

Weeks 7 and 8: Social Media Information Systems; Digital Marketing

CB2500 Information Management

Smart Banking (**BI**)
Smart e-Services (**ISSN**)

Smart IS Auditing (**ISA**)
Smart Global Business (**GBSM**)

What are we talking about today?

1

#MyInstagramLogo

Video URL: <https://www.youtube.com/watch?v=IQfZPsCVbTU>

Study Questions / Intended Learning Outcomes

- Q8-1: What is a social media information system (SMIS)?
- Q8-2: How do SMIS advance organizational strategy?
- Q8-3: How do SMIS increase social capital?
- Q8-4: How do (some) companies earn revenue from social media?
- QCE11-1: How do organizations develop an effective SMIS?
- QCE11-2: What is an enterprise social network (ESN)
- QX1: What is Digital Marketing?**

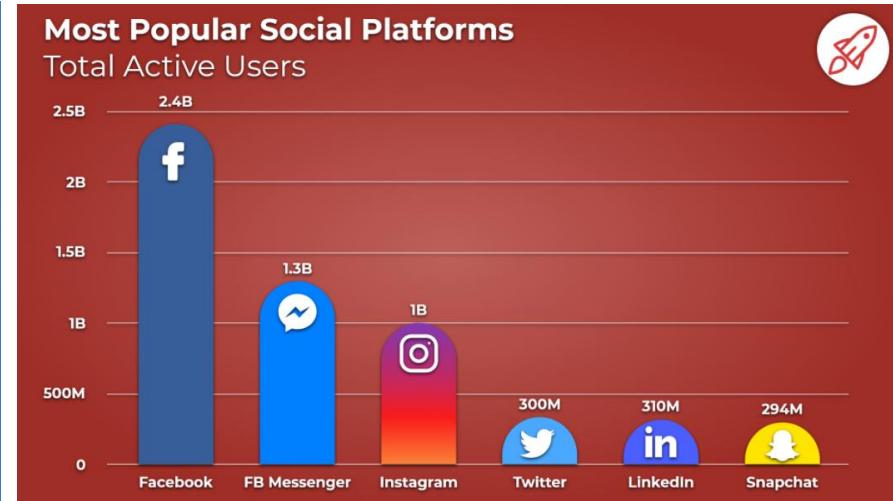
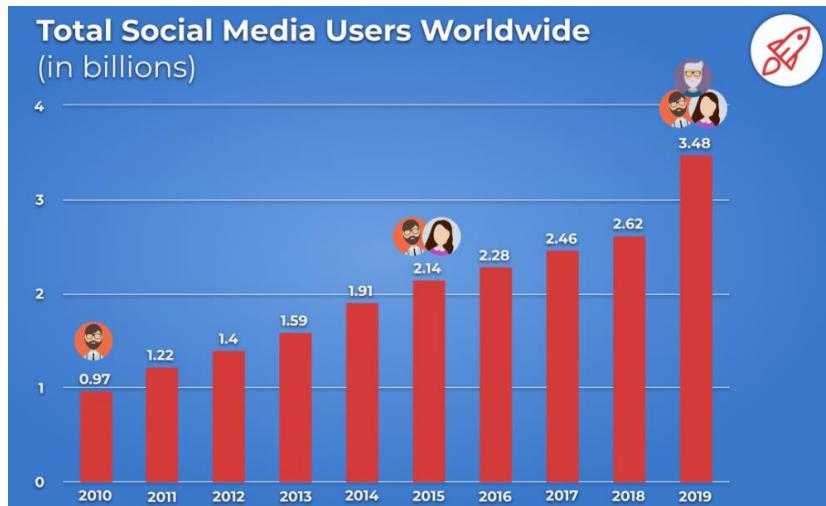
Q8-1: What Is a Social Media Information System (SMIS)?

- Social media information system (SMIS)
 - Use of IS to support sharing content across networks of users
 - Enables communities, tribes, or hives
 - People related by common interests



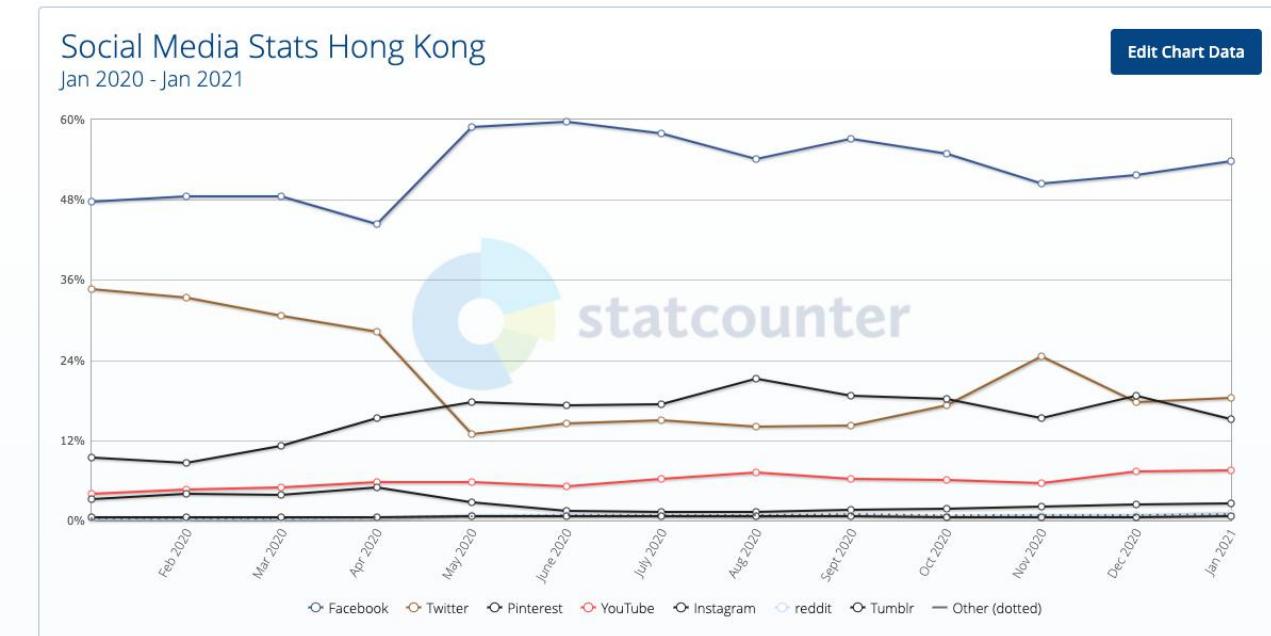
e.g. discussion forum, YouTube, Facebook, Line, etc

Social media users



- 68% of Americans use Facebook as their primary social media channel, followed by 35% using Instagram, 29% using Pinterest and 24% on Twitter.
- Only 35% of people using Facebook are under 25.
- 88% of Facebook traffic comes from mobile devices using the Facebook mobile application.

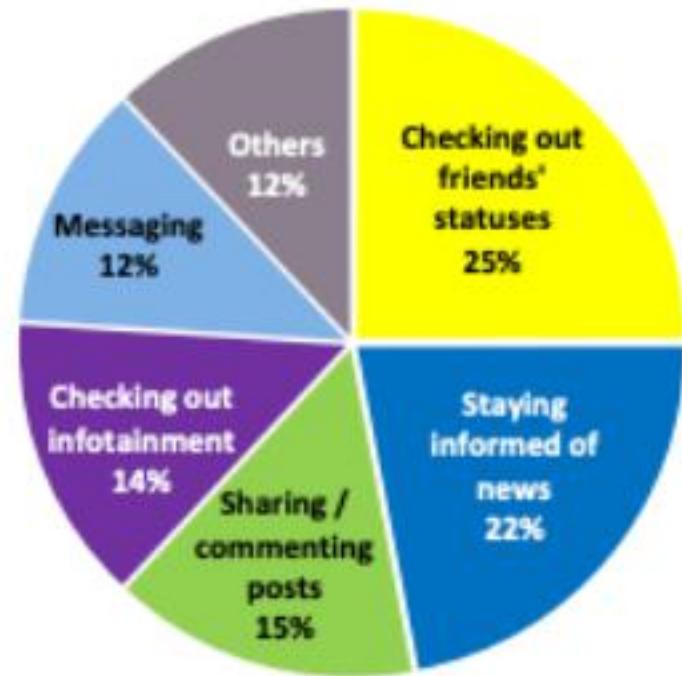
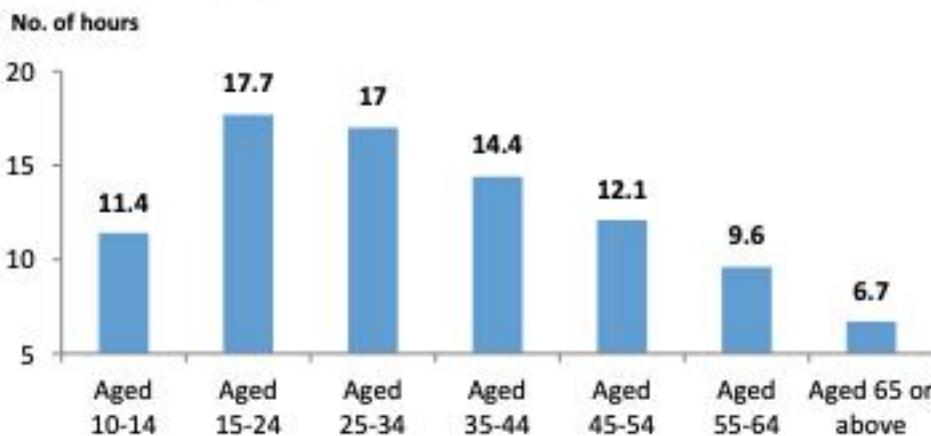
Penetration rate of leading social networks in hong kong



Source: <https://gs.statcounter.com/social-media-stats/all/hong-kong>

Three SMIS Roles

Individual Users of Social Media



Source: <https://www.legco.gov.hk/research-publications/english/1920issh15-social-media-usage-in-hong-kong-20191212-e.pdf>

Caveat: Organization can be both users and providers of social media

- Example: Facebook
 - It is a provider
 - It is also a user of, for example, Twitter



Social Media Application Providers

- Company page free on Facebook. However, there could be additional services for a fee!
 - For example, advertisement campaign
- Furthermore, there are costs to develop, implement, manage social networking procedures



SMIS IS
NOT FREE...

