Instructor’s Manual: Chapter 7

Social, Mobile, and Local Marketing

**Learning Objectives**

After reading this chapter, your students should be able to:

* Understand the difference between traditional online marketing and the new social-mobile-local marketing platforms and the relationships between social, mobile, and local marketing.
* Understand the social marketing process from fan acquisition to sales and the marketing capabilities of social marketing platforms such as Facebook, Twitter, and Pinterest.
* Identify the key elements of a mobile marketing campaign.
* Understand the capabilities of location-based local marketing.

**Key Terms**

amplification, p. 439

community, p. 439

dark social, p. 438

engagement, p. 439

Facebook Exchange (FBX), p. 444

fan acquisition, p. 439

geo-aware, p. 482

location-based marketing, p. 478

location-based services, p. 479

proximity marketing, p. 482

Reactions button, p. 442

social density, p. 440

**Brief Chapter Outline**

*Facebook: Putting Social Marketing to Work*

7.1 Introduction to Social, Mobile, and Local Marketing

From Eyeballs to Conversations

From the Desktop to the Smartphone and Tablet

The Social, Mobile, Local Nexus

7.2 Social Marketing

Social Marketing Players

The Social Marketing Process

Facebook Marketing

*Insight on Technology: Optimizing Social Marketing with Simply Measured*

Twitter Marketing

Pinterest Marketing

Marketing on Other Social Networks: Instagram, Snapchat, and LinkedIn

The Downside of Social Marketing

*Insight on Society: Marketing to Children of the Web in the Age of Social Networks*

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Overview: M-commerce Today

Basic Mobile Marketing Features

Mobile Marketing Tools: Ad Formats

Starting a Mobile Marketing Campaign

*Insight on Business: Mobile Marketing Goes 3-D*

Measuring Mobile Marketing Results

7.4 Local and Location-Based Mobile Marketing

The Growth of Local Marketing

The Growth of Location-Based (Local) Mobile Marketing

Location-Based Marketing Platforms

Location-Based Mobile Marketing: The Technologies

Why Is Local Mobile Attractive to Marketers?

Location-Based Marketing Tools

Starting a Location-Based Marketing Campaign

Measuring Location-Based Marketing Results

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**Teaching Suggestions**

Chapter 7 focuses on the “new” online marketing platforms: social, mobile, and local. There is a major shift in thinking involved in these new marketing platforms. The traditional web marketing emphasis on “eyeballs” and spraying large populations with messages has changed to place a greater emphasis on engaging the customer in conversations. In addition, the technology platform is shifting from the desktop to mobile devices. This is more than just a technology change. It’s also a behavioral change because customers are much “closer” to their mobile devices than desktops, and hence offer marketers many more opportunities to send messages, and to, in a sense, surround the consumer with the same message on multiple platforms. Social, mobile, and local marketing platforms are connected and self-reinforcing. The mobile audience is a major user of social sites like Facebook, and local marketing often involves social geo- targeting. Mobile devices are also a major channel for local advertisers who can touch customers as they pass their stores.

A good way to introduce the discussion of social, mobile, and local marketing is to review the opening case in Chapter 7, *Facebook: Putting Social Marketing to Work.* Facebook’s effort to morph itself into a marketing and advertising platform is an example of how new Internet technologies and practices can disrupt and challenge existing industries, in this case, the marketing and advertising industries. Class discussion questions might include the following:

* Have you ever made a purchase based on something you have read or seen on Facebook? What was the product and what made you interested?
* Are there other ways for Facebook to make a profit from marketers and advertisers?
* How does Facebook engage its users differently than “traditional” online marketing?

**Key Points**

*Social, Mobile, and Local Marketing.* Section 7.1 provides an overview of social, mobile, and local marketing, which today are the fastest growing forms of online marketing. In 2017, the amount spent on mobile marketing both exceeded online advertising spending on desktop/laptops (Figure 7.1) as well as the amount spent on social and local online marketing. Some key points to make in this section are:

* By 2018, marketers are expected to be spending three times as much on mobile marketing as they do on social marketing to the desktop.
* Social, mobile, and local marketing are connected: nearly 90% of Facebook’s ad revenue is generated by its mobile audience, and local marketing and mobile are also highly related.

