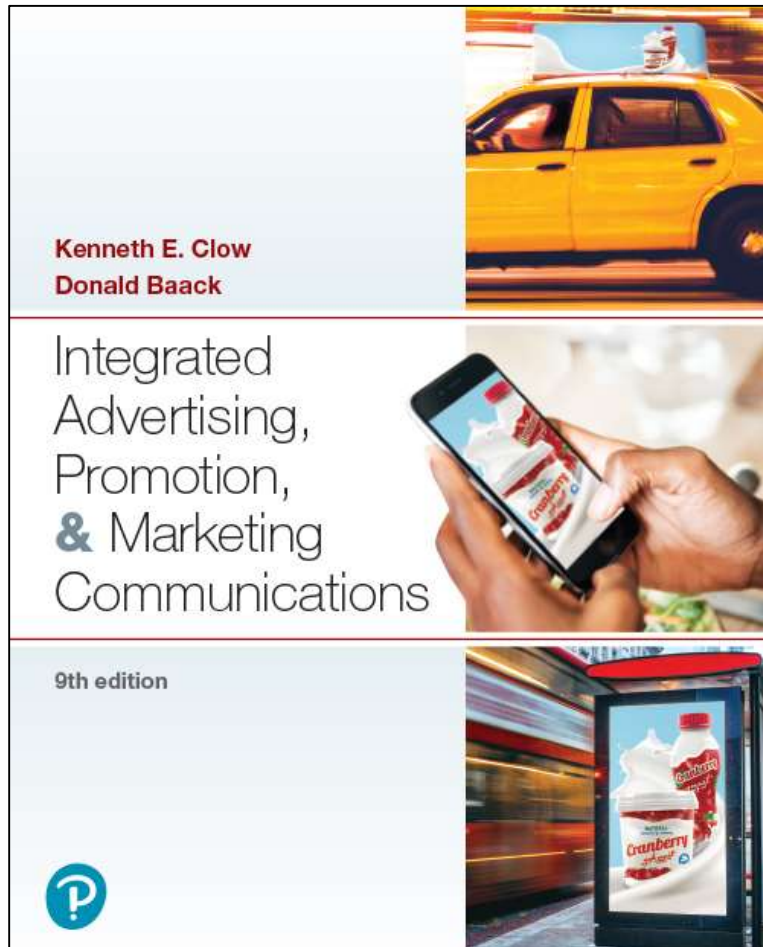


# Integrated Advertising, Promotion, and Marketing Communications

Ninth Edition



## Chapter 9

### Social Media

# Chapter Objectives

**9.1** What types of social networks assist marketers?

**9.2** What characteristics are present in various social media websites?

**9.3** What is the nature of social media marketing?

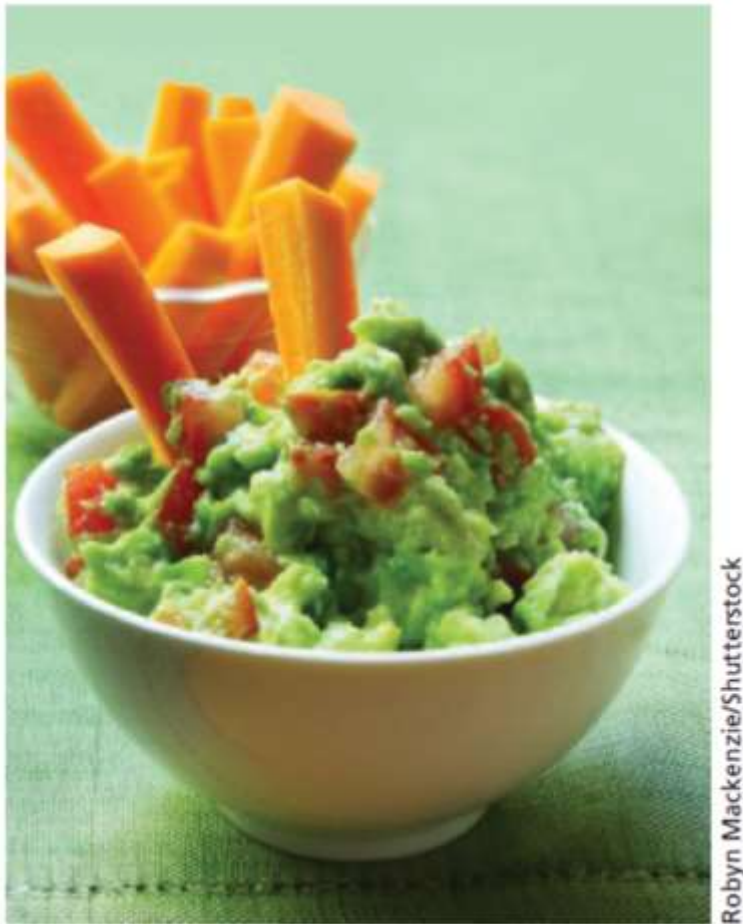
**9.4** Which social media marketing strategies do companies employ?

