



# Marketing Intelligence

## 3 – Social Networks

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2º Semester  
2019/2020

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E TECNOLOGIA

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## Concept

### network *noun*

- 1 ★ ⓘ A2 a complicated system of roads, lines, tubes, nerves, etc. that are connected each other and operate together
- 2 ★ ⓘ A2 a closely connected group of people, companies, etc. that exchange information, etc.
- 3 ★ ⓘ A2 (*computing*) a number of computers and other devices that are connected together so that equipment and information can be shared
- 4 ★ ⓘ B1 a group of radio or television stations in different places that are connected and that broadcast the same programmes at the same time

### social *adjective*

- 1 ★ ⓘ A2 [only before noun] connected with activities in which people meet each other for pleasure
- 2 ★ ⓘ B1 [only before noun] connected with society and the way it is organized
- 3 ★ ⓘ B1 [only before noun] connected with your position in society
- 4 ★ [only before noun] (*specialist*) living naturally in groups, rather than alone
- 5 ★ (*also sociable*) (of people) enjoying spending time with other people

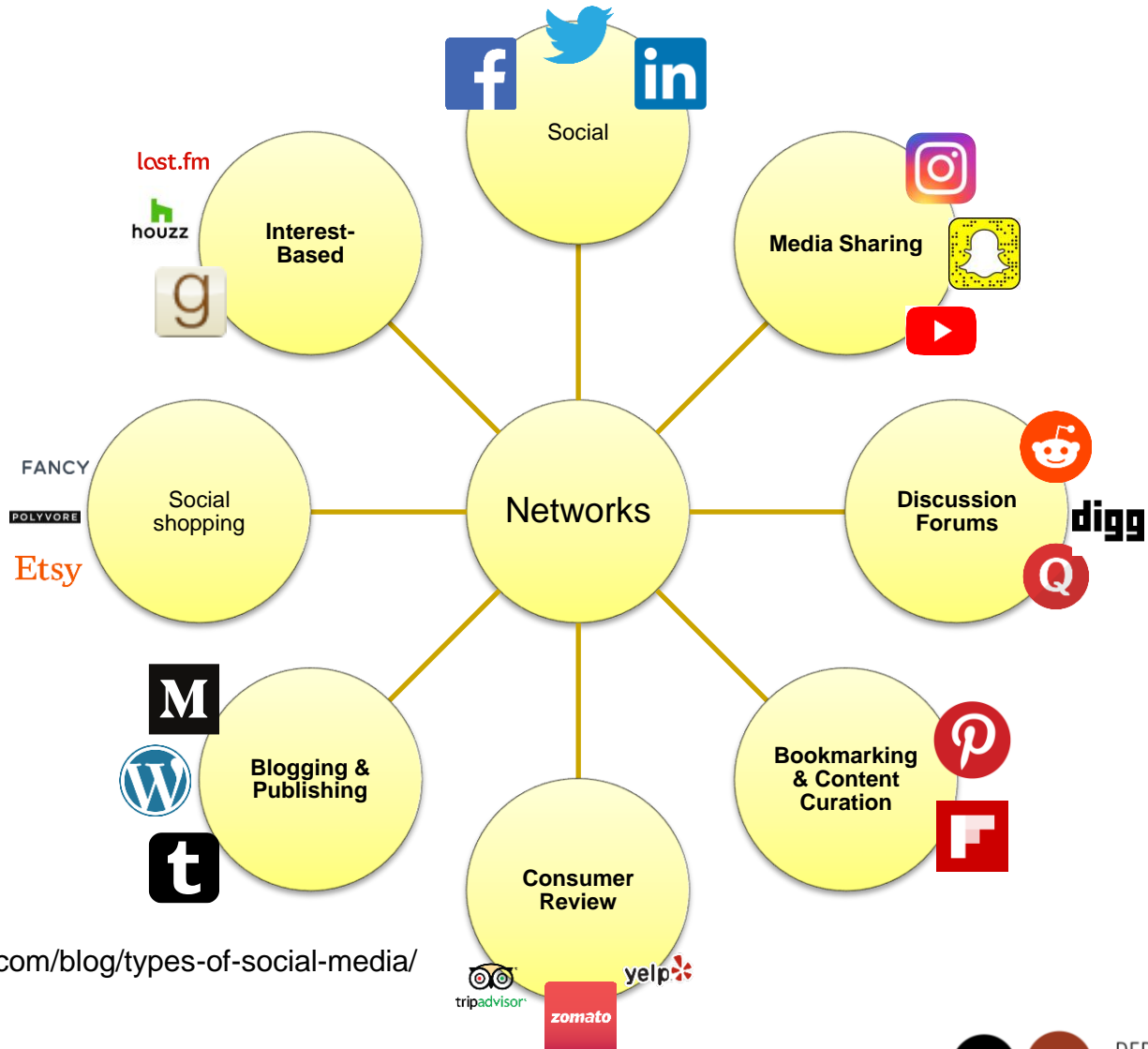
### social network *noun*

🔊 /,səʊʃl 'netwɜ:k/

🔊 /,səʊʃl 'netwɜ:rk/

- 1 ★ a **social media** site or application through which users can communicate with each other by adding information, messages, images, etc.
