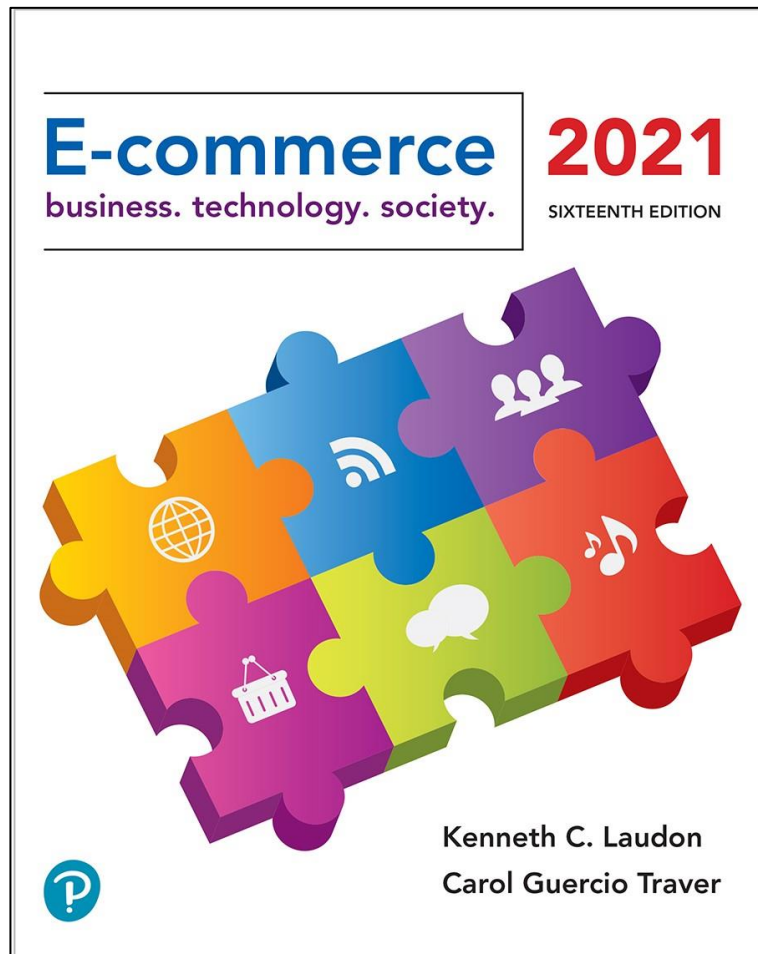


E-commerce 2021: Business. Technology. Society.

Sixteenth Edition



Chapter 7

Social, Mobile, and Local Marketing

Learning Objectives

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

Building a Microbrand With Facebook Ads

- Class Discussion
 - 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?
 - What types of Facebook ads did Hubble use? Which types were the most effective?
 - What are some of the issues for firms hoping to use Facebook ads to build a microbrand?

Introduction to Social, Mobile, and Local Marketing

- New marketing concepts
 - Conversations
 - Engagement
- Impact of smartphones and tablets
- Social-mobile-local nexus
 - Strong ties between consumer use of social networks, mobile devices, and local shopping