Google AdMob  @GoogleAdMob
Keep your mobile users happy and engaged with relevant ads.

Google AdMob

Delight app users
with an uplifting
experience.

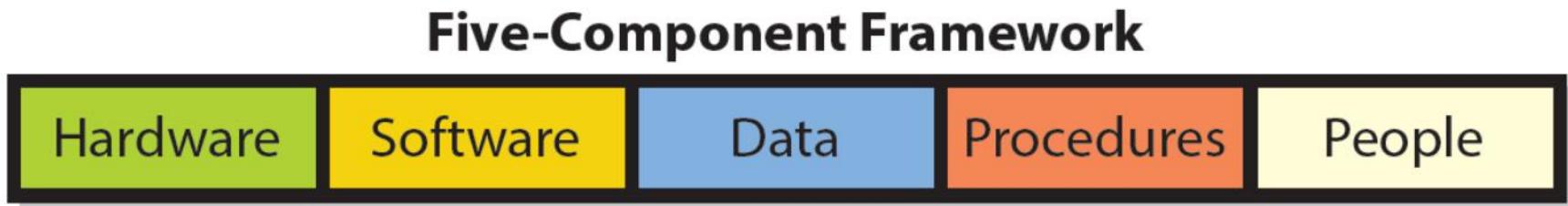


Sign Up for AdMob Today
admob.google.com

7 30 309 11

Promoted

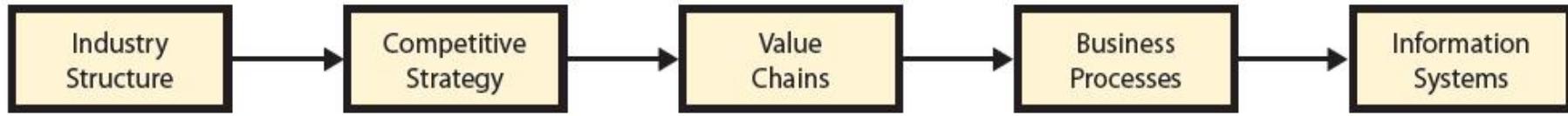
Five Components of SMIS: What could you think of?



Five Components of SMIS: Overview

Component	Role	Description
Hardware	Social media providers	Elastic, cloud-based servers
	Users and communities	Any user computing device
Software	Social media providers	Application, NoSQL or other DBMS, Analytics
	Users and communities	Browser, iOS, Android, Windows 10, and other applications
Data	Social media providers	Content and connection data storage for rapid retrieval
	Users and communities	User-generated content, connection data
Procedures	Social media providers	Run and maintain application (beyond the scope of this text)
	Users and communities	Create and manage content, informal, copy each other
People	Social media providers	Staff to run and maintain application (beyond the scope of this text)
	Users and communities	Key users, adaptive, can be irrational

Q8-2: How Do SMIS Advance Organizational Strategy?



SMIS is a type of IS!

- Social media is by nature, *dynamic!* →
- Unstructured business process →
- Unstructured value chain →

Social media fundamentally changes balance of power among users, their communities, and organizations

Social Media & Sales and Marketing Activity

- Social Customer Relationship Management (CRM)
 - Each customer (actively) crafts relationship, no longer in a passive position

Customer reviews

★★★★★ 4.5 out of 5 ▾

9,483 customer ratings



By feature

Sleep mode	★★★★★ 4.7
Value for money	★★★★★ 4.7
Light weight	★★★★★ 4.7

▼ See more

Review this product

Share your thoughts with other customers

Write a customer review

— See the New —
2020 Hyundai Palisade



Customer images



[See all customer images](#)

Read reviews that mention

new ipad lightweight fits perfectly highly recommend works well
perfect fit love the color well made great case screen protector
easy to hold good quality great price navy blue great value

Top Reviews ▾

[Translate all reviews to English](#)



Noelle Stonitsch

★★★★★ Nice Simple Case

Reviewed in the United States on October 14, 2019

Color: Navy | [Verified Purchase](#) | [Early Reviewer Rewards](#) ([What's this?](#))

I purchased this case in Navy (very pretty color) for my 2019 IPad, since Apple's cases are very expensive and this one looks incredibly similar for much much cheaper. It has a magnet on the cover so you can fold it into a stand just like Apple's cases and the auto-wake function works flawlessly for me. I really love this case, although I did scratch the cover putting it into my backpack, so be gentle with it. I do wish they had more colors, but this is a solid case for the price.

66 people found this helpful

Helpful

Comment

Report abuse

Social Media & Customer Service

- Product users are amazingly willing to help each other solve problems, with or without pay.

Social Media & Customer Service

- Product users are amazingly willing to help each other solve problems, with or without pay

The screenshot shows the Microsoft Community homepage. At the top, there are navigation links: 'Community' (highlighted in blue), 'Categories', 'Participate', and 'Ask a question'. Below this, a large banner reads 'Ask the Microsoft Community. We're here to help!' followed by the subtext 'Post questions, follow discussions, share your knowledge. Learn how to get started.' A search bar is positioned above a 'use categories' button. To the right, there are icons for various Microsoft services: Outlook.com, Skype, Surface, Virus and Malware, Music, Movies & TV, and Bing.

Apple Support Communities

Find answers, ask questions, and connect with our community of Apple users from around the world.

Search or ask a question

[Learn more about Support Communities >](#)

Social Media & Customer Service

- Any downsides?
 - Peer-to-peer support risks loss of control
- For example, customers may recommend competitors' products in a focal business' support forum...

Social Media & Inbound and Outbound Logistics

- Numerous solution ideas and rapid evaluation of them →
- Better solutions to complex supply chain problems

Toyota profit slides on Japan earthquake disruption

Toyota is expected to lose its spot as the world's top-selling carmaker to General Motors this year because of the disruption to its output



▲ Toyots dealership after earthquake and tsunami. Profits have been hit hard by the disaster. Photograph: Carlos Barria/REUTERS Photograph: Carlos Barria/REUTERS

Social Media & Inbound and Outbound Logistics

- Any downsides/risks?
- Loss of privacy
 - Open discussion of problem definitions, causes, and solution constraints
 - Problem solving in front of your competitors

Social Media & Manufacturing and Operations

- Externally with customers
 - Crowdsourcing: product (re)design



All Places >

Ideas

[Ideas](#) [Activity](#) [Content](#) [Images](#) [People](#) [Subspaces](#)[Log in to follow, share, and participate](#)

CATEGORIES

- [Arc/Studio](#)
- [Commons](#)
- [Catalog](#)
- [Gauge](#)
- [Partner Integration](#)
- [Portfolium](#)
- [Practice](#)

[All Content \(2230\)](#) [Blog Posts \(52\)](#) [Documents \(66\)](#) [Polls \(0\)](#) [Ideas \(2104\)](#)[All stages](#)[Filter by tag](#)[Sort by latest activity: newest first](#)

VIEW THE BLOG

[Ideas](#)

Title	Author
 Printable course roster 200 OPEN FOR VOTING	seth
 Gradebook and Learning Mastery: Bespoke Smart views 109 ON BETA	David Millington
 Provide students with option to pin or bookmark a page in a module 159 OPEN FOR VOTING	jlg65@psu.edu
 Printable / PDF-exportable quizzes 2421 OPEN FOR VOTING	seth
Appears in 2 other places	
 Late Grade: Maximum % deduction, NOT minimum grade 10 OPEN FOR VOTING	Jacob White

Social Media & Manufacturing and Operations

- Externally with customers (cont.)
 - Promote brand awareness in business-to-consumer (B2C)

Social Media & Manufacturing and Operations

- Externally with customers (cont.)
 - Promote brand awareness in business-to-consumer (B2C)



A screenshot of a Twitter post from the official @CocaCola account. The post features two Coca-Cola bottles clinking together, with the hashtag #ShareACoke in red text. Below the image, there's a call to action: "Ready for some fun? Tweet #ShareACoke to help set a new @RecordSetter record for the world's largest cheers." A "Follow" button is visible. At the bottom, the timestamp is 12:01 PM - 17 Sep 2015, and the engagement metrics are 450 retweets and 623 likes.

#ShareACoke

Ready for some fun? Tweet #ShareACoke to help set a new @RecordSetter record for the world's largest cheers.

clink!

12:01 PM - 17 Sep 2015

450 623

Social Media & Manufacturing and Operations

- Externally with customers (cont.)

Wendy's @Wendys

Follow

Could you please pick up your friends? It has been 3 days!

emily marie @emilykochh
20 girls in my dorm legitimately hate me cause when they asked the groupme where a party was I gave them the address to Wendy's & they went

1:03 AM - 6 Sep 2017

1,624 Retweets 13,527 Likes

Social Media & Manufacturing and Operations

- Internally within the organizations
 - Example: enterprise social networking service

●●●○○ BELL ⌂

4:21 PM

Bluetooth 100% ⚡



Yammer Now

**Lamar, Deana +2**

9:47 AM

Nina from HQ is going to be here on Friday. Who's heading up that...

**Jordan Leak**

Thurs

Do you know which conference?

**Janis Mason**

Thurs

Did you sync up with James? He has feedback on our proposal draft.

**Leola George**

Wed

See ya!

**Jordan and Deana**

Wed

Great presentation, you two!

**Pat Naranjo**

Nov 2

Hey, do you remember where we're having the meeting??