**9.5** How can marketers use social media strategies in international operations?

# Chapter Overview

- Social networks that assist marketers
- Characteristics of social media websites
- Nature of social media marketing
- Social media marketing strategies
- International issues

# Wholly Guacamole



- High pressure processing
- Staple item, popular
- Leverage social media
- Brand alliances
  - **Biggest Loser**
  - Sonic
  - Disney

# Social Media Terms

- **Social media** – any digital tool or venue that allows for social interaction
- **Social network** – social structure of individuals or organizations
- **Social media marketing** – utilization of social media or social networks to market a product, company, or brand

# Figure 9.1: Types of Social Networking Sites

- General social networking sites
- Niche social networking sites
  - Business
  - Family and lifestyle
  - Dating
  - Special interests and hobbies
  - Shopping
- Social bookmarking sites

# Facebook

- Largest social media site
- 2.3 billion users worldwide
- Advertising
  - 66% of social media dollars
- Custom audience function
- Demographics
  - Teens have declined 25%
  - Individuals 55+ increased
- Usage
  - Few share details of their lives on a daily basis



# YouTube

- A video-driven, fast-growing social media site
- CoverGirl, Revlon – 99% views consumer generated
- Swiffer ad re-creations generate brand interest
- Fan-produced videos exceed brand-produced videos
- Product usage or repair – videos instead of manuals
- Brands must monitor fan-created videos



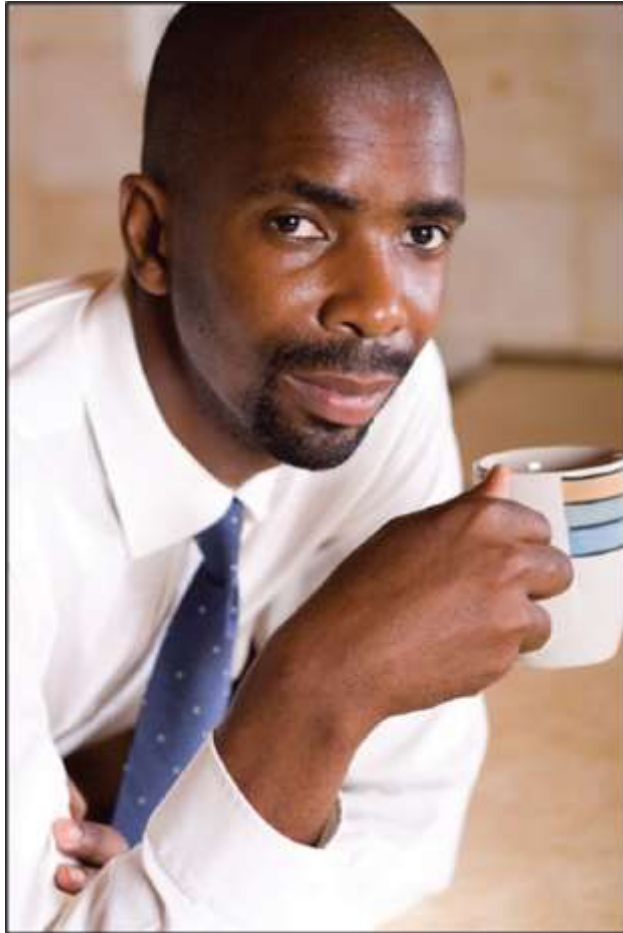
# Figure 9.2: Trends in Consumer Video Sharing

