8

From Print and Broadcast Advertising to Social and Mobile Media

11e

Consumer Behavior

Leon G. Schiffman   Joseph Wisenblit

Chapter 8 Learning Objectives

8

8.1 To understand the strategic superiority of impression-based (eyeballs) targeting over segment-based targeting.

8.2 To understand Google's targeting and advertising capabilities and its value to both consumers and marketers.

8.3 To understand the dynamics of social media and its strategic and promotional advantages over other media.

Chapter 8 Learning Objectives

8.4 To understand how consumers use mobile media and their reactions to mobile advertising.

8.5 To understand how to measure the effectiveness of advertising in traditional and social media.

8.6 To understand the advancement of print and broadcast media into electronic communications.

Learning Objective 8.1

8.1 To understand the strategic superiority of impression-based (eyeballs) targeting over segment-based targeting.

Impression- vs. Segment-based Targeting

Impression-based targeting

- Real-time bidding
- Ads target browsers based on aggregated data
- Two-way communications
- Customized messages
- Immediate feedback
- Retargeting

Segment-based targeting

- Pre-negotiated prices
- Audience profiles; waste coverage
- One-way communications
- One-size-fits-all message
- Delayed feedback of limited use
- Timeshifting a challenge

Facebook Impressions
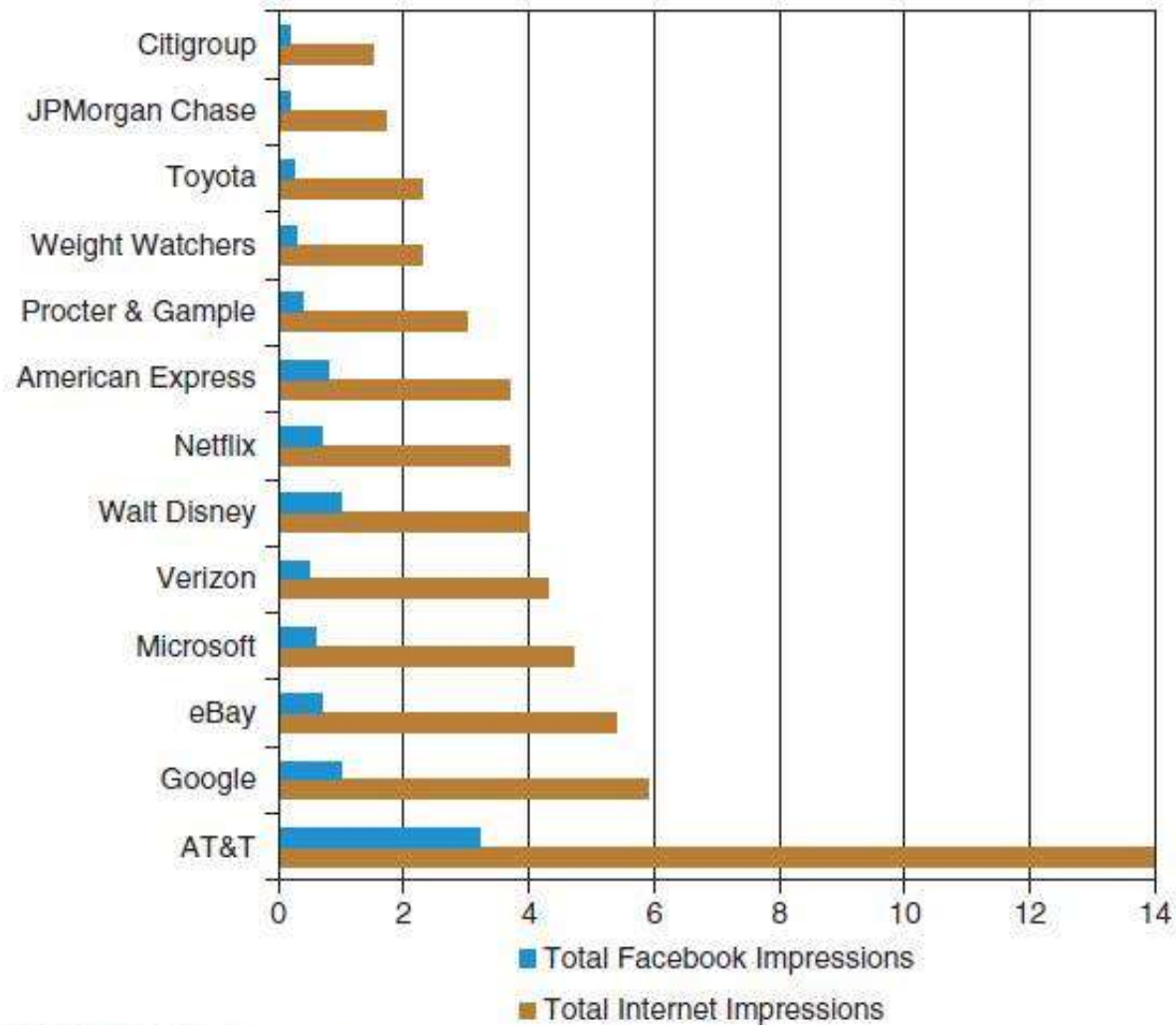
FIGURE 8.2 Google's Advertising Revenues