**Maude Hunt**

10/30/13

●●●○○ BELL ⌂

4:21 PM

Bluetooth 100% ⚡

New Conversation

Maude Hunt**Jack Gilbreath**

Rufus Marble



Robert Kiefer



Maude Hunt



Jack Gilbreath



Willie Reitz



Stella Bryant



Jordan Leak



Leola George



Janis Mason



Pat Naranjo



Reynald Harless

S

9

Social Media & Human Resources

- Internal communication
- In addition to Yammer, there are MySite and MyProfile in SharePoint
 - E.g., Looking for internal experts

Search people, docs, groups...

Advanced
People Search

Help ► Feedback ► Profile ►



Stacy Wilson ●

Sr. Consultant

Digital Workplace/Communication

MD 8

2702 S Cole Court
Lakewood, Colorado, USA

Local time: 10:05; -2 hours from your office

Reports to John Smith

Admin Support: Missy Jones

Follow



Badge



Badge



Badge

Ask me about: digital workplace, intranets, social technology

I am...

Post

Stacy's Expertise & Background ►

Stacy's Activity ►

People & Teams Stacy Follows ►

Stacy's Organization ►

I help the organization get more out of the intranet. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nulla interdum, justo eu auctor sodales, justo libero gravida nibh, nec blandit ante dolor vitae massa. Proin eu lorem vitae leo porta ultrices. Donec quis odio a dolor euismod ullamcorper. Vivamus ornare mattis leo, vulputate euismod ante scelerisque vitae.

Profile 68% Complete!

[Edit Profile](#)

[Preview Profile](#)



2 days ago



4 days ago



5 days ago

Viewed Your Profile

Recommendations for Stacy

More

[Follow](#) @Sandra Nees

[Follow](#) @Nancy Right

[Follow](#) @Niles Shirk

[Follow](#) Marketing

[Follow](#) Intranet Champs

[Follow](#) Change Mgmt

Alerts

More

Nulla interdum, justo eu auctor sodales, justo libero gravida nibh, nec blandit ante dolor vitae massa.

Social Media & Human Resources

- Finding employee prospects, recruiting candidates, candidate evaluation



Social Media & Human Resources

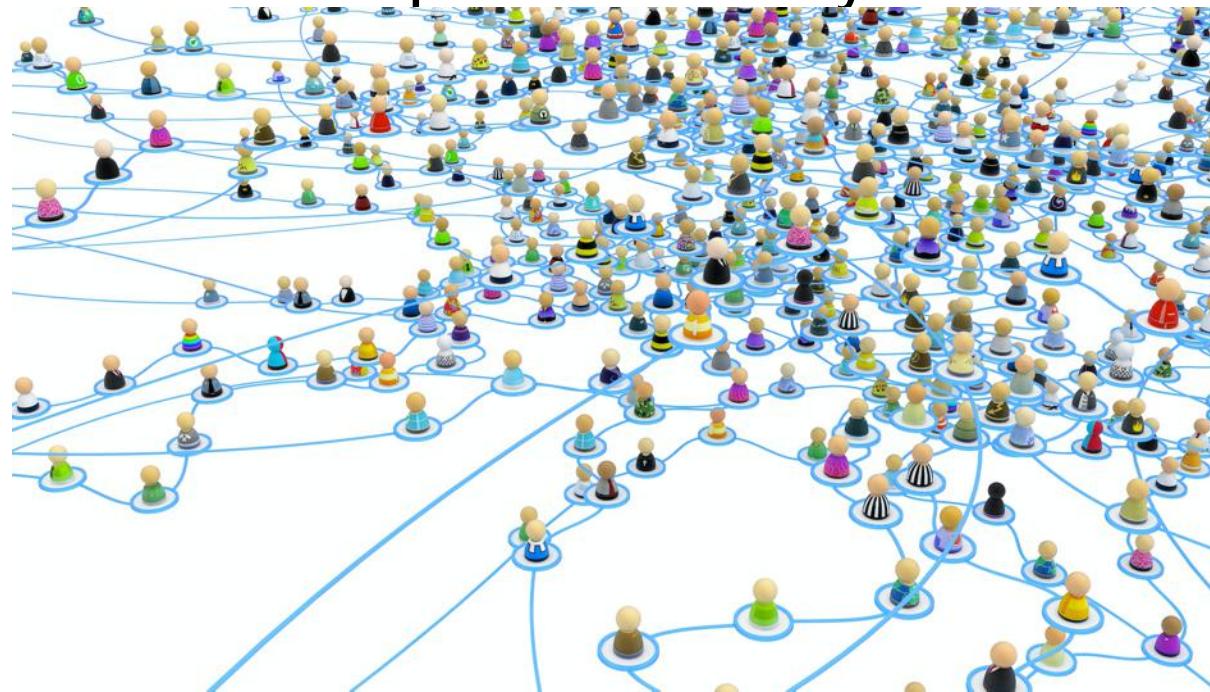
- Any downsides/risks?
 - Forming erroneous conclusions about employees
 - Becoming defender of belief or pushing unpopular management message

Summary: SM in Value Chain Activities

Activity	Focus	Dynamic process	Risks
Sales and marketing	Outward to prospects	Social CRM; Peer-to-peer sales	Loss of credibility; Bad PR
Customer service	Outward to customers	Peer-to-peer support	Loss of control
Inbound logistics	Upstream supply chain providers	Problem solving	Privacy
Outbound logistics	Downstream supply chain shippers	Problem solving	Privacy
Manufacturing and operations	Outward for user design; Inward to operations and manufacturing	User-guided design; Industry relationships; Operational efficiencies	Efficiency/effectiveness
Human resources	Employment candidates; Employee communications	Employee prospecting, recruiting, and evaluation SharePoint for employee-to-employee communication	Error; Loss of credibility

Q8-3: How Do SMIS Increase Social Capital?

- Social capital as a combination of
 - Social network size
 - Relationship strength
 - Resources possessed by those in the



UReply Q1

Why is Social Capital Important to Business?



CB2500 Information Management

Smart Banking (**BI**)
Smart e-Services (**ISSN**)

Smart IS Auditing (**ISA**)
Smart Global Business (**GBSM**)

Value of Social Capital: Information

- Opportunities, alternatives, problems, and other factors important to professionally and personally



Value of Social Capital: Influence

- Influence decision makers who are critical to our success



Value of Social Capital: Social credentials

- Linked to a network of highly regarded contacts



Value of Social Capital: Reinforcement

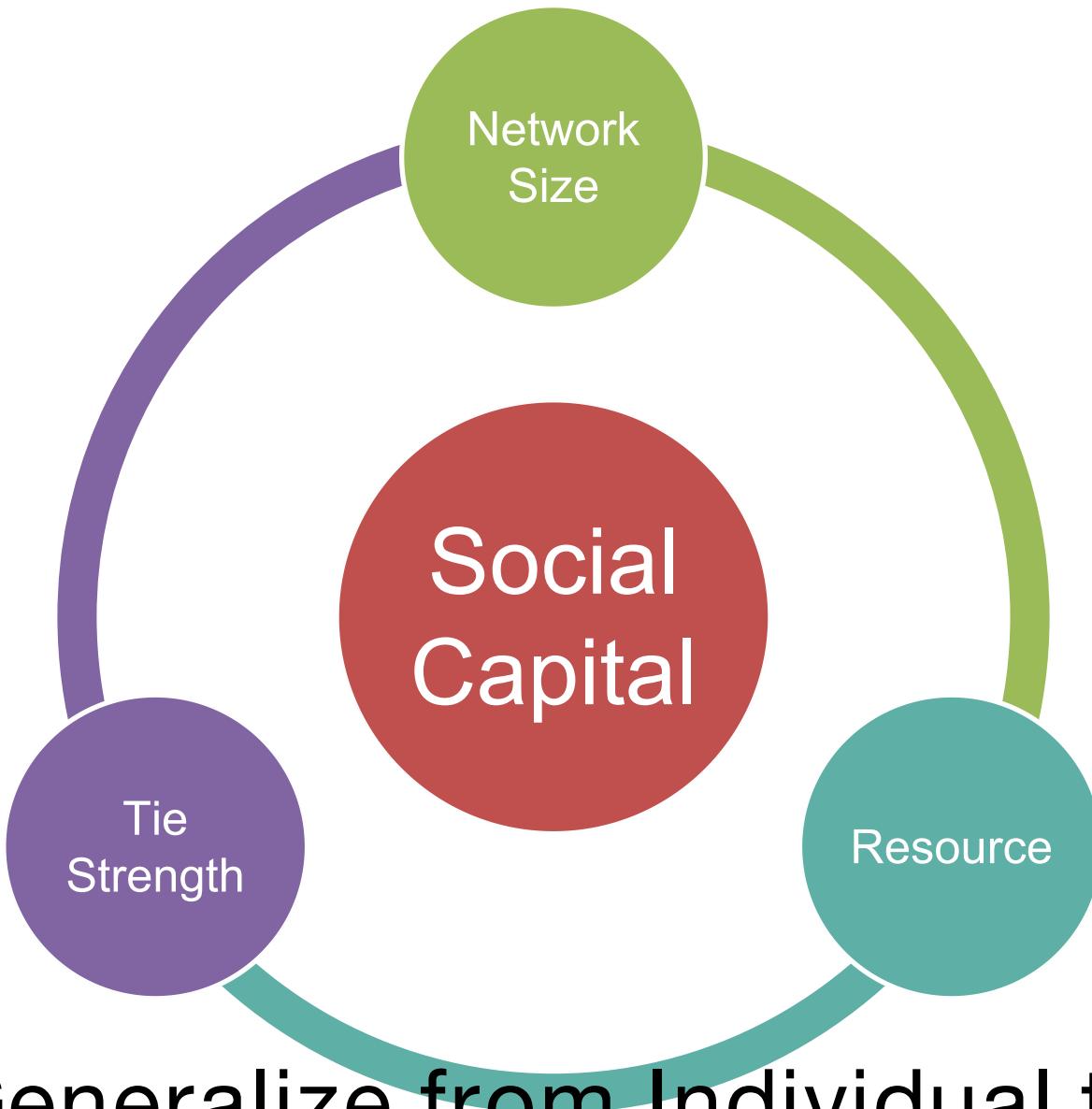
- Connections reinforces personal professional identity, image, and position in organization or industry



Wow, you know XXX!
You must also be
good at IM!