- Uploading broadcast ads
- Video reviews of products
- Re-creation of ads
- Creating consumer-produced how-to videos
- Capturing real-time events
- Creating branded videos

# Instagram

- Mobile photo and video sharing
- Owned by Facebook
- 600 million users
- Users young, wealthy, and female
- 60% visit daily
- Popular marketing tactics
  - Contests
  - Crowdsourcing of photos
- Uploading personal photos with branded clothing

# Twitter



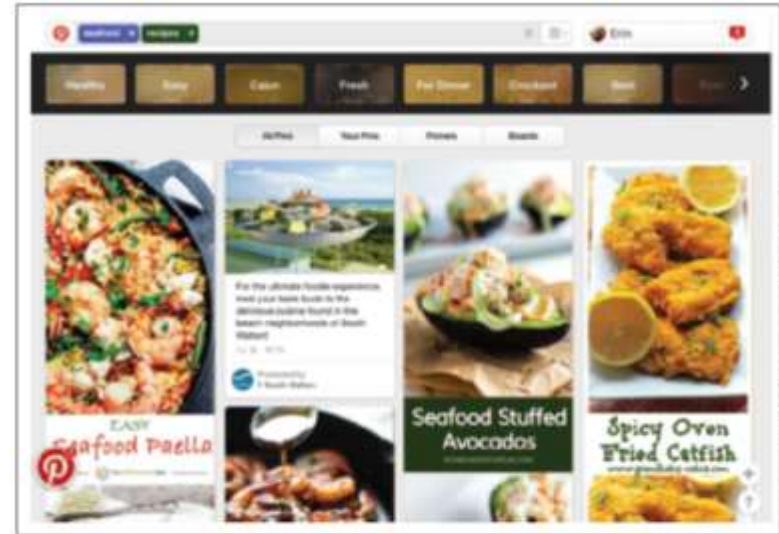
- Micro-blogging service
- Racially diverse and college- educated audience
- Effective method of reaching customers
- Monitor what customers are saying
- Effective for small businesses

# Figure 9.3: Tips for Using Twitter

- Develop a strategy
- Maintain consistent brand voice
- Engage followers
- Focus on relationships
- Respond to customer comments
- Avoid total automation

# Pinterest

- Bulletin-board style social network
- 250 million users
- Popular topics
  - Fashion
  - Dining



Courtesy of Michael Kerrigan/Walton County  
Tourist Development Council

# Snapchat and TikTok

- Snapchat
  - “Snaps” viewable for only a set time
  - Popular with teens and millennials
  - Unique platform for marketers
- TikTok
  - Fast-growing social media platform
  - Second-most non-gaming app downloads in 2019
  - Biddable ad space available

# Social Media Marketing (1 of 4)

- Increase traffic and assist mobile marketing efforts
- Enhance brand image
  - Solve problems
  - Provide information
  - Online interactions impact brand perceptions
- Improve search rankings

# Social Media Marketing (2 of 4)

- Customer intelligence.
  - Social listening, social chatter
  - Provides insight into customer thoughts
  - Offers ideas for branded content
  - Social buzz may require a response





## Figure 9.4: Functions of Social Listening

- React to negative feedback
- Detect problems
- Gather topics for branded content
- Predict trends
- Detect patterns or shifts in views
- Identify brand advocates

# Social Media Marketing (3 of 4)

- Identify consumer advocates
- Small number of fans generate most social buzz
- Most customers do not make comments
- Brand advocate characteristics
  - Behavioral commitment
  - Emotional connection
  - Quality communication skills

# Social Media Marketing (4 of 4)

- Build brand loyalty
  - Ultimate marketing goal
  - Engage customers
- Provide an alternative outlet
  - Complement traditional media channels
- Be cautious in equating buzz with sales impact



# Questions to Consider (1 of 2)

- Think of a couple of your favorite social media channels (Facebook, YouTube, Instagram, etc.)
- Now think of all the social media marketing functions we just discussed.
- Which of these social media channels do a good job of marketing their brand to you?
- Which of the above functions do they use in their marketing efforts?