*Social Marketing.* Section 7.2 focuses on social marketing and social marketing platforms like Facebook, Twitter, and Pinterest. Although Facebook is the dominant social network in terms of visitors and engagement, there is significant competition in this market, and differentiation. Figure 7.4 illustrates the social marketing process as a series of five steps or stages: fan acquisition, engagement, amplification, community, and finally brand strength or sales. This is a very important concept for understanding the chapter, so take a few minutes to walk students through this diagram and the underlying concepts.

Before you delve in depth into Facebook marketing, take 5 minutes to review the basic features of Facebook with students. They probably know all these features already, but be sure to illustrate how Facebook develops features to maximize the amount of social interaction on its site by connecting users to one another whether they want to be connected or not. Explain the concept of “social density” and relate this concept to the marketing opportunities on Facebook. Review with students the list of marketing tools currently being used by Facebook (Table 7.2). Further questions for class discussion might include the following:

* Which Facebook marketing tools do students find are the most effective in their personal lives?
* Do students pay attention to Facebook ads?
* Are students interested in what their friends buy?
* Do students trust their friends to recommend products?
* What kinds of products would their friends’ choices impact?

Table 7.4 describes some of the metrics used to measure Facebook marketing campaigns. Ask students how these might be different from a traditional online marketing campaign using display ads.

When you turn to marketing using Twitter, once again take five minutes to review the basic features of Twitter with students. As with Facebook, most will probably already be familiar with many of these features, but be sure to illustrate how Twitter takes these features and develops them into marketing tools. Twitter offers 140-character messages, and it may seem difficult at first for students to understand how marketers can influence consumers in such a small “space.” The Timeline is similar to Facebook’s Newsfeed and in an ideal location to expose users to ads. To make the conversation more concrete, review Table 7.7, which describes some Twitter marketing campaigns.

Questions for class discussion might include the following:

* Which Twitter marketing tools do students find are the most effective in their personal lives?
* Do students tweet during television programs?
* Do students pay attention to Promoted Tweets?
* Do students pay attention to Promoted Trends posted by marketers?
* Do students trust their friends to recommend products?

Table 7.8 describes some of the metrics used to measure Twitter marketing campaigns. Ask students how these might be different from a traditional online marketing campaign using display ads.

Pinterest is the third major social marketing platform that the text covers. Although students are likely to be very familiar with Facebook and Twitter, they may be less familiar with Pinterest, so review the basic features of Pinterest in Table 7.9 with them, as well as the list of Pinterest marketing tools in Table 7.10. To make the conversation more concrete, you can also review Table 7.11, which describes some Pinterest marketing campaigns.

Walk students through the process of developing a Pinterest marketing campaign. Pinterest campaigns depend on the graphical nature of the product, demographics of the audience, competitors, and the strengths of a firm. The simplest place to start is to create a brand page and start pinning photos. Walk students through the steps outlined in the text. Ask students to think about how they would measure the success of a Pinterest campaign. The text highlights key dimensions like fan (follower) acquisition, engagement, amplification, community, and sales. Table 7.12 describes some basic ways to measure the results of a Pinterest marketing campaign.

Questions for class discussion might include the following:

* Which Pinterest marketing tools do students think are most effective?
* Have students used Pinterest to shop? Did shopping lead to a purchase?
* Have students visited brand pages? Which were effective?

A good way to pull all these themes of social marketing and platforms together is to review the *Insight on Technology* case*, Optimizing Social Marketing with Simply Measured*. This case provides interesting real-world examples of different firms’ use of social media, and the challenges and rewards of developing an integrated social media campaign that crosses many ad platforms, from Facebook to Twitter to Pinterest. Questions for class discussion might include:

* How do social media analytics help companies identify and attract customers?
* What are the challenges in measuring the effectiveness of social marketing campaigns?
* What advantages did Trek Bicycle find in using Simply Measured’s analytics and tools?