- 2 ★ a network of social connections and personal relationships between people

## Types of Social Networks



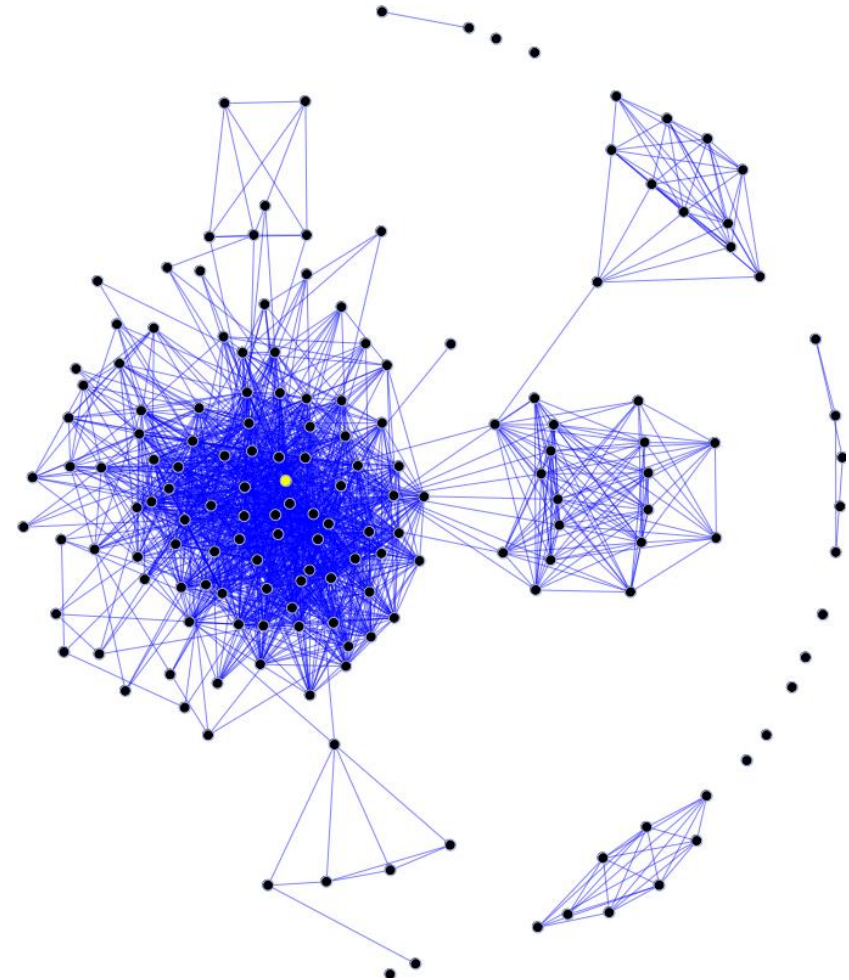
<https://www.digitalvidya.com/blog/types-of-social-media/>

## Importance of the internet for social networks

- Reduces distances
  - With reduced price
- When people meet online for the first time they tend to “like” more each other
- Less complicated than face-to-face meetings
- **Privacy concerns:**
  - Social network websites provide privacy options, but users generally ignore them or don’t use them
  - Stalkers, terrorists, evildoers, con artists may benefit with these issues
- **Security concerns**
  - Malware exploiting social networks (e.g. malicious publicity banners)
  - Adware (presenting adds without user permission)
  - Phishing attacks
  - Customizable Scripts

## Social network as a graph

- Node
  - A connectable unit (e.g: individuals, groups, organizations, states, etc)
- Relation
  - A specific type of connection
- Ties
  - Contain one or more relations
- Friendship
  - Possibly with many relationships
- Affiliations
  - Individual-individual, individual-organization, organization-organization



## Types of social network users

### ***“Alpha Socialisers”***

They are a minority of people who use the sites intensively to seduce, meet new people and have fun.