# Figure 9.5: Reasons Consumers Follow Brands

- Keep up with activities
- Learn about products or services
- Sweepstakes or promotion
- Provide feedback
- Join community of fans
- Make purchases
- To complain

# Figure 9.6: Social Media Strategies

- Content seeding
- Real-time marketing
- Video marketing
- Influencer marketing
- Interactive blogs
- Consumer-generated reviews
- Viral marketing

# Figure 9.7: Building a Social Media Presence

1. Determine social media goals
2. Determine online personality
3. Decide on social media platforms
4. Develop social media strategies
5. Develop an analytical feedback loop

# Content Seeding

- Provide incentives to encourage sharing
- Financial incentives
  - Coupons
  - Rebates
  - Contests
- Insurance post-Super Bowl ad
- Value-added incentive = Exclusivity





# Behavioral Targeting

- Identifies person's browsing history
- Often used on social media sites
- Most often text-based
- Can also be image-based
- Both approaches work well

# Real-Time Marketing

- 2013 Super Bowl – Oreos
- Instantaneous marketing message
- Live event
- Upfront strategic planning
- Maintain brand image



# Video Marketing

- 60% of U.S. population watch videos
- 75% of internet users watch videos
- Growing faster than any other advertising form
- Consumers more receptive to online videos
- Many companies maintain YouTube channels
- Informational or instructional videos useful
- Vloggers create videos, build followings