Figure 7.3 Online Marketing Platforms



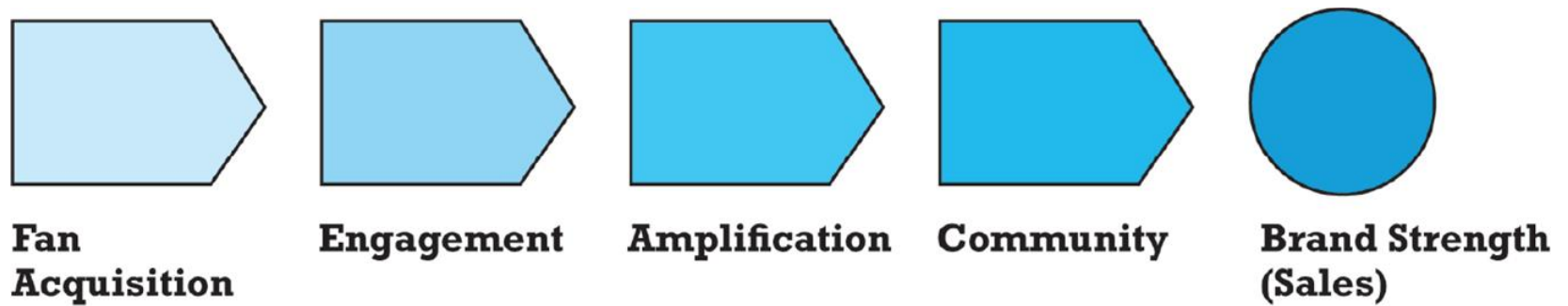
Social Marketing

- Traditional online marketing goals
 - Deliver business message to the most consumers
- Social marketing goals
 - Encourage consumers to become fans and engage and enter conversations
 - Strengthen brand by increasing share of online conversation

Social Marketing Players

- The most popular sites account for over 90% of all social network visits
 - Facebook, Twitter, LinkedIn, Pinterest, Instagram, Snapchat, Tumblr
 - Unique visitors vs engagement
 - Engagement measures the amount and intensity of user involvement
 - Facebook dominates in both measures
 - Dark social - sharing outside of major social networks (e-mail, IM, texts, etc.)

Figure 7.4 The Social Marketing Process



Facebook Marketing

- Basic Facebook features
 - News Feed
 - Timeline (Profile)
 - Search
- Social density of audience is magnified
 - Facebook is largest repository of deeply personal information
 - Facebook geared to maximizing connections between users

Facebook Marketing Tools

- Reactions Buttons
- Brand Pages
- News Feed Page Post Ads
- Right-Hand Column Sidebar Ads
- Facebook Live
- Video Ads
- Facebook Watch
- Mobile Ads
- Facebook Messenger

Typical Facebook Marketing Campaign

- Establish Facebook brand page
- Use comment and feedback tools to develop fan comments
- Develop a community of users
- Encourage brand involvement through video, rich media, contests
- Use display ads for other Facebook pages and social search
- Display Like button liberally

Measuring Facebook Marketing Results

- Basic metrics:
 - Fan acquisition (impressions)
 - Engagement (conversation rate)
 - Amplification (reach)
 - Community
 - Brand strength/sales
- Facebook analytics tools
 - Facebook Page Insights
 - Social media management systems (HootSuite)
 - Analytics providers (Google Analytics, Webtrends)

Insight on Technology: Optimizing Social Marketing With Sprout Social

- Class Discussion
 - 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 Bicycles and the Chicago Bulls find in using Sprout's analytics and tools?

Twitter Marketing

- Real-time interaction with consumers
- Over 185 million active users worldwide as of July 2020
 - Over 90% access Twitter from mobile device
- Basic features
 - Tweets, retweets, followers, message (DM), hashtag, mention, reply, links
 - Moments tab, Timeline

Twitter Marketing Tools

- Promoted Tweets/Twitter Promote Mode
- Promoted Trends
- Promoted Accounts
- Promoted Video
- Amplify
- Twitter Cards
- Mobile Ads

Typical Twitter Marketing Campaign

- Follow others relevant to your content and conversation
- Experiment with simple Promoted Tweets and Twitter Promote Mode
- For larger budgets, use Promoted Trends
- For retail business local sales, build Twitter Cards

Measuring Twitter Marketing Results

- Similar to Facebook results
 - Fan acquisition, engagement, amplification, community, brand strength/sales
- Analytics tools
 - Twitter's real-time dashboard
 - Twitter's Timeline activity and Followers' dashboards
 - Third-party tools
 - TweetDeck, Twitonomy, BackTweets

Pinterest Marketing

- One of the fastest-growing and largest image-sharing sites
- Enables users to talk about brands using pictures rather than words
- Features include:
 - Pins and re-pins to boards
 - Share
 - Follow
 - Contributors
 - Links to URLs
 - Price displays

Pinterest Marketing Tools

- Rich Pins
- Promoted Pin formats, including video and app install pins
- Shopping Pins
- Pin It and Follow buttons
- Pin as display ad
- Brand pages with theme-based boards
- URL link to stores
- Integration with other social networks
- Network with users, followers, others
- Search advertising