Learning Objective 8.2

8.2 To understand Google's targeting and advertising capabilities and its value to both consumers and marketers.

Google Advertising Revenue

- Web-search ads – "Sponsored space"

- Online display ads

- Mobile advertising

- YouTube ads

- Non-Google sites (search and display networks)

- Shopping site – product-search engine

Learning Objective 8.3

8.3 To understand the dynamics of social media and its strategic and promotional advantages over other media.

Defined

Social Media

Means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks.

Structure of Social Media

- Profiles
- Friends
- Groups
- Discussion boards
- Opt-ins and opt-outs

Apps

short for "applications"; chunks of software—installed on one's computer, tablet, or smartphone—that are gateways to games, online resources, and social networking.

Kinds of Information Requested

- Basic permissions

- User permissions

- Friends permissions

- Sensitive information

Permissions to Collect Information
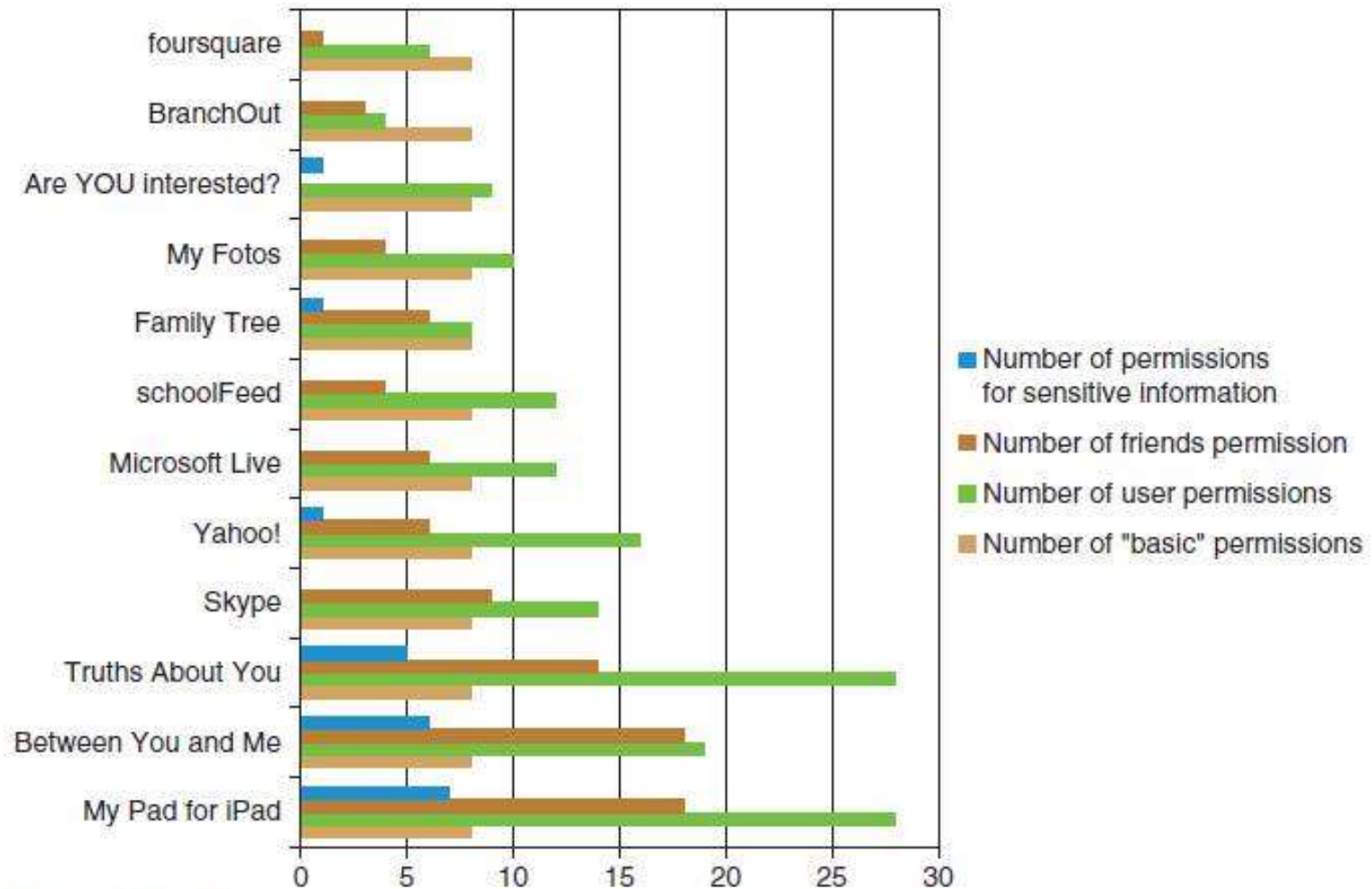
FIGURE 8.5 Types of Permissions Sought

Social Advertising Best Practices

- Listen to interactions
- Use information to generate buzz
- Have corporate bosses on Twitter
- Train and empower employees
- Combine social media and iPhone apps
- Allow consumers to interact with brand designs
- Integrate into social media

Best Practices: Tweeting

TABLE 8.1 Effective Tweeting Illustrations		
COMPANY SENDING TWEETS TO CUSTOMERS	**NUMBER OF CONSUMERS FOLLOWING AND CONTENT SENT**	**TWEETS WRITTEN BY**
Whole Foods Supermarkets	More than two million consumers receive recipes and answers to questions. A weekly Twitter chat among followers addresses such issues as holiday menu planning.	One writer from the company's main account, as well as individual accounts created and handled by different stores.
Southwest Airlines	More than one million travelers receive promotional messages and stranded ones receive help. Complaints are answered quickly. Tweets reflect the company's casual and humorous culture, but not always; a social media crisis plan takes over the account during accidents.	A team of about 10 people from the company's customer relations department handles the account during the airlines' hours of operation.
Best Buy	The account has about 40,000 followers. Qualified employees answer technological questions.	Several thousand employees, who have studied specific guidelines and enrolled via a site that verifies their employment status, respond to customers' questions.