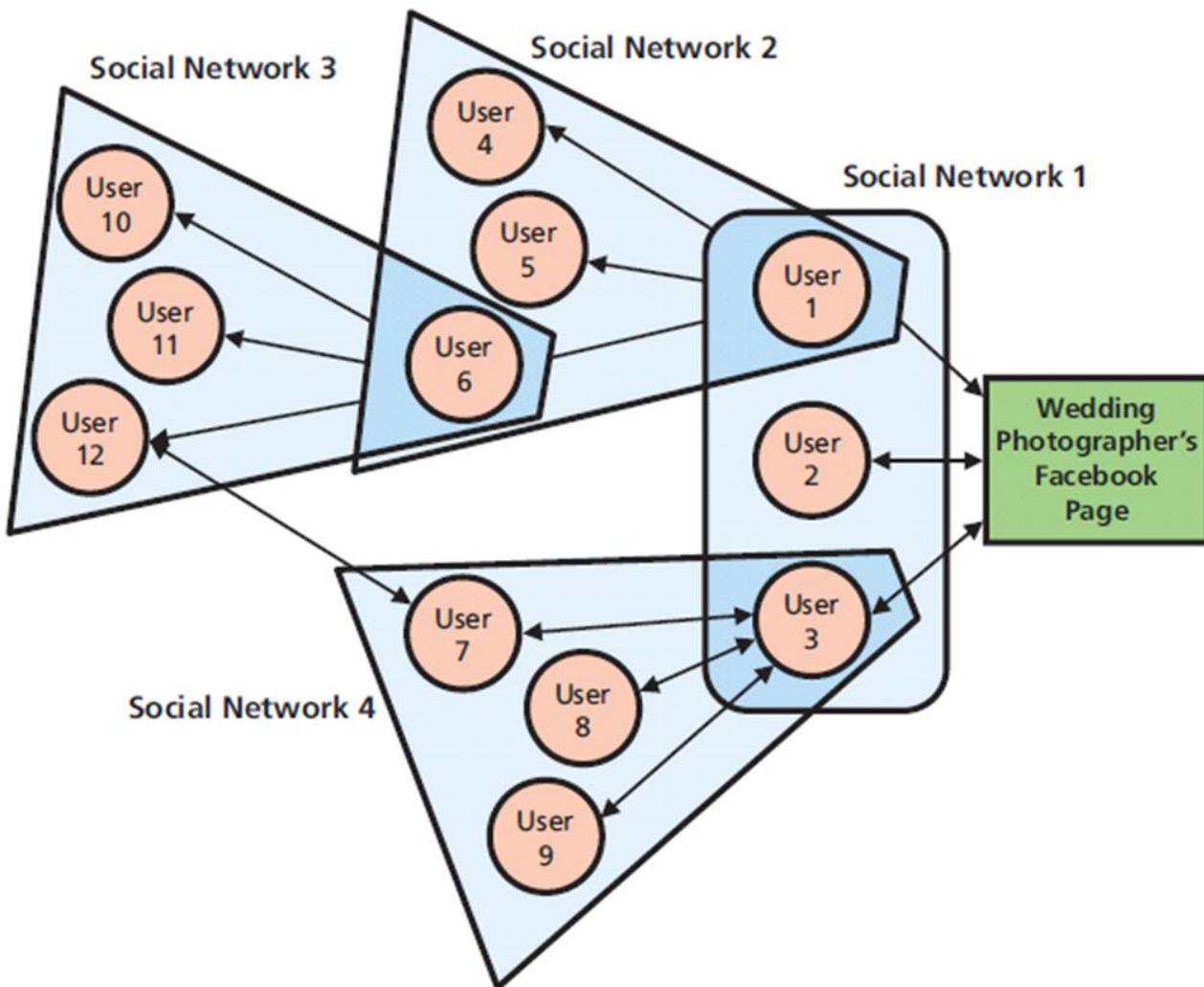
Value of Social Capital: Summary

- Information
- Influence
- Social credentials
- Reinforcement



Generalize from Individual to
Organizations?

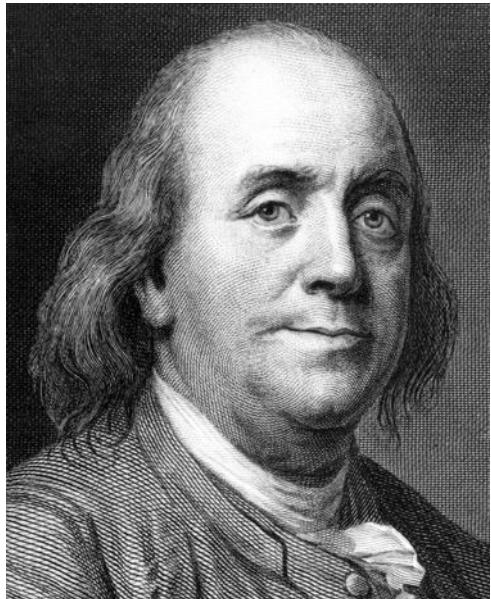
Using Social Networking to Increase the Number of Relationships



Using Social Networks to Increase the Strength of Relationships

- Strength of a relationship
 - Likelihood that the other entity will do something that benefits your organization

Benjamin Franklin



If you want to strength your relationship with someone (in power), please ask him to do you a favor.

Caveat

- Relationship may fade out
- Social capital could depreciate
- But...

Continuing and frequent interactions would strength relationships and increase social capital

Using Social Networks to Connect to Those with More Resources

- The number and strength of relationships matter
 - But they are not the only factors
- Resources must be relevant
 - College students may possess more resources relevant to Nike but not BMW dealership

After all...

***Social Capital = Number of Relationships X
Relationship Strengths X
Resources***

Huge network of people with few resources
less valuable than smaller network with
substantial resources

Q8-4: How do (some) Companies Earn Revenue From Social Media?

- For us, social media is (mostly) free
- The dilemma
 - Companies need to pay to setup and maintain platforms and hire staff, etc.
 - How do they monetize (make money)?

Q8-4: How do (some) Companies Earn Revenue From Social Media?

- Organizations use SM to ..
 - transform interactions with customers, employees, and partners into mutually satisfying relationships with them and their

Activity	Focus	Dynamic process	Risks
Sales and marketing	Outward to prospects	Social CRM; Peer-to-peer sales	Loss of credibility; Bad PR
Customer service	Outward to customers	Peer-to-peer support	Loss of control
Inbound logistics	Upstream supply chain providers	Problem solving	Privacy
Outbound logistics	Downstream supply chain shippers	Problem solving	Privacy
Manufacturing and operations	Outward for user design; Inward to operations and manufacturing	User-guided design; Industry relationships; Operational efficiencies	Efficiency/effectiveness
Human resources	Employment candidates; Employee communications	Employee prospecting, recruiting, and evaluation SharePoint for employee-to-employee communication	Error; Loss of credibility

Q8-4: How do (some) Companies Earn Revenue From Social Media?

- We Are the Product: “If you’re not paying, you’re the product.”



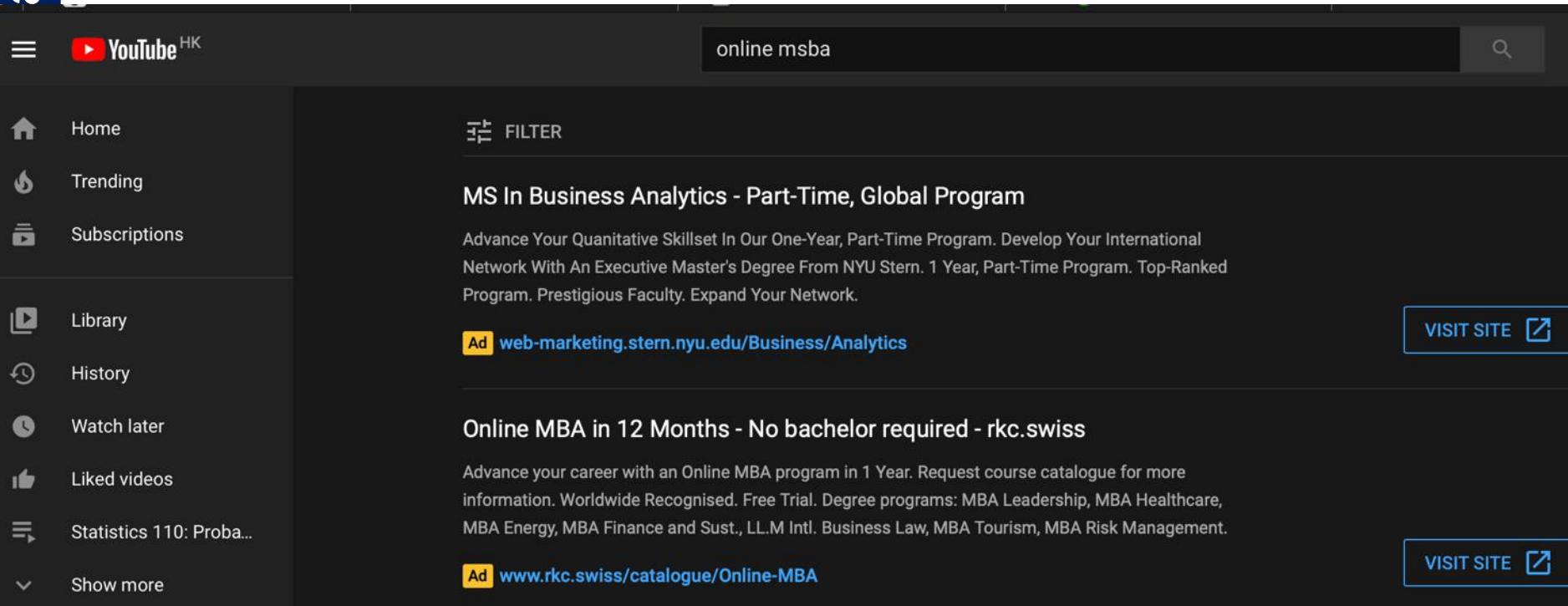
Video URL: <https://www.youtube.com/watch?v=5pFX2P7JLwA>

