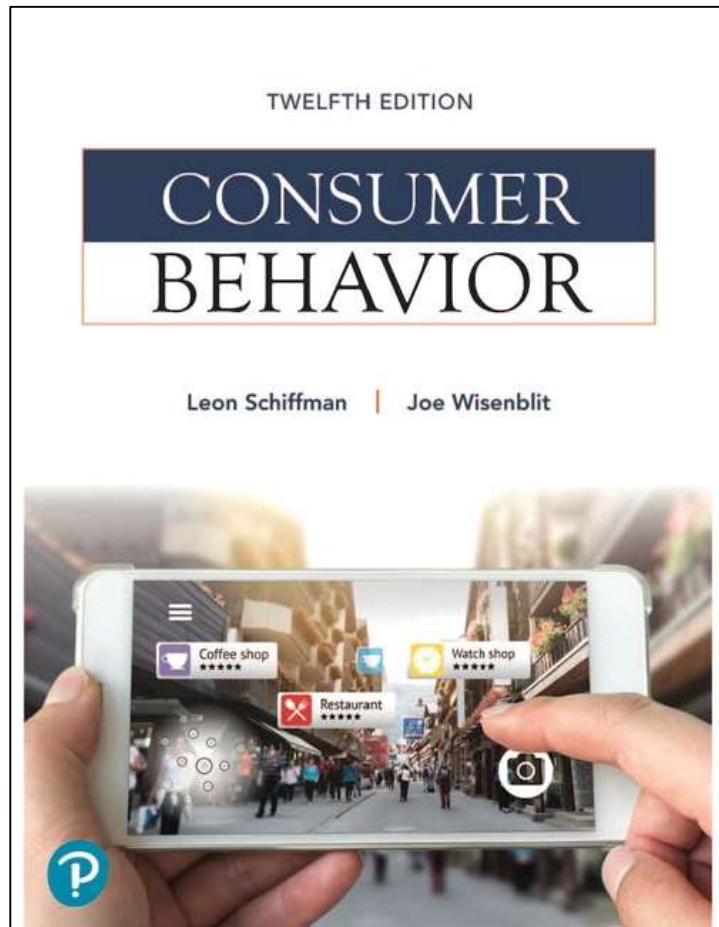


Consumer Behavior

Twelfth Edition



Chapter 8

From Print and Broadcast to
Social Media and Mobile
Advertising

Learning Objectives

8.1 To understand consumer behavior and engagement with social media.

8.2 To understand advertising channels and promotional strategies on social media.

8.3 To understand the dynamics and potential of mobile advertising.

8.4 To understand audience measurement and media reach.

8.5 To understand technology's impact on traditional broadcast media.

Learning Objective 8.1

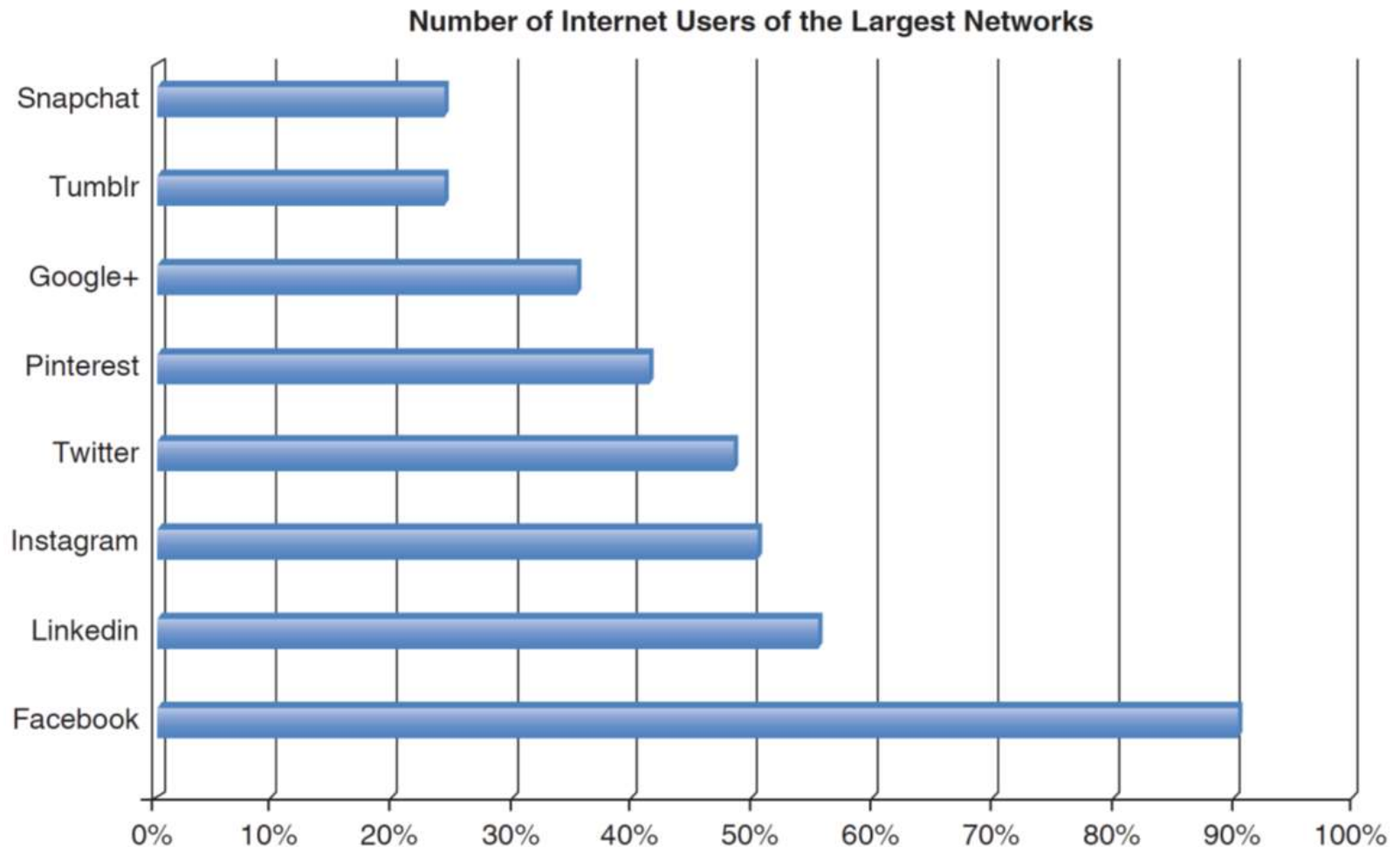
8.1 To understand consumer behavior and engagement with social media.