### ***“Attention Seekers”***

Some people who crave attention and comments from others, often when “posting” photos and customizing their profiles.

### ***“Followers”***

Many people who have joined sites to keep up with their peers in order to keep themselves informed about what others are doing

### ***“Faithfuls”***

Many people who normally use social media to rekindle old friendships, often from school or university.

### ***“Functionals”***

A minority of people who tend to use social media for a particular purpose.

## What is the interest of social networks for companies?

- Social networks present a great opportunity, but also a great threat.
  - **Opportunity:** Promote a product or simply be closer to your customers
  - **Threat:** This tool becomes inconvenient in some organizations, as it is not part of the employee's production process
- It is necessary to reconcile the need for communication and entertainment with responsibility and commitment to the organization



## Use of social networks

- Social networks with **external focus**
  - Improve the company's image with consumers
  - Through simple and free tools, the consumer is expressing opinions about an organization to a wide audience
- Social networks with **internal focus**
  - Improve the performance of a company's employees.

## Social networks in the employee profile

### Advantages

- Offers real-time communication, allowing quick exchange of information
- Eliminate geographical distances so you can connect to any organizational environment
- It has resources to integrate online meetings with groups of specific people, making more time and flexibility available
- It allows the company to connect with the professional world and constantly update itself, in order to keep up with technological advances and behavioral changes in the market
- Results in the use of resources to search and select people, allowing the registration of CVs online
- It allows the consumer to know the characteristics of the organization, knowing its profile, history, products and / or services, projects and organizational structures
- It is a relatively inexpensive communication tool, compared to the investment of proprietary systems
- When integrated into marketing strategies, it allows greater knowledge related to the interests, needs and behavioral changes of consumers, allowing them to anticipate market trends, publicize their brand and expand their sales.

### Disadvantages

- The use of social networks can result in the exposure of restricted company data, compromising information security
- The adoption and inadequate configuration of the implemented digital tools and access to employees are factors of concern for companies regarding the security of their confidential data and documents
- The use of social networks, in the work environment and access of employees, for personal purposes can result in decreased productivity
- The disclosure of some bad comments generated on the network or poorly formulated can negatively compromise the image of the company or its business
- The dispersion of the employee connected to a social network, through a mobile device in the work environment, can compromise his physical integrity, causing a possible accident
- Unreliable browsing sources and virus-infected websites can damage your system and lose important information, hackers and steal passwords.

# Opportunities

What can be done with social networks?

- **Marketing**
  - Market research and promotion and sales
- **Social CRM**
  - Social networks integrated with customer relationship management software
- **Consumer support**
  - Social networks as support for customer service
- **Public relations**
  - Companies closer to customers and with faster tools to communicate
- **Human Resources**
  - Many companies already recruit more quickly through services like LinkedIn
- **Research and Development**
  - The way consumers use products and ideas for new products and services.

## Planning and monitoring

- Identify the target audience
  - Where's the target audience?
  - What is your behavior and interest?
- Define objectives
  - What is the purpose of using social media?
- Create a strategy
  - The strategy must be consistent with the company's strategic planning
- Define a methodology
  - When using social networks it is necessary to know:
    - What to look for
    - How to search

## Strategy in the use of social networks

### Monitor

- Know what is being disclosed / discussed about the brand or product and its competitor (s).
- Evaluate the different dimensions of the business

### Analyse

- After collecting the data, what aspects can be studied in depth?
- Define an analysis model that allows an in-depth view
- What are the business performance indicators that can be measured by social networks?

### Position

- Once strengths and weaknesses are identified, think about how social networks can directly attack these points

### Act

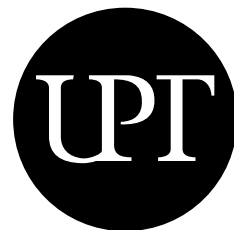
- Execute strategies thought from the insights of social networks

## Social Media Trends for 2020

- Instagram Stories will become even more important for companies
- E-commerce on social media will grow
- Companies will have to familiarize themselves with Facebook groups
- Marketers will have to chase young people to new social platforms
- Geolocation-based advertising will increase
- Lead nurturing will be incorporated into campaigns
- Have everything (or nothing) with the “OR” segmentation

## Curiosities

- <https://observador.pt/opinioao/tendencias-marketing-digital-2020-a-receita-ideal-para-o-seu-negocio/>



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