Instagram, LinkedIn, and Snapchat are also briefly covered. Again, students are likely to be familiar with these services, but may not be acquainted with the ways these social networks make money. Instagram allows advertisers to maintain profiles and market directly to users by sending posts to their individual Instagram feeds. LinkedIn charges corporations for brand pages and access to its user database, and charges users for premium subscriptions. Snapchat, a mobile messaging app/social network, has recently introduced a number of features that provide advertising opportunities, such as Snapchat Stories, Live Stories, and Discover.

Finally, ask students to discuss some of the downsides of social marketing. Obviously, firms do not have total control over the marketing messages if users of their products are able to freely opine on the quality of their products. So, there is a risk for firms that their shortcomings will be widely broadcast. Because young people (ages 12 to 18) are heavily involved in social networks, and often reveal details of their identity that they quickly lose control over on sites like Facebook that freely distribute personal information, marketers need to take care how they exploit personal information in their social marketing campaigns.

A good way to introduce these issues is to review the *Insight on Society* case*, Marketing to Children of the Web in the Age of Social Networks.* This case offers a discussion of the social implications of marketing to children and the special care that managers must exercise in this situation. You might ask students with children or younger siblings what kinds of online and offline ads they find objectionable for their loved ones. Other questions for class discussion might include the following:

* Why is online marketing to children a controversial practice?
* What is the Children’s Online Privacy Protection Act (COPPA) and how does it protect the privacy of children?
* How do companies verify the age of online users?
* Should companies be allowed to target marketing efforts to children under the age of 13?

*Mobile Marketing.* Section 7.3 introduces and reviews mobile marketing—the use of mobile devices to deliver consumer marketing messages. Ask students if they have a smartphone or tablet mobile device and how often they use it. Have they ever shopped using their smartphone? Purchased something? If so, they’ve participated in mobile commerce, along with others who have seen advertising on their phones. Mobile commerce is growing rapidly, and mobile marketing even faster. Review Figure 7.5, which illustrates the growth in mobile commerce. Also note that while mobile commerce is growing fast, people will still be using their desktops to make purchases over the next 5 years, although they will increasingly use their mobile devices to shop. Make sure students understand the difference between shopping and purchasing. Because people carry their mobile devices with them everywhere, they make for an ideal marketing tool because marketers can contact consumers just about anytime and anyplace.

Mobile devices have created a multi-screen world for consumers: people watch TV, use their desktop at work (often to shop), and use their tablets and smartphones to watch movies or text with friends. Ask students how many of these screens they use. What are the implications for marketers? The answer: marketers need coordinated campaigns to be on all these platforms.

Figure 7.7 illustrates how fast mobile marketing is growing. In 2015, mobile marketing expenditures surpassed desktop marketing expenditures, and in 2017, will account for over 70% of all spending on online marketing. This is a result of all you have discussed to this point in the class, namely, mobile devices are almost always on (unlike a TV or desktop computer), and they can deliver very relevant ads often tied to local deals. The big players in mobile ads are familiar (Figure 7.8): Google dominates, followed by Facebook, Twitter, Oath (Yahoo/AOL), Pandora, YP, the online yellow pages, and Snapchat. Ask students why Google is so dominant. Emphasize that people use their mobile devices to search, especially local search, and often use maps. Google is the leader in both search and maps.

Mobile marketing formats mimic closely desktop formats—display, search, video, and text. Table 7.14 provides a list of familiar firms and how they are using mobile ad campaigns. Starting a mobile campaign involves considering how your product fits into a mobile marketing platform, the demographics you are looking for, and an analysis of what your competitors are doing. Mobile campaigns should start out simple—translate your web page to a mobile website, develop brand pages on Facebook, Twitter, and Pinterest, and use Google or Apple mobile ad services because they have excellent analytics tools for tracking results.

The *Insight on Business* case, *Mobile Marketing Goes 3-D*, illustrates some of the ways mobile marketing is different from “traditional” online marketing. Questions for class discussion might include the following:

* Why do mobile devices represent such a promising opportunity for marketers?
* What are the benefits and the appeal of 3-D mobile advertising?
* Have you ever engaged with 3-D mobile ads?
* What types of products are best suited for 3-D mobile ads?