Typical Pinterest Marketing Campaign

- Create Pinterest brand page and multiple lifestyle-themed boards
 - Improve quality of photos, use URL links and keywords
- Utilize Pinterest Rich Pins and/or Product pins, Pin It buttons
- Integrate with Facebook and Twitter
- Follow and interact with other pinners and boards
- Measuring Pinterest Marketing Results
 - Same dimensions as Facebook, Twitter

Marketing on Other Social Networks (1 of 4)

- Instagram
 - Brand profiles
 - Display and video ads
 - Buy buttons
 - Marquee ads
 - Stories

Marketing on Other Social Networks (2 of 4)

- Snapchat
 - Snapchat Stories
 - Live Stories
 - Discover
 - Snap Ads
 - Sponsored Geofilters
 - Sponsored Lenses

Marketing on Other Social Networks (3 of 4)

- TikTok
 - In-feed video
 - Brand take-overs
 - Branded Lens
 - Hashtag challenges

Marketing on Other Social Networks (4 of 4)

- LinkedIn
 - Company profile pages
 - Showcase pages
 - Career Page
 - Display ads in feeds
 - Sponsored inMail
 - LinkedInPulse

The Downside of Social Marketing

- Loss of control
 - Where ads appear in terms of other content
 - What people say
 - Posts
 - Comments
 - Inaccurate or embarrassing material
- In contrast, TV ads maintain near complete control

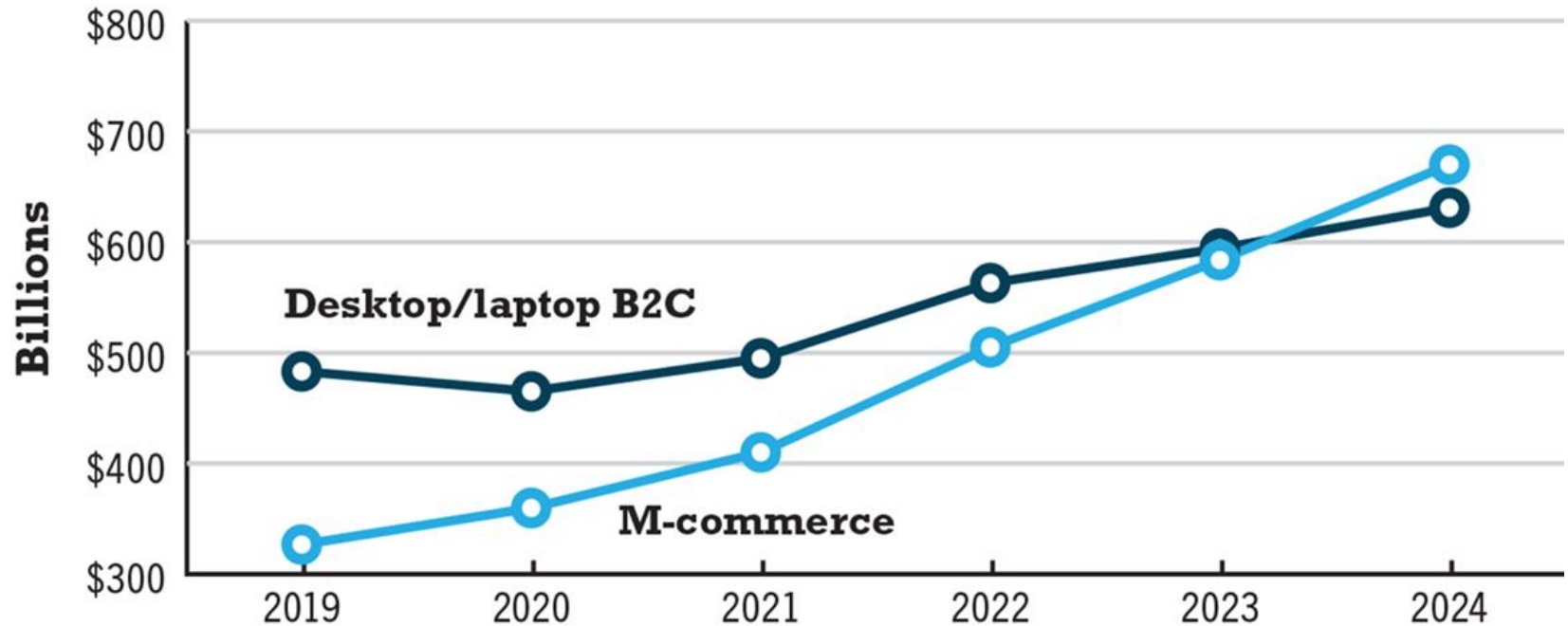
Insight on Society: Marketing to Children of the Web in the Age of Social Networks

- Class discussion:
 - 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?
 - What actions must YouTube take as a result of its settlement with the FTC?
 - Should COPPA be revised? If so, how?