Revenue Models for Social Media

- Advertising
 - Pay-per-click
 - Use increases value (e.g., ad-revenue)
- Freemium
 - Offers users a basic service for free, then charges a premium for upgrades or advanced features
- Sales
 - Apps and virtual goods, affiliate commissions, donations

Revenue Models for Social Media

- Advertising
 - Pay-per-click



The image shows a screenshot of a YouTube search results page. The search query "online msba" is entered in the search bar. The results list two video thumbnails. The first result is titled "MS In Business Analytics - Part-Time, Global Program" and has a description: "Advance Your Quantitative Skillset In Our One-Year, Part-Time Program. Develop Your International Network With An Executive Master's Degree From NYU Stern. 1 Year, Part-Time Program. Top-Ranked Program. Prestigious Faculty. Expand Your Network." It includes a yellow "Ad" label and a blue "VISIT SITE" button with a link to web-marketing.stern.nyu.edu/Business/Analytics. The second result is titled "Online MBA in 12 Months - No bachelor required - rkc.swiss" and has a description: "Advance your career with an Online MBA program in 1 Year. Request course catalogue for more information. Worldwide Recognised. Free Trial. Degree programs: MBA Leadership, MBA Healthcare, MBA Energy, MBA Finance and Sust., LL.M Intl. Business Law, MBA Tourism, MBA Risk Management." It includes a yellow "Ad" label and a blue "VISIT SITE" button with a link to www.rkc.swiss/catalogue/Online-MBA. The left sidebar shows the user's navigation history with links like Home, Trending, Subscriptions, Library, History, Watch later, Liked videos, Statistics 110: Proba..., and Show more.

YouTube HK

online msba

Home

Trending

Subscriptions

Library

History

Watch later

Liked videos

Statistics 110: Proba...

Show more

FILTER

MS In Business Analytics - Part-Time, Global Program

Advance Your Quantitative Skillset In Our One-Year, Part-Time Program. Develop Your International Network With An Executive Master's Degree From NYU Stern. 1 Year, Part-Time Program. Top-Ranked Program. Prestigious Faculty. Expand Your Network.

Ad web-marketing.stern.nyu.edu/Business/Analytics VISIT SITE

Online MBA in 12 Months - No bachelor required - rkc.swiss

Advance your career with an Online MBA program in 1 Year. Request course catalogue for more information. Worldwide Recognised. Free Trial. Degree programs: MBA Leadership, MBA Healthcare, MBA Energy, MBA Finance and Sust., LL.M Intl. Business Law, MBA Tourism, MBA Risk Management.

Ad www.rkc.swiss/catalogue/Online-MBA VISIT SITE

Revenue Models for Social Media

- Advertising
 - Use increases value



Revenue Models for Social Media

- Freemium
 - Offers users a basic service for free, then charges a premium for upgrades or advanced features

Choose the plan that's right for your team

Pay by month or the year, and cancel at any time.

Free

For trying out Slack's fundamental features

\$0 USD

Top features:

- ✓ 10k searchable messages
- ✓ 10 apps & integrations
- ✓ 1-to-1 video calls
- ✓ Two-factor authentication

Current plan

Standard

For small and medium-sized businesses

\$6.67 USD / person

per month if billed yearly
\$8 USD if billed monthly

Top features:

- ✓ Unlimited message archive
- ✓ Unlimited apps
- ✓ Group calls with screen sharing
- ✓ Guest accounts & shared channels

Upgrade Now

Learn more

Plus

For larger businesses that need advanced admin tools

\$12.50 USD / person

per month if billed yearly
\$15 USD if billed monthly

Top features:

- ✓ 99.99% guaranteed uptime SLA
- ✓ User provisioning and deprovisioning
- ✓ SAML-based single sign-on (SSO)
- ✓ Corporate exports for all messages

Upgrade Now

Learn more

Enterprise Grid

For very large businesses or those in highly regulated industries

Contact us for pricing

Top features:

- ✓ Unlimited workspaces
- ✓ Support data loss prevention (DLP), e-Discovery and offline backup providers
- ✓ Designated customer success teams
- ✓ HIPAA-compliant message and file collaboration

Contact Sales

Learn more



Revenue Models for Social Media

 Dear Wikipedia readers: We are the small non-profit that runs the #5 website in the world. We have only 150 staff but serve 450 million users, and have costs like any other top site: servers, power, rent, programs, staff and legal help. To protect our independence, we'll never run ads. We take no government funds. We run on donations averaging about \$30. If everyone reading this gave \$5, our fundraiser would be done within an hour. If Wikipedia is useful to you, take one minute to keep it online another year by donating with credit card or PayPal. Please help us forget fundraising and get back to Wikipedia. Thank you, from the Wikimedia Foundation.

[PLEASE HELP](#)

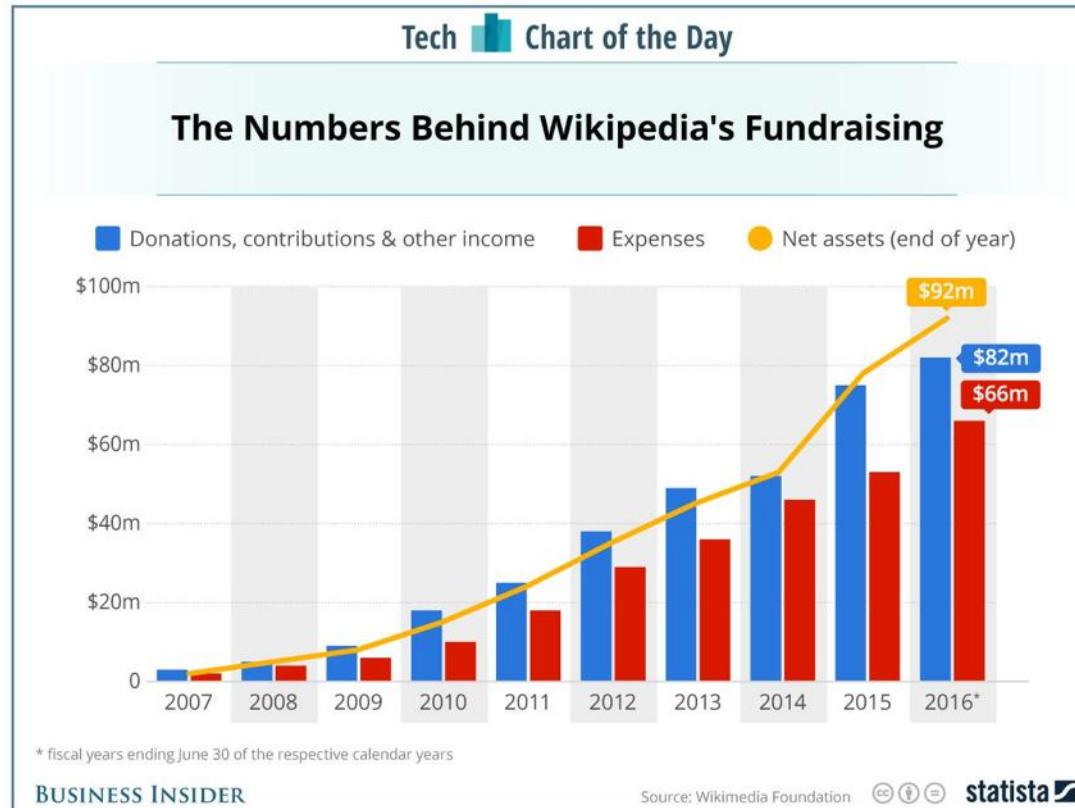
We ask you, humbly, to help. 

 Hi reader in the U.S., it seems you use Wikipedia a lot; that's great! It's a little awkward to ask you, but this Thursday we need your help. It's August 30 and time is running out to help in 2017. We're not salespeople. We're librarians, archivists, and information junkies. We depend on donations averaging about \$15, but fewer than 1% of readers give. If you donate just \$3, the price of your Thursday coffee, Wikipedia could keep thriving for years to come. Thank you.

Revenue Models for Social Media

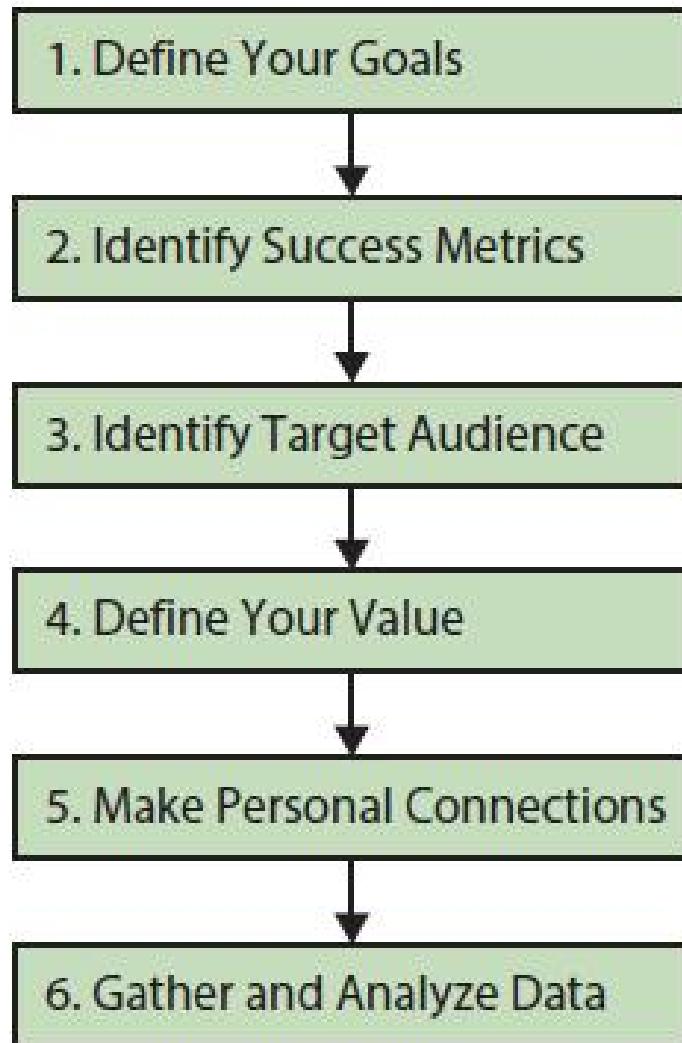
- Apps and virtual goods, affiliate commissions, donations



QCE11-1: How do organizations develop an effective SMIS?