Walk students through Figure 7.10 to illustrate how the effectiveness of a mobile branding campaign can be evaluated. As you can see, there are many parts of a mobile branding campaign to pay attention to.

*Local and Location-Based Marketing.* Section 7.4 describes local and location-based marketing. It’s important for students to understand the difference between the various types of local marketing. Most local marketing involves traditional newspaper and television ads, but online local marketing is rapidly catching up to traditional channels. Location-based marketing targets messages to consumers based on their actual physical location. This is inherently a mobile device situation because mobile phones and tablets can be precisely located by latitude and longitude . The same is not true of a desktop computer. Go over the list of location-based services so students get a clear sense of the matter. Review Figure 7.11 with students to put location-based mobile marketing into the overall context of web marketing.

Location-based marketing is dominated by Google, which also dominates the mobile marketing field. Point out to students the importance of Google Maps: it’s not just to help people find their way. Google Maps is an important advertising tool for local businesses. Ask students why they think location-based ads might be more effective than other ads on mobile devices. Answer: when people search for something locally (a pizza, shoes, clothing, etc.) they are close to a purchasing decision. Local search is immediate.

Be sure to briefly review the technologies that make location-based marketing possible. Most students will know about GPS, but that alone is not enough to precisely locate people. Other techniques involve Wi-Fi, geo-search, cell tower, and sign in/registration. There are two kinds of location-based marketing capabilities based on these technologies: geo-aware and geo-fencing techniques. Geo-aware techniques identify the location of a user’s device and then targets marketing to the device, recommending actions near that location, which also requires the marketer to know where relevant things like stores are located. For instance, a marketer may target smartphones within several square city blocks to alert them to available offers from participating merchants. Proximity marketing techniques identify a perimeter around a physical location, and then target ads to users within that perimeter, recommending actions possible within the fenced-in area. Proximity marketing can permit marketing to consumers as they walk by the store, or walk through a store. Apple’s iBeacon technology enables stores to automatically contact customers with special offers on their iPhones as they walk into a store, using purchase histories to generate offers that are most relevant to each customer.

Table 7.16 describes some of the unique location-based marketing tools. Go over each type in class to ensure students understand all the technical possibilities for marketing based on user location. In general, location-based ads use the same ad formats as desktop advertising—search, display, and video are the top three.

Starting a location-based campaign begins with an assessment of whether your products or services have a local component. Are there local stores or entertainment sites where users can purchase the service? Location-based ads will be most successful with younger, affluent, and more educated consumers. You should also be aware of how your competitors are using location-based marketing, if at all. Measurements of the results of location-based marketing follow a familiar path of measuring fan acquisition, engagement, amplification, community, and brand strength (sales).

In Section 7.5, we offer students information and tips about how the concepts they’ve learned in this chapter can help them prepare for an interview for an entry-level position as a social media associate.

The chapter-ending case study, *ExchangeHunterJumper.com: Building a Brand with Social Marketing*,in Section 7.6,provides an interesting example of how a small business in an arcane area of commerce built a brand name for itself on the Internet.

**Case Study Questions**

*1. Find a site on the Web that offers classified ads for horses. Compare this site to ExchangeHunterJumper.com in terms of the services offered (the customer value proposition). What does The Exchange offer that other sites do not?*

Bigeq.com is one popular site that also offers classified ads for horses, and is probably ExchangeHunterJumper.com’s strongest competitor. One service that The Exchange offers that this site does not is that The Exchange professionally screens horses that are listed, whereas Bigeq.com allows anyone to post sales ads. Therefore, the horses on The Exchange are more likely to be appropriately described and have a better track record than those on Bigeq.com. However, this does mean that Bigeq.com typically has more horses listed than The Exchange does. Another service that The Exchange provides is that all the horses listed have high-quality videos and photos embedded within the site that the customer can view, whereas not all the horses on Bigeq.com have videos or photos, and those that do are linked to YouTube, some of which are not very good quality. The Exchange continually updates information on the horses available, whereas the ads on Bigeq.com are static once they have been submitted by the seller.