Mobile Marketing

- About 270 million Americans use a mobile device for Internet access
 - Devices used multiple times per day
- In 2020, m-commerce accounts for almost 45% of all retail and travel e-commerce revenues.
- Challenges: Mobile search
 - Motivating consumers to click
 - Raising fees for each click

Figure 7.5 The Growth of M-commerce



How People Actually Use Mobile Devices

- Average of over four and a quarter hours daily on mobile devices
 - Almost 70% of time spent occurs in home
 - Over 55% on entertainment
 - Over 20% on social networks
- Activities are similar to desktop activities
- Rapidly growing smartphone m-commerce sales
- Mobile devices currently used more for communicating and entertainment than for shopping and buying

In-App Experiences and Ads

- Mobile use
 - 90% of mobile time spent using apps and only about 10% using mobile browsers
 - Users use about 20 apps per month
 - Over 90% of app time spent on user's top 5 apps
- App marketing
 - Most effective are in-app ads
 - Placed in most popular apps
 - Targeted to immediate activities and interests

How the Multi-Screen Environment Changes the Marketing Funnel

- Consumers becoming multi-platform
 - Desktops, smartphones, tablets, TV
 - 90% of multi-device users use multiple devices to complete a specific action
 - View ad on TV, search on smartphone, purchase on tablet
- Marketing implications
 - Consistent branding
 - Responsive design
 - Increased complexity, costs