Effective Social Media

- Planned with traditional media advertising
- Larger budgets because simultaneously reaches several audiences
- Track likes/mine data for new niches/ partners/products
- Strengthen connections between brands and customers
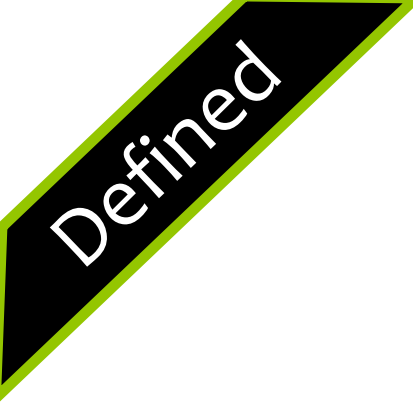- Guidelines for communications

Owned social media

Messages sent by marketers and delivered to consumers via channels that the marketers control

Paid social media

Messages sent via channels that are not owned by the marketers, who pay for using the channels

Earned social media

Channels where consumers pass along messages about brands to one another

Widely Used Social Media Platforms

- Blogs and micro-blogs (e.g. Twitter)
- Social networks (e.g. Facebook)
- Widgets, games, apps
- Mobile phones

Learning Objective 8.4

8.4 To understand how consumers use mobile media and their reactions to mobile advertising.

Value from Mobile Devices

- Monetary value

- Convenience value

- Emotional value

- Social value

Responses to Mobile Ads

- Cross-cultural differences
  - Japanese men – mobile ads → effective word-of-mouth
  - Korean shoppers – depends on interface and control
  - Chinese consumers – ease of use, usefulness and trust affect receptiveness

- Language and source
  - High credibility source can entertain
  - Low credibility source should be serious, clear, concise

Search advertising

A method of placing online advertisements on Web pages that show results from search engine queries

Discussion Questions

- What are the characteristics of mobile ads?

- What are the advantages of mobile advertising?

- What are the disadvantages?

Learning Objective 8.5

8.5 To understand how to measure the effectiveness of advertising in traditional and social media.

Steps to Design Social Media Campaigns

1. Define objectives and strategic approaches.

2. Examine appropriateness of available platforms for achievement of objectives.

3. Produce the campaign's content.

4. Examine the pricing models and set expenditures to achieve objectives.

5. Measure effectiveness.

Analyzing Website Visits

- Unique visitors
- Cost per unique visitor
- Return visits
- Time spent
- Page views

- Interaction rate
- Actions
- Conversation-related measures
- Visitor demographics

Measuring Twitter Influence

Degree of influence

- Number of followers

- Number of people following the followers

- Frequency of updating tweets

- Extent to which tweets are referenced or cited

Types of users

- Celebrities

- Conversationalists

- Spammers

Google Analytics

- Where visitors come from

- Actions after landing at initial page

- Geographic location and visit lengths

- Assignment into profiles/segmentation

Media Exposure

- Media exposure effects
  - How many consumers
  - Who received it
- Companies
  - Nielsen
  - Mediamark Research Inc.
  - Arbitron
- Cross-platform measurement