*2. In what ways were social media effective in promoting The Exchange brand? Which media led to the highest increase in sales and inquiries? Why?*

ExchangeHunterJumper.com uses the following social media: Facebook, Twitter, YouTube, RSS Feeds, and an iPhone app. The highest increase seems to have come from Facebook although the YouTube videos also appear to have had an impact. Facebook probably worked so well because of its viral recommending features (the Like button) and the ease with which word can be spread.

*3. Make a list of all the ways The Exchange attempts to personalize its services to both buyers and sellers.*

* Works with individual sellers and trainers on the sell side to create effective ads, including photos and videos
* Develops a personal strategy for each horse (horses have personalities too!)
* Asks buyers to fill out forms and expected budgets
* Provides personal e-mail responses to buyer queries
* Screens horses that are listed
* Makes recommendations

**End-of-Chapter Questions**

*1. Describe the two factors that make social, local, and mobile marketing different from traditional online marketing.*

One change is the transition from unique visitors and ad impressions towards an emphasis on consumer conversations and consumer engagement. A second change is the rapid growth of mobile devices, which provides many more new opportunities to send marketing messages than what is true of the desktop platform.

*2. Why are social, mobile, and local marketing efforts interconnected?*

Visits to social sites increasingly originate from mobile devices. As mobile devices become more popular, they can increasingly be used as a platform for location-based and location marketing.

*3 Why is the connection between social, mobile, and local marketing important to marketers?*

When marketers design a social marketing campaign, they must also consider that their customers will be accessing the campaign using mobile devices, and often they will also be looking for local content. Social-mobile-local must be seen in an integrated management framework.

*4. What are the objectives of social marketing?*

In social marketing, the objective is to encourage your potential customers to become fans of your company’s products and services, to engage with your business by entering into a conversation with it, to encourage your business’s fans to share their enthusiasm with their friends, and create a community of fans online. The end objective is to strengthen the brand and drive sales, and to do this by increasing your “share of online conversation.”

*5. What are the major social networks?*

The major social networks in 2017 are Facebook, Instagram, Twitter, LinkedIn, Pinterest, Snapchat, and Tumblr.

*6. What are the five elements of the social marketing process?*

The five elements of the social marketing process are: fan acquisition, engagement, amplification, community, and building brand strength and ultimately sales.

*7. Why is Snapchat attractive to advertisers?*

Snapchat is extremely popular among Millennials, one of the most appealing advertising demographics. It is also a sticky platform, with users accessing the app many times a day.

*8. List and briefly describe the basic Facebook marketing tools.*

Basic Facebook marketing tools are as follows:

* Reactions buttons: a Facebook plug-in that websites and Facebook pages use to enable user feedback and support.
* Brand pages: a central web page for a company that is hosted by Facebook.
* News Feed Page Post Ads: marketing messages inserted into user News Feed.
* Right-hand Column Sidebar Ads: display ads in the right column.
* Facebook Live: video streaming service within Facebook.
* Video ads: autoplay in silent mode on both desktop and mobile News Feeds.
* Mobile ads: ads placed on the Facebook mobile app and Facebook mobile pages, including app install ads and in-app ads.
* Sponsored messages: messages to customers who have previously engaged with the advertiser via Messenger chatbot.
* Facebook Exchange (FBX): a real-time bidding system that enables real-time bidding and sales of Facebook ads.

*9. How can you measure the results of a Facebook social marketing campaign?*

You can measure the results of a Facebook social marketing campaign using the social process marketing model: fan acquisition, engagement, amplification, community, and building brand strength and ultimately sales.

*10. List and briefly describe Twitter marketing tools.*

The basic Twitter marketing tools are as follows:

* Promoted Tweets: advertisers pay to have their tweets appear in users’ search results.
* Promoted Trends: advertisers pay to move their hashtags to the top of Twitter’s Trends list.
* Promoted Accounts: advertisers pay to have their branded account suggested to users on the “Who to follow” list.
* Enhanced Profile Pages: companies pay to display their brand logo or banner at the top of the company’s timeline.
* Amplify: a Twitter dashboard that allows marketers to send messages to users who followed a show or brand.
* Promoted Video: marketers can distribute videos on the Twitter platform and use Promoted Videos to link directly to app installations.
* Television Ad Retargeting: marketers can target ads to users who are watching a TV show.
* Lead Generation Cards: marketers can embed a “card” into business tweeters’ standard Twitter messages.
* Mobile Ads: marketers can use all the above formats on mobile devices, as well as mobile app install and app engagement ads.