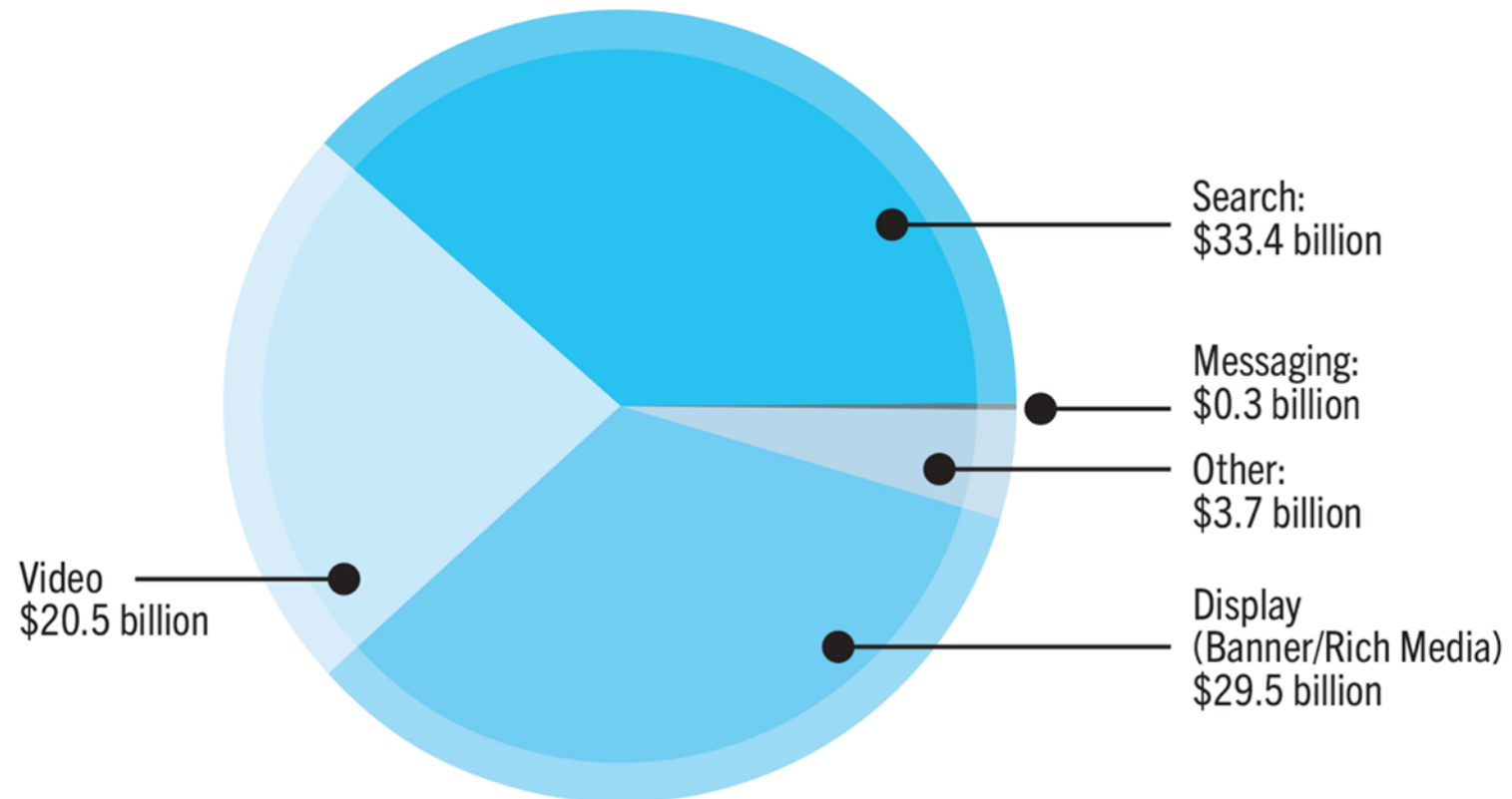
Mobile Marketing Features

- Mobile marketing more than 66% of all online marketing
- Dominant players are Google, Facebook
- Mobile device features
 - Personal communicator and organizer
 - Screen size and resolution
 - GPS location
 - Web browser
 - Apps
 - Ultraportable and personal
 - Multimedia capable
 - Touch/haptic technology

Mobile Marketing Tools: Ad Formats

- Mobile marketing formats
 - Search ads
 - Display ads
 - Video
 - Text/video messaging
 - Other: e-mail, classifieds, lead generation
- Social networks have brought their desktop advertising techniques to mobile platform