Social Media

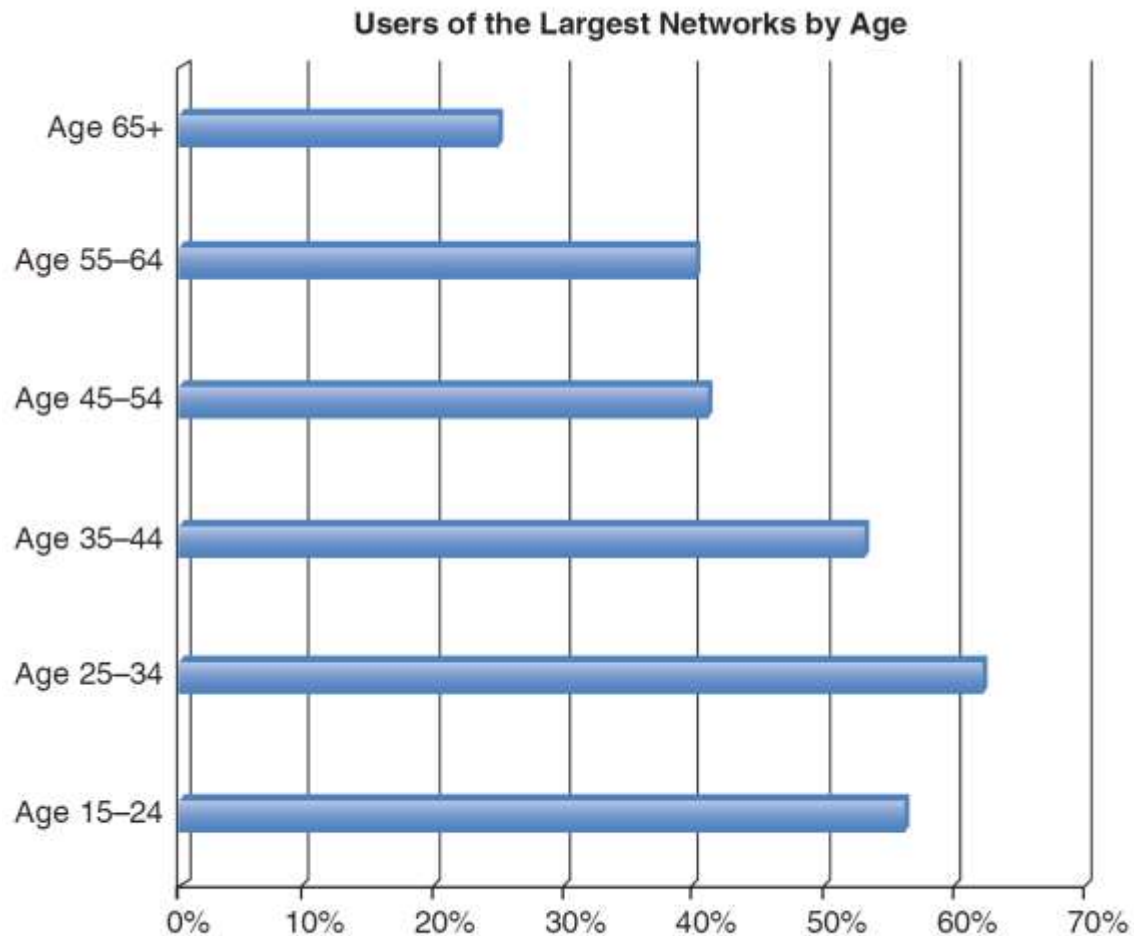
Defined

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

Total Reach of Social Media



Reach by Age



Mobile Advertising

Defined

Sending promotional messages to consumers' cell phones, iPads, electronic readers, and other devices that people carry while on the go

The Marketing Mix

Table 8.1 The Impact of Social and Mobile Media on the Marketing Mix

	Impact of Social Media	Example(s)
Product	Marketers engaged in product development use crowdsourcing to pull together various aspects of the marketing mix for a brand. Mobile marketers have developed a number of new products aimed at smartphone users.	The company Quirky.com used social media to choose the best products to bring to market and then leveraged the knowledge of the crowd to develop the marketing strategy. Angry Birds, Snapchat, and Instagram are all products developed specifically for mobile devices.
Price	Prices of products are transparent online, deal sites influence consumers' perceptions of price and value, and consumers use mobile devices to seek out lower prices.	Groupon's original discounts of 50% appealed to highly deal-prone consumers who often failed to repeat purchase at the regular price. Best Buy created its own shelf tags for consumers to use with mobile devices to help limit the need to search for lower prices on their mobile phones.
Place or distribution	Marketers can now distribute Products via social media , and social media sites drive traffic to marketer websites and brick and mortar retailers. People can also buy digital products on their phones or tablets any time when they are wirelessly connected.	Marketers can set up stores on Facebook.com, and traffic from Pinterest can be a strong sales generator for particular brands. Fandango's mobile app sells movie tickets via mobile. The service is useful when people are out and about, and decide to see a movie.
Promotion	Many aspects of promotion have been influenced by social media and mobile marketing. For example, brands can build awareness, encourage engagement, provide product information, and drive purchase behavior.	Consumers communicate about products and services on social media sites, and this type of word of mouth can strongly influence purchase as consumers continue to deny that traditional advertising influences them . McDonald's uses Snapchat to communicate with its young mobile customers.