*11. How can you measure the results of a Twitter social marketing campaign?*

You can measure the results of a Twitter social marketing campaign by looking at the following:

* Fan acquisition: impressions generated by your Promoted Tweets; the number of followers and monthly growth.
* Engagement: the number of comments, responses, and re-tweets of your tweets, and time that followers stay on your page.
* Amplification: the rate at which fans re-tweet or share your tweets.
* Community: monthly interaction rate (a total of comments, responses, and re-tweets). Average on-site time for all followers. The ratio of positive to negative tweets.
* Building brand strength and ultimately sales: leads generated; percent of revenue generated by Twitter campaigns; the percentage of online conversation for your brand when compared to all other brands in your market.

*12. In what way are Pinterest postings similar to display ads?*

Like display ads, commercial Pinterest pins direct users to a corporate website where purchases can be made.

*13. List and briefly describe some of Pinterest’s marketing tools.*

Pinterest marketing tools include the following:

* Rich Pins: enable advertisers to include extra information directly on a pin itself
* Promoted Pins: used to promote pins to a targeted audience and encourage users to click through to your website
* Cinematic Pins: made-for-mobile ad format that displays a short animation when the user scrolls down through the ad; only plays a full-length version when the user clicks on the ad.
* Buyable Pins/Shop Our Picks: allows users to buy items without leaving Pinterest and offers curated lists of items to choose from, respectively.
* Promoted Video: new native video player that allows markets to run video ads.
* Pin it or follow button on websites: allows visitors to pin photos from your website and to be notified when you post new photos to your site.
* Pin as a display ad: a pinned photo acts as a display ad by directing users back to your website.
* Theme-based boards: business boards that are lifestyle-oriented rather than strictly sales-oriented.
* Brand pages: allows companies to create a corporate brand page.
* URL link to stores: enables consumers to click through to buy items, allowing retailers to better understand how their pinned photos are driving sales.
* Integration with other social sites: integrates marketing efforts with those on Facebook and Twitter.
* Network with users, followers and visitors: allows marketers to participate by commenting, mentioning and communicating with users, followers, and visitors.

*14. Why is mobile marketing different from desktop marketing?*

Mobile devices are always with consumers and play a central role in their lives. They are more multi-functional than desktop PCs by combining a telephone with media functionality.

*15. What is the fastest growing m-commerce platform and why?*

Initial expectations were that tablets would provide the primary m-commerce platform, but that has not proven to be the case. As the size of smartphone screens has grown and their resolution improved, coupled with better mobile search, better location- and context-based discovery, and better mobile payment systems, the smartphone buying experience has improved, resulting in rapidly growing smartphone m-commerce sales.

*16. Why are in-app ads so important to marketers?*

In-app ads are important to marketers because mobile users spend over 80% of their mobile minutes using apps.

*17. What is the multi-screen environment and how does it change marketing?*

The multi-screen environment refers to the fact that consumers use TVs, desktop PCs, and mobile devices throughout their daily lives. Marketers need to design their messages for all three platforms and develop an integrated approach.

*18. What kinds of ad formats are found on mobile devices?*

The major marketing opportunities in mobile marketing are search ads, display ads, videos and rich media, messaging (SMS/MMS/PPS), as well as other familiar formats like e-mail, classifieds, and lead generation.

*19. Why is location-based marketing so attractive to marketers?*

Location-based marketing is attractive to marketers because consumers who search for local products and services are more apt to purchase something than desktop users.