Learning Objective 8.6

8.6 To understand the advancement of print and broadcast media into electronic communications.

Segment-based Targeting Media

Discussion Question: What are the strengths and weaknesses of:
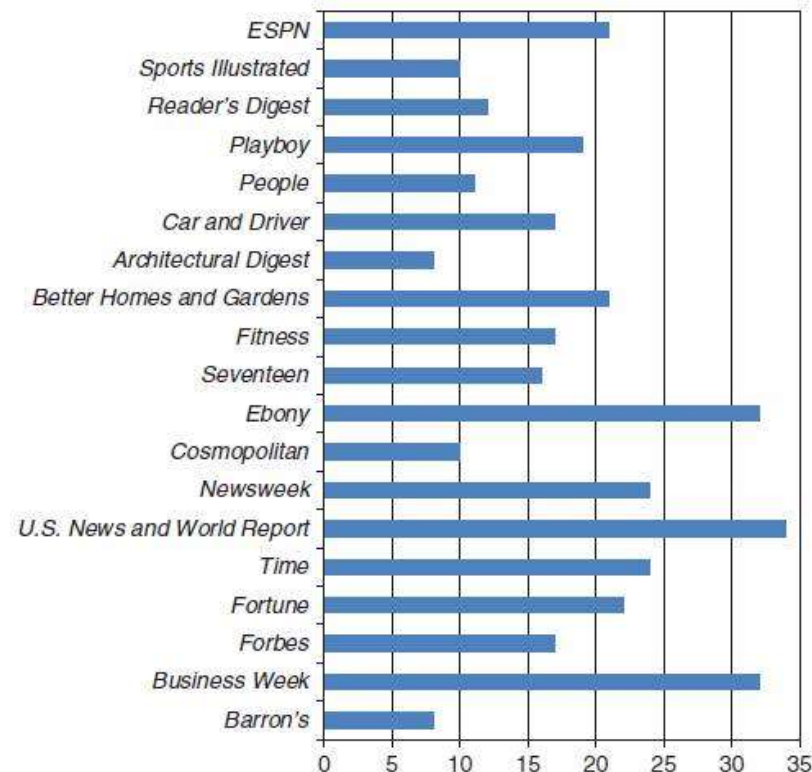
- Newspapers
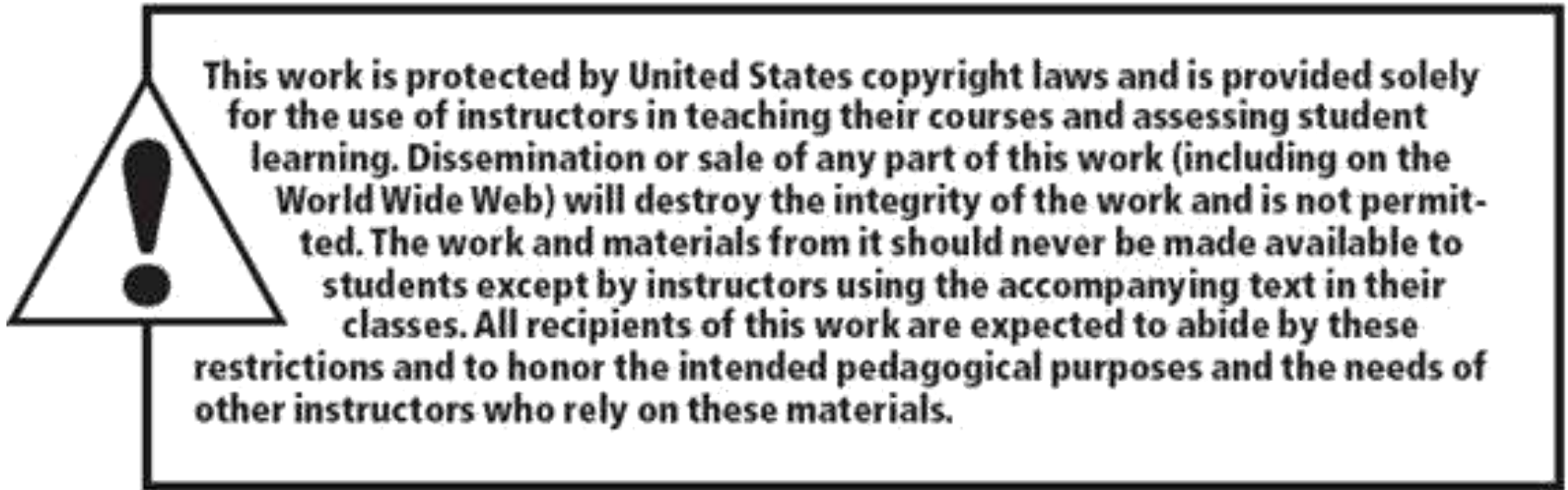
- Magazines

- Television

- Radio

FIGURE 8.7 The Decline in Ad Pages in Popular Magazines over Three Years (percentages)