- Create relationships that organization, customers, employees, and partners perceive and gain value
- Transform interactions from organization-centric into mutually satisfying humane, community relationships
- Premeditated alignment of SMIS with organization's chosen strategy

Social Media Plan Development



Common Social Media Strategic Goals

Goal	Description	Example of SM Goal
Increased Brand Awareness	Increase the extent that users recognize a brand	Organization's brand is mentioned in more user tweets
Increased Conversion Rates	Increase the frequency that someone takes a desired action	More users like the organization's Facebook page
Increased Web Site Traffic	Increase the quantity, frequency, duration, and depth of visits to a Web site	A Google+ post helps increase traffic to an organization's site
Increased User Engagement	Increase the extent to which users interact with a site, application, or other media	Users comment more often on an organization's LinkedIn posts

Social Media Metrics for...

Goal	Description
Increased Brand Awareness	Increase the extent that users recognize a brand
Increased Conversion Rates	Increase the frequency that someone takes a desired action
Increased Web Site Traffic	Increase the quantity, frequency, duration, and depth of visits to a Web site
Increased User Engagement	Increase the extent to which users interact with a site, application, or other media

Example Metrics for These Goals

Goal	Metrics
Increased Brand Awareness	Total Twitter followers; audience growth rate; brand mentions in SM; Klout or Kred score
Increased Conversion Rates	Click rate on SM content; assisted social conversions
Increased Web Site Traffic	Visitor frequency rate; referral traffic from SM
Increased User Engagement	Number of SM interactions; reshares of SM content

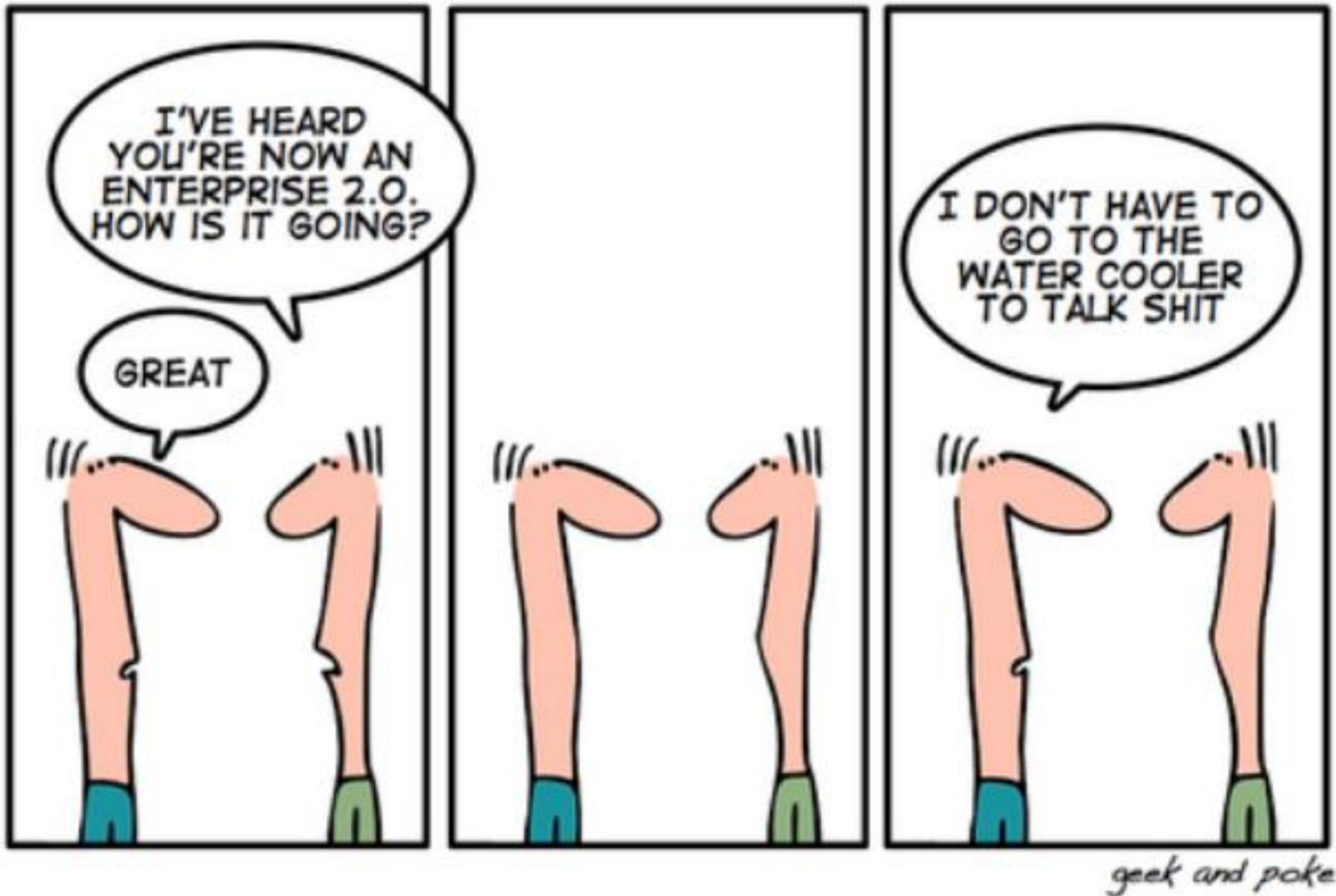
QCE11-2: What is an Enterprise Social Network (ESN)

- Specialized enterprise social software designed to be employed inside the organization
- Goal is to improve
 - Communication
 - Collaboration
 - Knowledge sharing
 - Problem solving
 - Decision making
 - ...

Enterprise 2.0: McAfee's SLATES Model

Enterprise 2.0 Component	Remarks
Search	People have more success searching than they do in finding from structured content.
Links	Links to enterprise resources (like on the Web).
Authoring	Create enterprise content via blogs, wikis, discussion groups, presentations, etc.
Tags	Flexible tagging (like Delicious) results in folksonomies of enterprise content.
Extensions	Using usage patterns to offer enterprise content via tag processing (like the style of Pandora).
Signals	Pushing enterprise content to users based on subscriptions and alerts.

How to Deploy Successful



Deploying Successful ESN

ESN Deployment Best Practices	
Strategy	<ol style="list-style-type: none">1. Define how the ESN supports the organization's existing goals and objectives.2. Define success metrics.3. Communicate the ESN strategy to all users.4. Convey an expectation of organization-wide ESN adoption.
Sponsorship	<ol style="list-style-type: none">5. Identify an executive sponsor to promote the ESN.6. Identify ESN champions within each organizational unit.7. Encourage champions to recruit users.8. Identify groups that would benefit most from the ESN.
Support	<ol style="list-style-type: none">9. Provide all users access to the ESN.10. Mandate processes to be used within the ESN.11. Provide incentives for ESN adoption and use.12. Provide employee training and ESN demonstrations.
Success	<ol style="list-style-type: none">13. Measure ESN effectiveness via success metrics.14. Evaluate how the ESN supports the organization's strategy.15. Promote ESN success stories.16. Continuously look for ways to use the ESN more effectively.

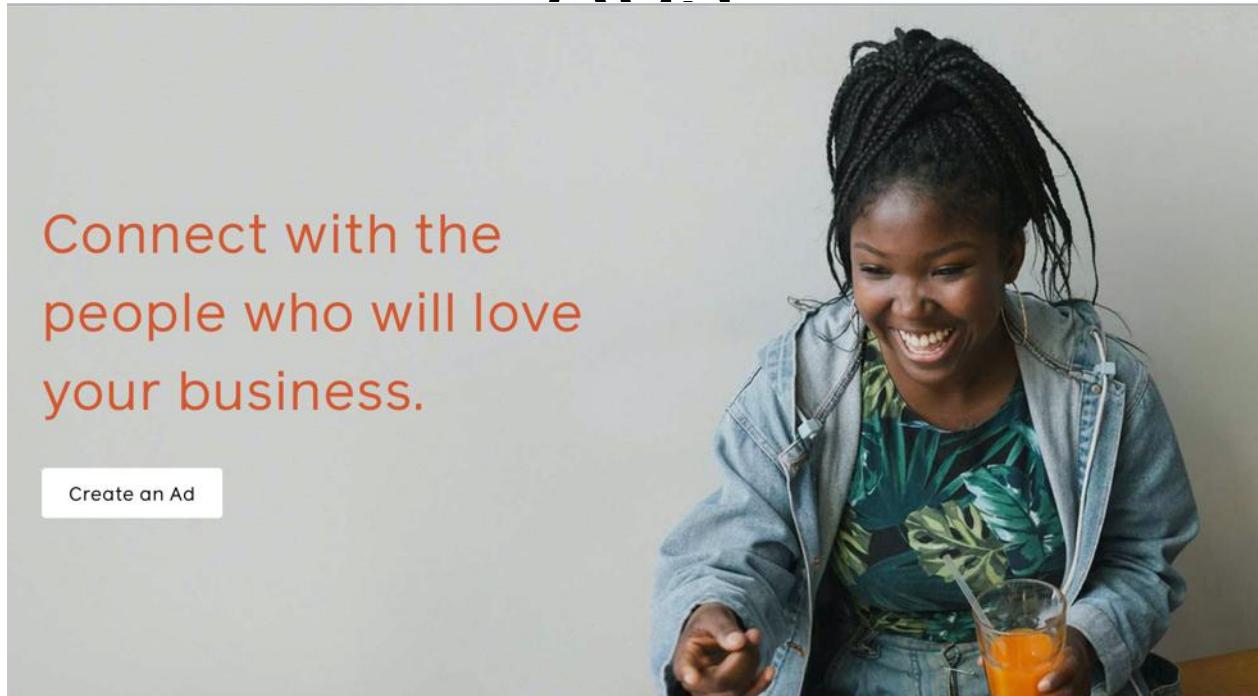
QX1: What is Digital Marketing?