*20. List and describe some basic location-based marketing tools.*

Basic mobile marketing tools include the following:

* Geo-social services: sharing locations with friends
* Proximity marketing: sending marketing messages to consumers within a perimeter of your store
* Geo-targeting: targeting messages to consumers based on their location
* In-store messaging: targeting consumers who are in your store

**Projects**

*1. Choose two different online companies and for each, try to identify the social, mobile, and local marketing efforts the company has implemented. Do they use social plug-ins on their websites? Do they have a Facebook page? If so, visit those pages to see how they are using them. How is the Facebook page different from the company’s website? Can you identify how the firms use mobile marketing? Use your smartphone or tablet to access their apps, if they have one, and websites. Are their websites designed specifically for each platform? In conclusion, compare and critically contrast these firms, and make recommendations for how you, as a marketing manager, would improve their effectiveness.*

Student answers will vary depending on the companies they choose to examine, but the answers should include the following considerations:

* A list for each site of the social, mobile, and local features of the websites.
* An assessment on how effective the web presence of each firm is, as well as how effective the Facebook, Twitter, and/or Pinterest campaigns are.
* Students should be expected to find sites that have social, mobile, and local efforts (although identifying the local efforts may require some extra work).
* Student analysis should use the social marketing process figure in the chapter to organize their assessment and their recommendations for improvement.

*2. Visit your Facebook profile page and examine the ads shown in the right margin. What is being advertised and how do you believe it is relevant to your interests or online behavior? Make a list of ads appearing in your News Feed. Are these ads appropriately targeted to you in terms of your demographics, interests, and past purchases? Surf the web, visiting at least two retail websites. In the next 24 hours, do you see advertising on Facebook related to your surfing behavior?*

Student answers will vary depending on the companies they choose to examine, but the answers should include the following considerations:

Students should provide a list of right-hand column ads on their page and then assess why they are being shown these ads. Are the ads related to their personal demographics (Profile), to their friends’ recommendations, prior interests, and visits to other websites? They should perform the same analysis for their News Feed Page Post Ads. If they have a smartphone or tablet, they should visit their pages using these mobile devices and assess how the limitations of a smartphone screen are being managed by Facebook.

*3. Visit two websites of your choice and apply the social marketing process model to both. Critically compare and contrast the effectiveness of these sites in terms of the dimensions of the social marketing process. How well do these sites acquire fans, generate engagement, amplify responses, create a community, and strengthen their brands? What recommendations can you make for these sites to improve their effectiveness?*

Student answers will vary depending on the companies they choose to examine, but the answers should include the following considerations:

Students should apply the social marketing process model to each site, and then, for each element of the model, critically compare and contrast the effectiveness of each site. For instance, one site may be much better on fan acquisition than it is engagement. Many sites are strong on acquisition and engagement, but weak on community building. Students should assess each site on each dimension. Finally, students should present a list of recommendations for improvement with a brief explanation on how it would help these firms.

*4. Identify two Pinterest brand pages. Identify how they use Pinterest marketing tools described in this chapter. Are there some tools they are not using? What recommendations can you make for these companies to improve their Pinterest marketing campaigns?*

Student answers will vary depending on the companies they choose to examine, but the answers should include the following considerations:

Students should first examine the basics of these firms’ photography because the heart of Pinterest marketing is high-quality photography, including how consumers are using or wearing the products. Second, they should examine how the firms organize their boards. Are the boards a sensible introduction to the firms’ products? Third, students should assess how well each firm supports consumer engagement, and community building. Does one firm seem to have a “stronger” brand (in the sense of a larger, more lively community and a wide variety of posts indicating engagement and conversation)? Finally, students should present a list of management improvements.

**Companion Website, Learning Tracks, and Video Cases**

You can also direct your students to the Companion Website for the book, located at [www.e-commerce2018.com](http://www.e-commerce2018.com). There they will find a collection of additional projects and exercises for each chapter; links to various technology tutorials; information on how to build a business plan and revenue models; information on careers in e-commerce, and more. Learning Tracks that provide additional coverage of various topics and a collection of video cases that integrate short videos, supporting case study material, and case study questions are also available for download from the book’s Online Instructor Resource Center at [www.pearsonhighered.com/irc](http://www.pearsonhighered.com/laudon). Learning Tracks and Video Cases for this chapter include:

* Learning Track 7.1 Social Media Marketing—Facebook
* Learning Track 7.2 Social Media Marketing—Twitter
* Video Case 7.1 Pinterest Users Engage with Sephora
* Video Case 7.2 The Full Value of Mobile Marketing