Source: Social Media and Mobile Marketing Strategy by Priluck, Randi. (2016). By permission of Oxford University Press, USA.

Individuals and Networks

- Profiles
- Friends
- Groups
- Social networks
- Opt-ins and opt-outs

Apps

Defined

Chunks of software – installed on one's computer, tablet, or smartphone – that are gateways to games, online resources, and social networking

Permissions Sought by Apps

- Basic permissions
- Users' permissions
- Friends' permissions
- Sensitive information requests

Consumer Engagement

- Sharing information with others
- Convenience and entertainment
- Passing time
- Interpersonal relations
- Promoting one's self
- Bonding and social capital

Engagement Strategies

Table 8.2 Enhancing Consumer Engagement

Platform	Method of Engagement	Results
Instagram	European Instagram users uploaded their own photos of the Ford Fiesta with the hashtag #Fiestagram on Instagram and the global Ford Fiesta Facebook page. Judges chose the best photos as winners and gave out small prizes.	People posted 16,000 photos and Ford earned 120,000 new Facebook fans in Europe.
Pinterest	Elephantine is a jewelry brand on the popular art product site Etsy. Rachel Ball, the owner, increased traffic by Pinning her new products to her Pinterest boards when listing them for sale at Etsy.	Since using Pinterest, Rachel's average weekly page views grew 22% and weekly sales increased 20%.
YouTube	Activision, the manufacturer of video games such as Call of Duty, Destiny, and Skylander, uses YouTube to engage and entertain its audience.	Activision became the leading gaming video franchise on YouTube, with over 2 million subscribers to its channels and half a million video views.
Facebook	One of the first Facebook Timeline campaigns ran in Israel with the anti-drug message, "Drugs Set Your Timeline." The campaign developed by McCann Erickson featured a fictional drug addict Adam Barak and his dual lives as a drug addict and non-addict in a split-section design.	In 8 days, the campaign earned 70,000 tweets, but was shut down by Facebook because it violated the terms of service. Adam Barak used his own profile page for the visuals and presented fictitious scenes.