- Digital Marketing
 - Including, e.g. search marketing, SEO, YouTube, forum, mobile ad, social media ad, etc.

QX1: What is Digital Marketing?

- Digital marketing vs. traditional media (e.g. TV, print)
 - More measurable (?)
 - More dynamic/adjustable (?)
 - Higher chance to convert (?)
 - Cheaper (?)

Digital Marketing: Social Media Ads



Everyone is a marketer with the right toolkit.

Marketing isn't simple, and we want you to succeed. Here you'll find ad options for any budget and expertise level—you can start small or go big. And you can always track how your ads are working and make changes along the way.

<https://www.facebook.com/business>

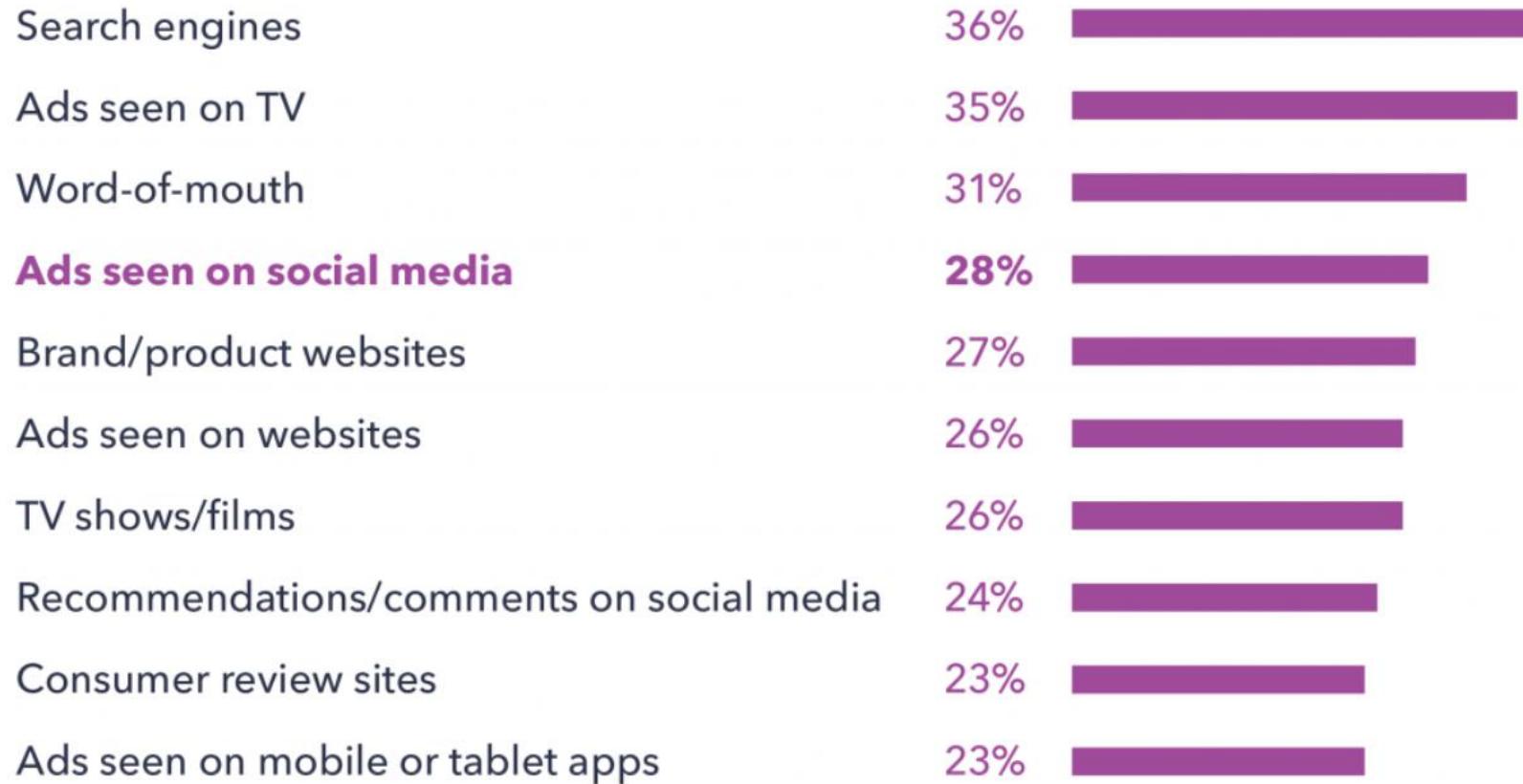
Digital Marketing: Social Media Ads

- Social ads



Top 10 Brand Discovery Channels

% of internet users who find out about new brands and products via...



Question: How do you typically find out about new brands and products?

Source: GlobalWebIndex Q1 2019 **Base:** 139,397 internet users aged 16-64

Digital Marketing: Social Media Ads

- Retargeting
 - Drive visitors back to our website



Trump seen bowing in prayer during Oval office session

By Dan Merica and Kevin Liptak, CNN
Updated 4:39 PM ET, Wed July 12, 2017

TOP STORIES

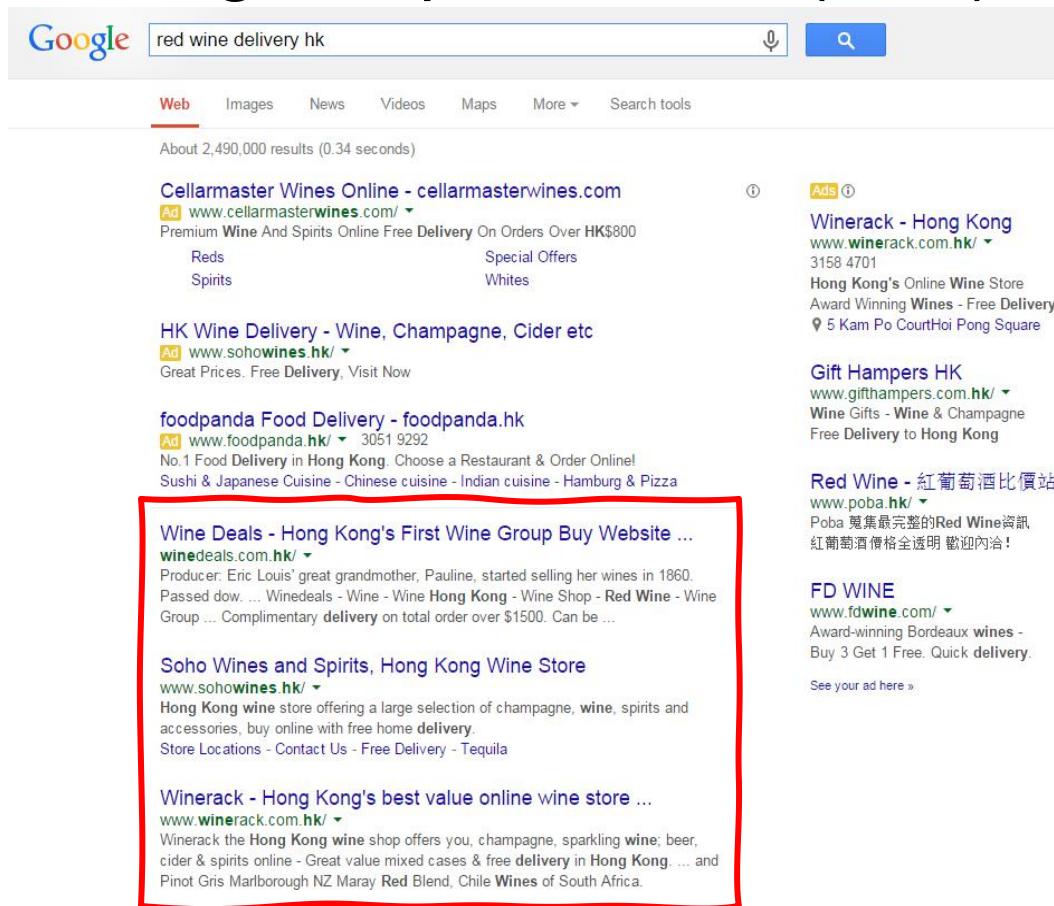
 Russian lawyer: Trump aides wanted info 'so badly'

 Beachgoers form a human chain to save a family trapped in a rip...

I continually saw ads for Overstock.com.