Figure 7.9 U.S. Mobile Ad Spending by Format



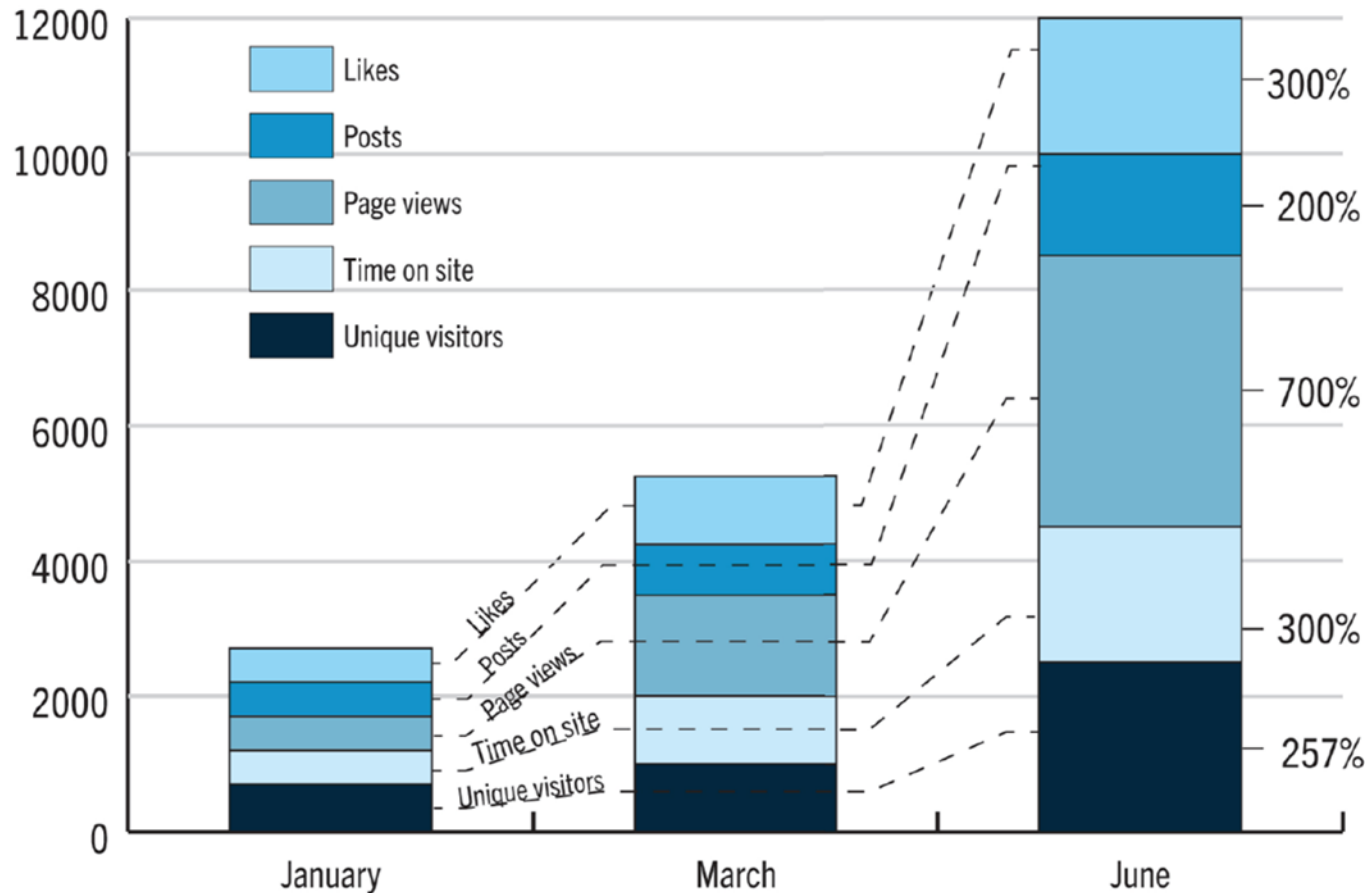
Insight on Business: Mobile Marketing Revs Up With 3D and Augmented Reality

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

Mobile Marketing Campaigns

- Mobile website
- Facebook and Twitter brand pages
- Mobile versions of display advertising campaigns
- Ad networks
- Interactive content aimed at mobile user
- Tools for measuring responses
 - Key dimensions follow desktop and social marketing metrics

Figure 7.10 Measuring the Effectiveness of a Mobile and Social Marketing Branding Campaign