Source: Social Media and Mobile Marketing Strategy by Priluck, Randi. (2016). By permission of Oxford University Press, USA.

Cognitive Learning

Defined

The premise that learning occurs in the form of sequential, mental processing of information when people face problems that they wish to resolve

Promotional Goals

Table 8.3 Promotional Goals in Social and Mobile Media

Goals	Brands Achieving Goals with Social and Mobile Strategies
Awareness	Hyundai created an iPhone driving app that ran on the giant screen in Times Square in New York City. People could control the onscreen car with their phones.
Trust	Procter & Gamble joined the BlogHer conference aimed at female bloggers to “engage with a group of smart women, who are consumers themselves.” The company Promoted Tide, Cover Girl, Pantene, Charmin, Bounty, and Downy among other brands. The purpose was to generate conversations for P&G brands by trusted influencers.
Education	General Electric created the Six Second Science Fair. Participants use Vine to Create a short science video to share on Twitter with the hashtag #6secondsciencefair. The goal is to show GE’s leadership in technology with the slogan, “Follow as we explore the changing worlds of science and technology.”
Loyalty	The Apple Passbook loaded onto iPhones can hold loyalty card information from various vendors. Users simply download loyalty apps from the app store and Organize them with Passbook.
Persuasion	John Deere hired Chip Foose to design a tractor for a giveaway contest and supported the effort with YouTube videos, each with a clear call to action. “Win a classic 4020 tractor customized by the legendary Chip Foose! Register to Win at your local dealer.” The videos received over 13,000 views in the first hour and thousands of people entered to win the tractor.
Remind	Ariel brand detergent set up an interactive glass installation in Central Station, Stockholm, Sweden, where users who were invited through Facebook could Control a robot to stain shirts. Later, the shirts were washed using Ariel Actilift and sent to the players’ homes.

Source: Social Media and Mobile Marketing Strategy by Priluck, Randi. (2016). By permission of Oxford University Press, USA.

Learning Objective 8.2

8.2 To understand advertising channels and promotional strategies on social media.

Social Media Ad Platforms

Table 8.4 Social Media's Advertising Platforms

Medium	Ownership of the Content	Examples	Issues
Owned media	The company or the brand	Websites and mobile sites, blogs on company platforms	The company owns and controls all content and data forever, but the platform does not have a natural audience to view it. Customers may be skeptical of company-sponsored content. There are costs associated with setting up and managing the technology.
Social media	The platform itself	Facebook, Twitter, Pinterest, Tumblr, and Instagram pages	These platforms have large audiences, but a brand does not own its posted content or the content posted by users. The platforms do not share data with companies and some are not accessible by outside programmers . Companies pay to develop content, but do not pay for media time directly.
Paid media	The company owns the content of the message, but the medium limits the format.	Television commercials, magazine ads, banner ads, preroll video ads, promoted tweets, billboards, and mobile banner ads	Paid media have preexisting Audiences and companies can create Messages within the network's parameters. Companies have to pay for both media time and content development.
Earned media	The content exists on various Platforms and is owned by its creators.	Reviews, user-generated content, posted comments, blog posts, customer retweets, pins, photos, and viral videos	The company benefits from internet traffic that results in higher search engine rankings, but companies can't control the content. The company pays to develop original content, but not for content created by others unless requested expressly by the firm.

Source: Social Media and Mobile Marketing Strategy by Priluck, Randi. (2016). By permission of Oxford University Press, USA.