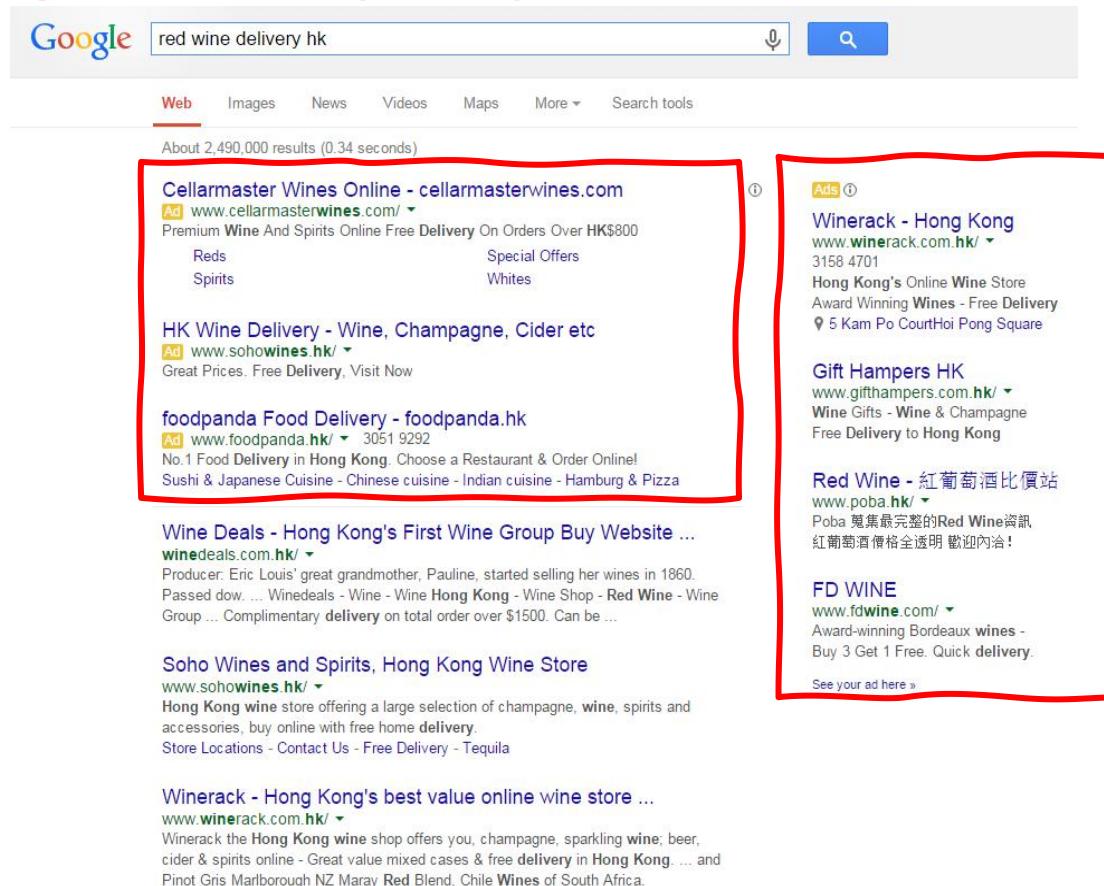
Digital Marketing: Search Engine Marketing

- Unpaid
 - Search engine optimization (SEO)



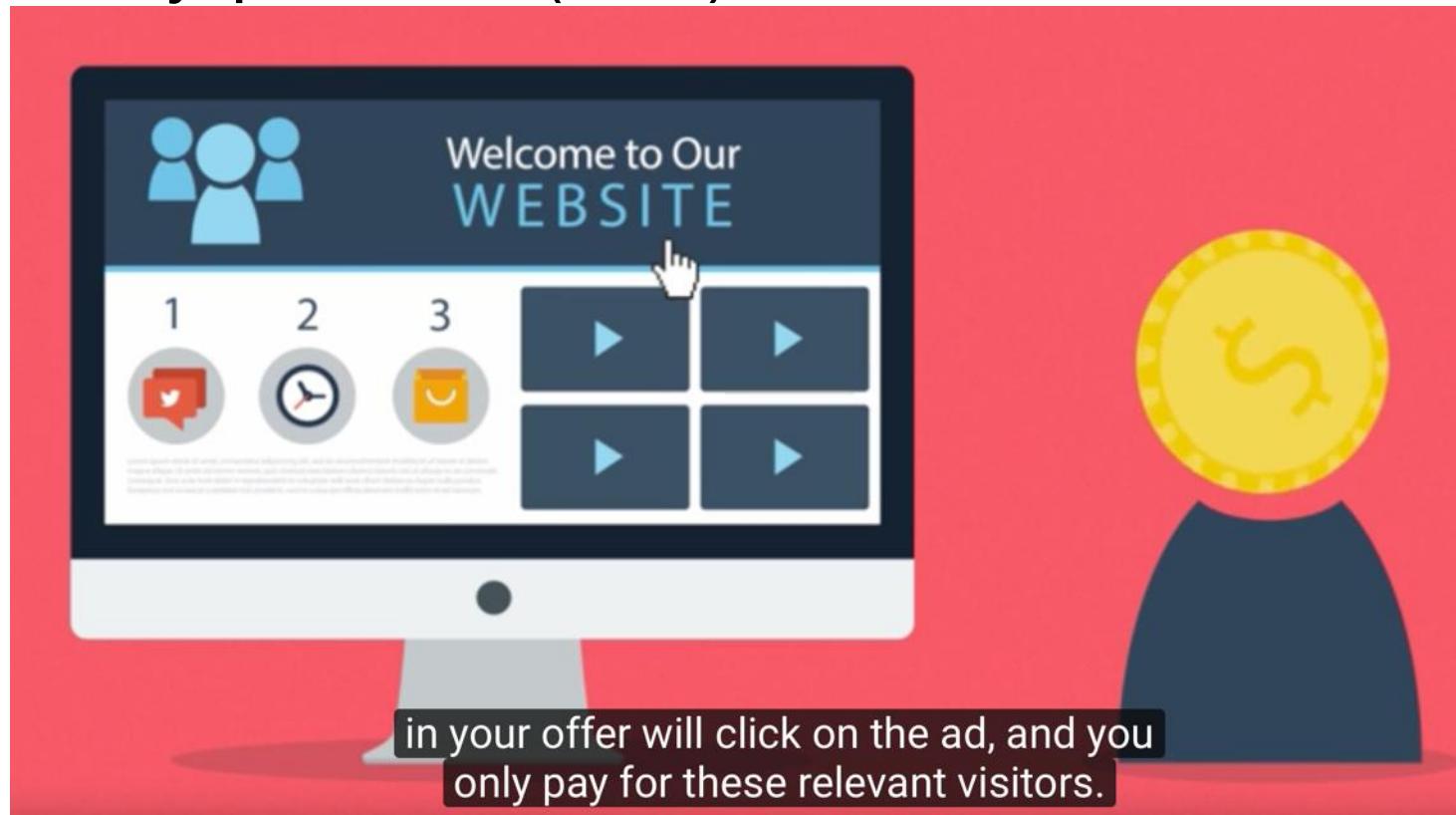
Digital Marketing: Search Engine Marketing

- Paid
 - Pay-per-click (PPC)



Digital Marketing: Search Engine Marketing

- Paid
 - Pay-per-click (PPC)



UReply Q1

Based on the video, please name at least one benefit of PPC over traditional marketing.



CB2500 Information Management

Smart Banking (**BI**)
Smart e-Services (**ISSN**)

Smart IS Auditing (**ISA**)
Smart Global Business (**GBSM**)

Digital Marketing: Digital Analytics

- The processes in tracking, monitoring, measuring visitors' behavior on your e-commerce website/mobile app.
- Measurements include:
 - Time spent on your site/page
 - Where do they come from
 - ...

Digital Marketing: Digital

993 ↓4.1% 1.3K ↑0.7% 81.02% ↓4.2% 2m 10s ↑42.9%

Last 7 days ▾ AUDIENCE OVERVIEW ➔

How do you acquire users?

Traffic Channel	Source / Medium	Referrals
Organic Search	Referral	Direct
Social	Other	

Where are your users?

Sessions by country

Country	Sessions (%)
United States	32%
Australia	10%
United Kingdom	8%
India	5%
China	5%

When do your users visit?

Users by time of day

Time of Day	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12am	5	10	15	20	25	30	35
2am	10	15	20	25	30	35	40
4am	15	20	25	30	35	40	45
6am	20	25	30	35	40	45	50
8am	25	30	35	40	45	50	55
10am	30	35	40	45	50	55	60
12pm	35	40	45	50	55	60	65
2pm	40	45	50	55	60	65	70
4pm	45	50	55	60	65	70	75
6pm	50	55	60	65	70	75	80
8pm	55	60	65	70	75	80	85
10pm	60	65	70	75	80	85	90

Digital Marketing: Qualifications

- E.g., Google Skillshop
(<https://skillshop.withgoogle.com/>)

The screenshot shows the Google Skillshop homepage. At the top, there's a navigation bar with 'Skillshop' and 'Explore' dropdown menus, and a 'Get Certified' button which is currently active and expanded. The expanded menu lists several Google products with their respective certification options:

Product	Certification
Google Ads	Google Ads Search Certification
Google Marketing Platform	Google Ads Display Certification
Analytics Academy	Google Ads - Measurement Certification
Google My Business	Google Ads Video Certification
Waze	Shopping Ads Certification

Below the menu, a message reads "Google product certified." followed by a large blue "Get started" button.

Recap: What is Digital Marketing?

- Digital marketing vs. traditional media (e.g. TV, print)
 - More measurable (✓)
 - More dynamic/adjustable (✓)
 - Higher chance to convert (✓)
 - Cheaper (✓)

Why is this lecture valuable to you?

- SMIS is the future of online retailing
- You need knowledge of SMIS, digital marketing, and digital analytics to develop good marketing campaigns
- This lecture is important to your career as a marketer and retailer

Weeks 7 and 8 Recap

Q8-1: What is a social media information system (SMIS)?

Q8-2: How do SMIS advance organizational strategy?

Q8-3: How do SMIS increase social capital?

Q8-4: How do (some) companies earn revenue from social media?

QCE11-1: How do organizations develop an effective SMIS?

QCE11-2: What is an enterprise social network (ESN)

QX1: What is Digital Marketing?

References and Disclaimer

- Ch. 8, CE 11
- The PPT from publisher is slightly modified to suit the teaching/learning pace.
- Photos used in this PPT are copyrighted by the corresponding owners.