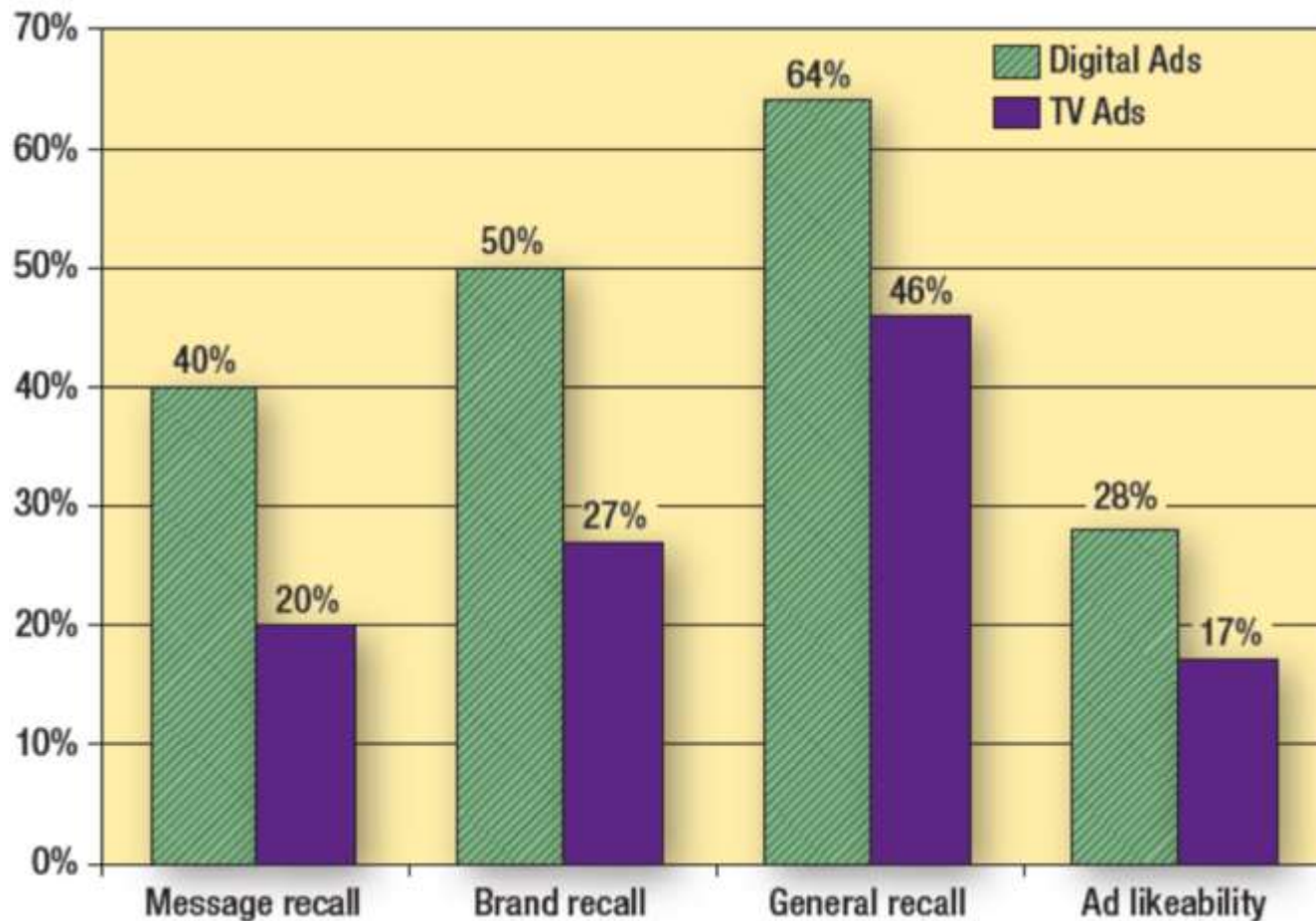
# Location of Video Ads

- Pre-roll
  - Higher impressions
  - Enhance recall
- Mid-roll
  - Higher completion rate
  - Enhance brand recognition, brand image
- Post-roll
  - Higher click-through rate
  - Direct response, call to action ads

# Figure 9.8: Video Tactics

- Advertising on videos
- Posting of television ads
- Informational videos
- Cause-related videos
- Product reviews
- Vloggers

# Figure 9.9: Online Ads versus Television Ads



# Influencer Marketing

- Individual marketing a brand
- Match opinion leaders with brands
- Number of followers not always key
- Lead conversations and shape opinions
- Align brand message, influencer's motivation
- Authenticity important



# Questions to Consider (2 of 2)

- What do you think about using children as influencers?
- Which products or services might be useful for this?
- What are the key ethical implications?
- As a marketer, would you use children as influencers?  
Explain your thinking.



# Interactive Blogs

- Internet provides platform for
  - Dissatisfied consumers
  - Satisfied consumers
- Interactive blogs enable two-way communication
- Higher level of risk
- Face criticism honestly and humbly
- Seek solutions to problems, issues

## Figure 9.10: Types of Interactive Blogs

- Brand blog
- Individuals sponsored by a brand
- Individual speaking about a brand

# Consumer-Generated Reviews



- Amazon.com leads the pack
- Best Buy uses online reviews in retailing
- Provide important information
- Challenge – managing reviews

# Viral Marketing

- Message passed from one consumer to another
  - Email
  - Blogs
- Form of advocacy or word-of-mouth endorsement
- Viral marketing messages
  - Advertisements
  - Hyperlinked promotions
  - Online newsletters
  - Streaming videos
  - Games

# Figure 9.11: Keys to Successful Viral Marketing

- Focus on the product or business
- Determine why individuals would want to pass along the message
- Offer an incentive
- Make it personal
- Track the results and analyze the data

# International Implications

- Social media interactions worldwide
  - Most Facebook users outside U.S.
- Language differences
- Social norms
- Technological challenges

# Your Career: Social Media

- Examine your social media accounts
- Build a personal social profile now
- Listen to what others say about your social media
- For companies of interest, access and participate in their social media

# Blog Exercises

- Gillette
- Dove
- Honest Tea



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