Owned Social Media

Defined

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

Paid Social Media

Defined

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

Earned Social Media

Defined

Channels where consumers pass along messages about brands to one another

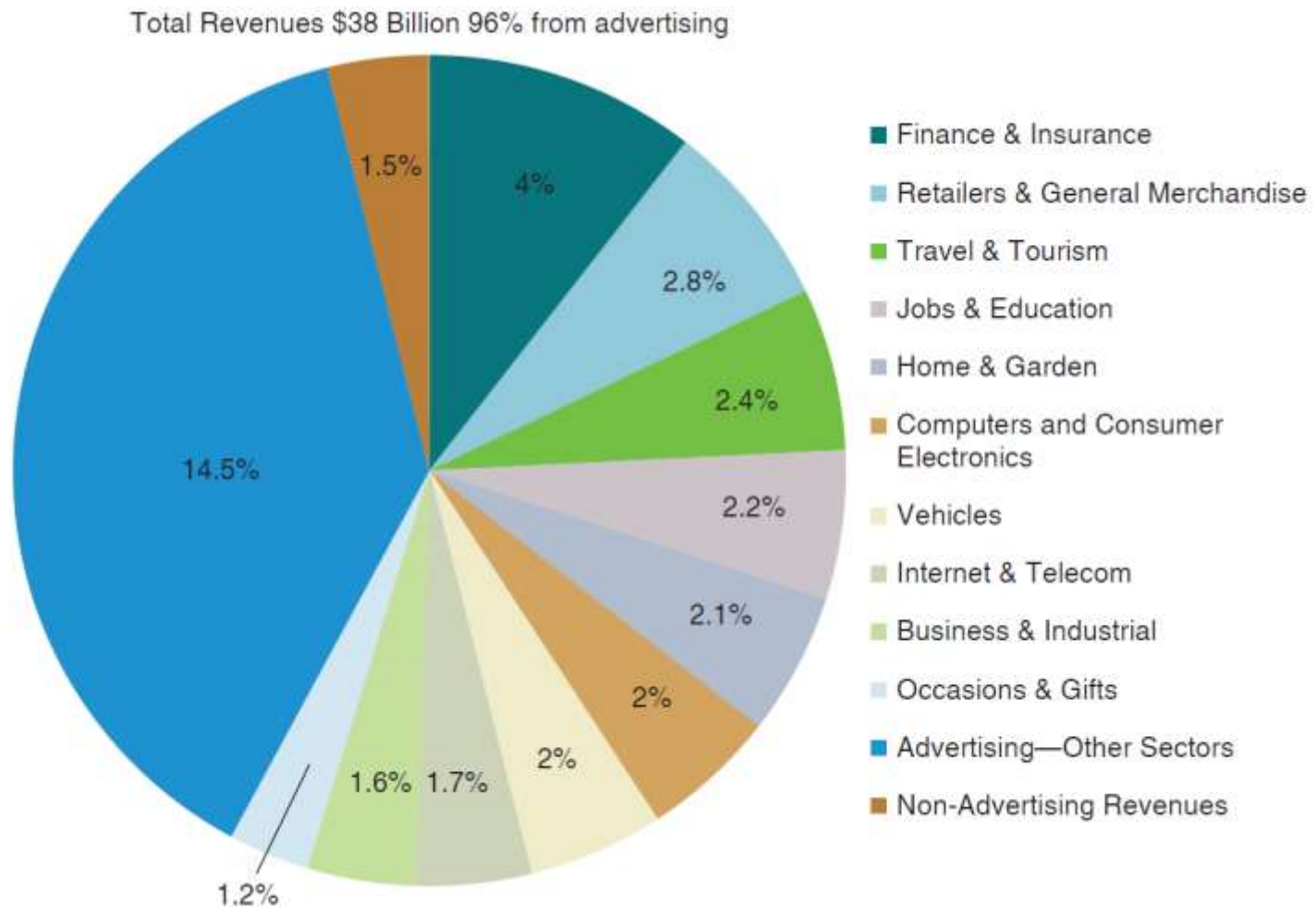
Widely Used Social Media Platforms

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

Google

- Web-search ads
- Online display ads
- Mobile advertising
- Search engine (organic results)

Google's Ad Revenues



Advertising Strategies

- Twitter messages from corporate bosses received favorably
- Train and empower employees to participate in social conversations with customers
- Complex and risky
 - Give up control of brand
 - Customer complaints

Effective Tweeting

Table 8.5 Effective Tweeting Illustrations

Tweets' Senders	Number of Followers and Tweets' Contents	Tweets' Writers
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 emergencies.	A team of about 10 people from the company's customer Relations department handles the account.
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 verified their employment status, respond to customers' questions.

