Facebook, LinkedIn Twitter and Instagram.

Social Media Strategy has become a **core element of digital business strategy**

Social Media Marketing

Social Media can be a challenge for organisations – They have to give up control on their messaging in order to

Communicate with customers effectively. There needs to be buy from senior management, investment and changes in processes and tools.

Organisations often first look at the channels they should use.

But Social Media Strategy should begin with an analysis of the channels adopted by the organisation's customers and the commercial potential of the approach.

Customer adoption of social media platforms will vary according to customer segments and markets.

It is important to start with a marketplace analysis of the social tools and engagement techniques that are most effective for the organisations target audience.

The benefits of social media need to be reviewed and the goals defined.

Marketers may see social media as a way of gaining new customers through the viral effect of social media

For other marketers the benefits will be focused on reviews, ratings and recommendations that can increase conversion rate.

PR specialists will want to listen to positive and negative sentiment about the brand and try to manage this by increasing the positives and reducing the negatives.

Social Media can be also viewed as a customer engagement and retention tool. Here, social media can be used to deliver customer service, or used as an alternative to email marketing to inform customers out new product launches or promotions.

POST Framework – People, Objectives, Strategy, Technology

The POST framework is a useful framework for businesses to apply to help them develop a social media strategy (Forrester, 2007) . It is a simplified version of the SOSTAC framework.

People – The essential starting point is understanding the adoption of social media within an audience.

Objectives – It is important to set different goals for different options to engage customers across various aspects of the customer lifecycle i.e. from acquiring a customer to converting a prospect to a customer, to retaining the customer. Decide on the objectives before deciding on the technology.

Strategy – Deciding how to achieve the goals.

Technology – Decide on the best social media platforms to achieve your goals

Social CRM Strategy

Social CRM – The process of managing customer-to-customer conversations to engage existing customers, prospects and other stakeholders with a brand and so enhance customer relationship management.

There are a number of goals when applying social media within an organisation – this can pose a challenge for larger organisations – as success requires collaboration across different roles and functions.

Social CRM – this is the term used to help define the wide scope of social media across the customer lifecycle and value chain.

Conversations can occur on a broad range of sites including Facebook, LinkedIn, Twitter and Instagram but also on the company's own blog, 3rd party blogs, reviews & ratings sites

Many organisation have developed a social media governance policy to ensure conversations are listened to and responded to quickly.

Scope of Social CRM –

1. **Marketing** – monitoring, analysis and responding to customer conversations through social listening tools. Also integrating social media into other campaign tactics e.g. email marketing.
2. **Sales** – Understanding where prospects are discussing selection of products and services offered by you and competitors. Establishing best way to get involved in conversation to influence sales/ generate leads. For B2B LinkedIn should be monitored.
3. **Service & Support** – Customer self-help through forums provided by you and neutral sites.
4. **Innovation** – Using conversations to foster new product development or enhance online offerings.
5. **Collaboration** – Digital Business Collaboration within an organisation through the use of intranet and other software tools to encourage collaboration to support business processes.
6. **Customer Experience** – to enhance customer experience and add value to the brand.

The 5 Ms – Framework used for reviewing strategy implementation

Monitoring – Deriving insights from social listening

Mapping – Finding relationships between individual customers and grouped segments using different social media platforms e.g., Twitter / Facebook

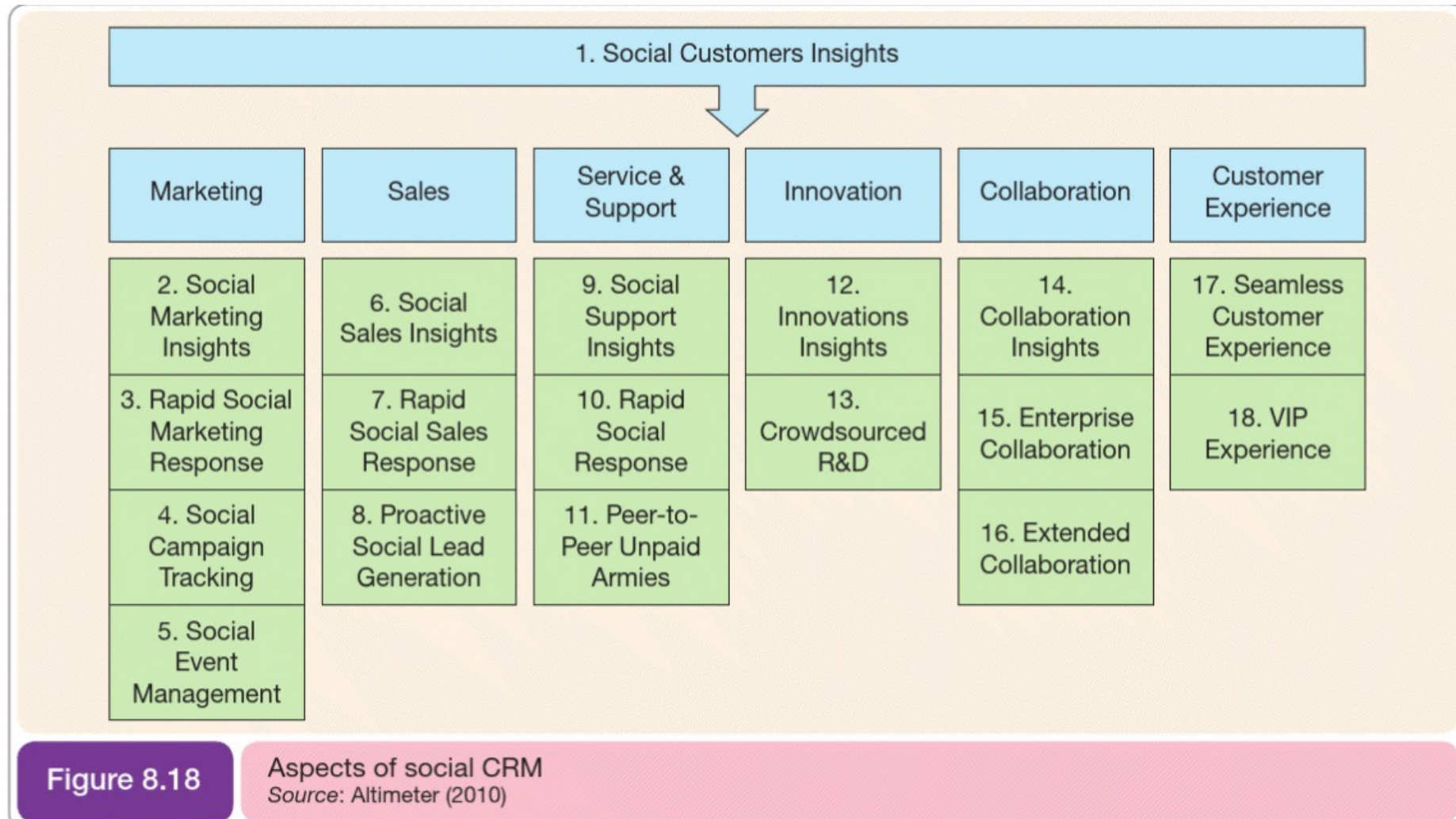
Management – Processes for Implementing and reviewing strategy, including reporting on campaign management.