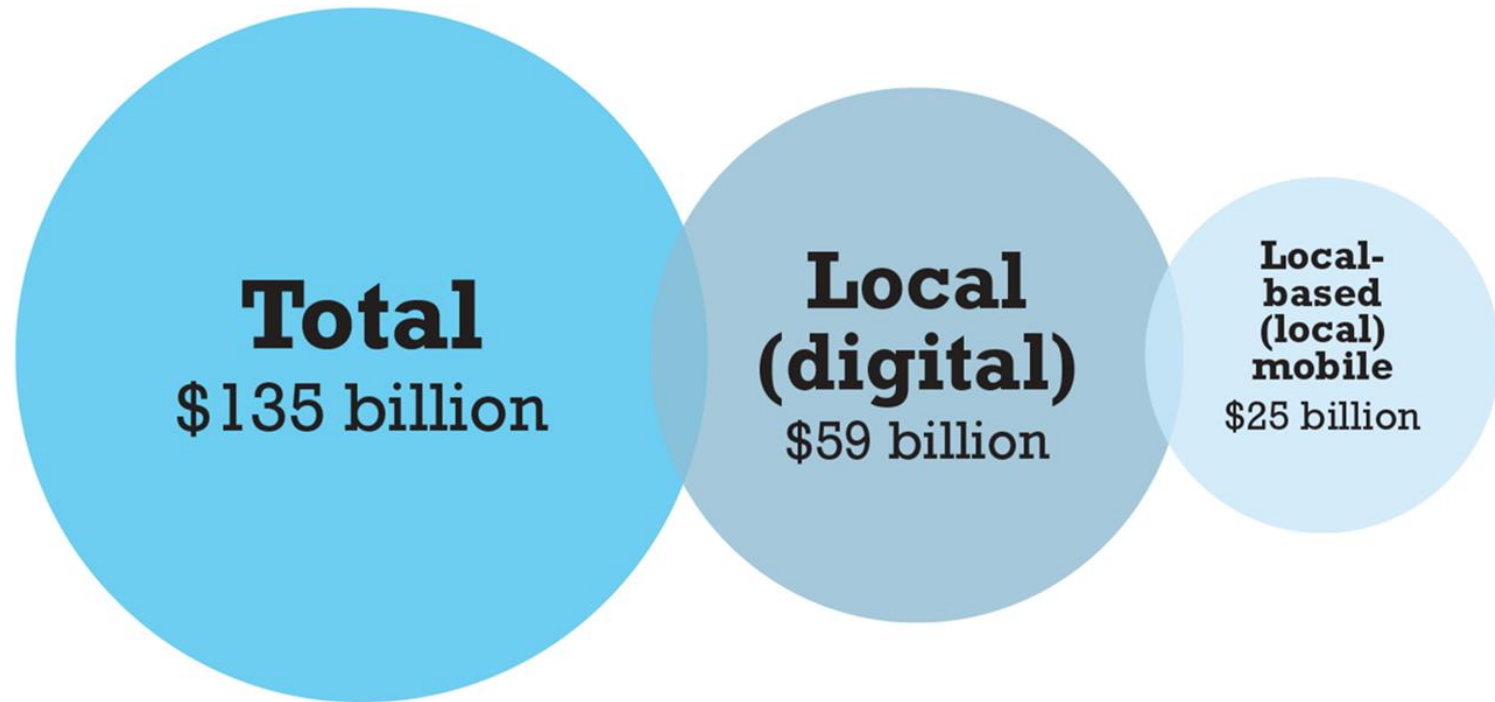
Local and Location-Based Marketing

- Location-based marketing
 - Targets messages to users based on location
 - Marketing of location-based services
- Location-based services
 - Provide services to users based on location
 - Personal navigation
 - Point-of-interest
 - Reviews
 - Friend-finders, family trackers
- Consumers have high likelihood of responding to local ads

The Growth of Local and Location-Based Mobile Marketing

- Prior to 2005, nearly all local advertising was non-digital
 - Google Maps (2005)
 - Enabled targeting ads to users based on IP address and general geographic location
 - Smartphones, Google's mobile maps app (2007)
 - Enabled targeting ads based on GPS
- Location-based mobile marketing
 - Expected to triple over next five years

Figure 7.11 Location-Based Mobile Marketing in Perspective



Location-Based Marketing Platforms

- Google
 - Android OS, Google Maps, Google Places, AdMob, AdWords
- Facebook
- Verizon Media (Yahoo/AOL)
- Twitter

Location-Based Mobile Marketing Technologies

- Two types of location-based marketing techniques
 - Geo-aware techniques
 - Identify location of user's device and target ads, recommending actions within reach
 - Proximity marketing
 - Identify a perimeter around a location and target ads and recommendations within that perimeter
- Identifying locations
 - GPS signals
 - Cell-tower locations
 - Wi-Fi locations

Why Is Local Mobile Attractive to Marketers?

- Mobile users more active, ready to purchase than desktop users
- Over 80% of U.S. consumers use mobile devices to search for local products, services
 - 50% of smartphone users visit a store within 1 day of local search
 - 18% of smartphone users make a purchase

Location-Based Marketing Tools

- Geo-social-based services marketing
- Location-based services marketing
- Mobile-local social network marketing
- Proximity marketing
- In-store messaging
- Location-based app messaging

Location-Based Marketing Campaigns

- Location-based considerations
 - Action-based, time-restrained offers and opportunities
 - Target location-aware mobile user demographic
 - Strategic analysis of marketspaces
- Measuring marketing results
 - Same measures as mobile and web marketing
 - Metrics for unique characteristics
 - Inquire
 - Reserve
 - Click-to-call
 - Friend
 - Purchase

Careers in E-commerce

- Position: Social Media Associate
- Qualification/Skills
- Preparing for the Interview
- Possible Interview Questions

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