Source: Based on Elizabeth Holmes, "Tweeting Without Fear, How Three Companies Have Built Their Twitter Strategies " online.wsj.com, December 09, 2011. Wall Street Journal

Effective Social Media

- Planned together with traditional ads
- Considers social media's simultaneous reach of different audiences
- Examines clicks on like or mine
- Uses bosses to tweet
- Has guidelines for employee social media

Learning Objective 8.3

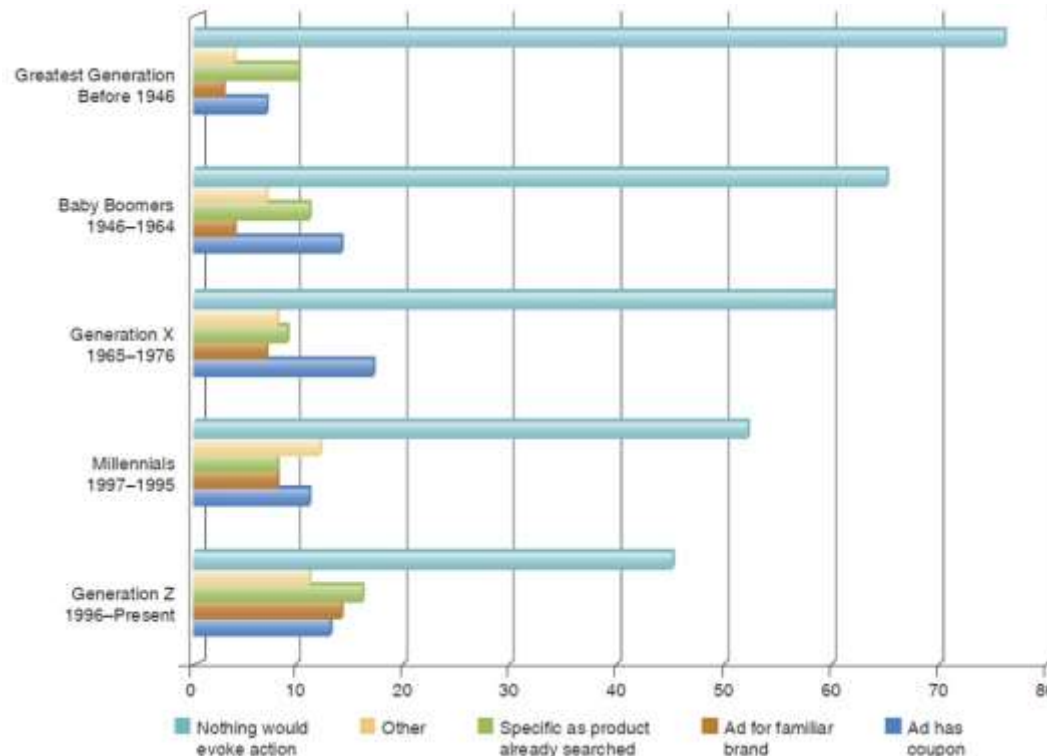
8.3 To understand the dynamics and potential of mobile advertising.

Value from Mobile Devices

- Monetary value
- Convenience value
- Emotional value
- Social value

Promotional Tactics

Figure 8.3 Age and Responses to Mobile Advertising



Source: Nielsen Insights, “Mobile Marketers Can Get Generational Clicks with Varied Engagement Tactics,” August 17, 2016.

Search Advertising

Defined

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 8.4

8.4 To understand audience measurement and media reach

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

Types of Twitter 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

- Online fraud and unseen ads
- Media exposure effects
 - How many consumers
 - Who received it
- Time shifted viewing

Learning Objective 8.5

8.5 To understand technology's impact on traditional broadcast media

Technology's Impact

Table 8.6 Enhancing Traditional Media

	Social Media	Mobile Advertising
Television	Run commercials on YouTube. Announce social media contests on television.	Produce interesting content in ads that people want to share. Run ads on the social media sites of programs or television stars' Twitter feeds.
Radio	Remind listeners about social media promotions. Prompt a visit to a social media site with a radio ad.	Run radio spots on music streaming sites. Encourage app downloads with radio spots.
Print	Publish content on social media sites. Encourage sharing of brand news with links to articles.	Use QR codes in magazine ads. Use print to encourage opt-in for SMS campaigns.
Outdoor	Use signage to encourage "check ins" on social media. Create a social brand destination for customers to meet in real life.	Offer games via billboards that drive store visits. Use beacons to reach customers on their phones

Source: Social Media and Mobile Marketing Strategy by Priluck, Randi. (2016). By permission of Oxford University Press, USA.

Interactive TV (iTV)

Defined

A medium that combines TV broadcasts and the interactivity of the internet

Discussion Question

What is branded content and how can it be used effectively?

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