Middleware – Software tools used to monitor and gather insights

Measurement – Measures used to assess social marketing effectiveness and ROI.

Aspects of Social CRM

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Categories of Social Media

Many tools and sites providing an environment for social media.

A social media site is far more than a website.

Most sites give access to users at different levels of permission and enable storage of different forms of users generated content.

Messaging is important feature of sites, especially social networks as users are alert when new content related to their interests/ connections is published.

Different types of Social Presence

1. Communities

Need to be managed effectively

Depending on market sector, companies can develop different types of communities for B2C, and communities with **purpose, position, interest and profession** for B2B

Purpose – People going through the same process or trying to achieve same objective e.g. Those researching cars using Auto Trader.

Position – Communities set up for people in a certain circumstance e.g. Mumsnet

Interest – Community for those who have an interest or passion such as sport or music

Profession – Important for companies promoting B2B activities.

Social Networks provide a low cost way of creating a community.

Tactics Organisations Can Use To Foster Community (Parker, 2000)

1. What interests, needs, passions do our customers have in common?
2. What topics/ concerns might our customers like to share with each other?
3. What information is likely to appeal to our customers' friends or colleagues?
4. What other types of business in our area appeal to buyers of our products/ services?
5. How can I create packages/ offers by combining offers of 2 or more partners?
6. What price, delivery, incentives can I afford to offer to friends that our customers recommend?
7. What incentives/rewards can I afford to provide customers who recommend friends who go on to make a purchase?
8. How can I track purchases from word-of-mouth recommendations from friends?

Difficulties With Communities

1. **Empty Communities** – A community with no people is not a community.
2. **Silent Communities** – If conversation flags this is not a community. Ideas for conversation – use a moderator to ask questions or have a weekly/ monthly question from moderator or customers. Have a resident expert to answer questions. Make it select and limit to key account customers.
3. **Critical Communities** – Many communities or manufacturer/retail sites can be critical of the brand and may be closed due to negative comments.

Lurkers – this relates to those who read messages but don't actively contribute. May be 10 lurkers for every active participant. The community can also positively influence these people and build brand.

Social Media Platforms – good way to build community. Members of a community or social network will differ in the extent to which they are connected with others. Most influential network members will be highly connected and will discuss issues of interest with a wide range of contacts than those who are less connected.

Micro Influencers – Refers to individuals who have social channels that have grown organically, with a modest but genuine following and highly engaged audience. They will have high quality and niche content that resonates with their audience. Rise of micro-influencers due to the fact that as an influencer grows, their power dilutes. Those with smaller followings can drive conversation in a more unique and personalized way.

Influencer Campaign

1. **Set Your Marketing Goals** – What outcome does the organization want – Brand Awareness, Drive Sales, Gather Leads, Email Sign-ups, Increase Social Media Followers, Get Reviews, Unboxing Videos, SEO links, Stunning Imagery
2. **Decide on Platforms and Formats** – Decide on platforms/ formats to target your campaign. End goal of any influencer campaign is creation of some form of content.
3. **Who is your target Influencer.** - when you know the content you want to create, and platforms that are right for your brand, you can define the right influencer – how many followers, what do they talk about, on what platforms do they drive engagement, audience demographics.
4. **Finding Influencers and convincing them to promote your brand.** - go to an influencer marketplace, build your own database, partner with a full-service influencer marketing services.