



Social Media Marketing

Listening and Amplifying



Agenda

What's social listening?

How do firms benefit from social listening?

What tools can be used for social listening?

Case Study 1: Textual listening (auto forum)

Case Study 2: Visual listening (images)





Social Listening

Social listening is how a firm track, analyze, and respond to conversations across the Internet

How do firms “listen” to customers traditionally?

How do firms benefit from social listening?





Key benefits of social listening

Discover new product ideas or enhancement

Identify your fans and haters

Identify your strengths and weaknesses

Help you manage brand reputation

Watch the competition

Find new leads (unhappy customers of a competitor)

Set strategic benchmark by industry standard





Monitoring Brand Mentions



Google Alert

Alerts

Monitor the web for interesting new content

🔍 HKU



This will create an email alert for xittheory@gmail.com.

Create Alert

Show options ▼

Alert preview

NEWS

Editorial: **HKU** head should be revoked honorary title for suppressing students | Apple Daily Taiwan

蘋果日報

Zhang suppressed **HKU** Students' Union. Zhang Xiang, a Chinese-born American, is an internationally renowned expert in materials science. His great ...

Hong Kong researchers say hepatitis C drug can prevent coronavirus from replicating, might help ...


South China Morning Post



... and overseas laboratories, led by two professors from Chinese University (CUHK) and the University of Hong Kong (**HKU**) has begun animal trials.


TweetDeck

<https://www.youtube.com/watch?v=gnRUsQVtxas>


Q HKU marketing


**HKU Business School — MB...** Apr 20
Industry-focused alumni panel:
[#Industryinsights](#) &
[#careerdevelopment](#) in [#marketing](#).
Our alumni shared their personal
development stories and
[#opportunities](#) within the marketing
industry. [#socialmediamarketing](#)
[#eCommerce](#) [#hkuMBA](#) [#alumni](#)
[#students](#)




**Štefan Auer** @stefanauer_hku Mar 4
"As universities were forced to
compete with each other for funds
and students ... university managers
put teaching faculties through
restructure after restructure to reduce
their costs, diverting teaching
revenue to fund research, executive

Q "Digital marketing"


**Pigtail Pundits** @pigtailp now
The latest The digital marketing Daily!
paper.li/e-1595338728?p...
[#digitalmarketing](#) [#marketing](#)


**Gabriele Carboni | Top5 Market...** 8s
[@FelthamLuke](#) I have created this
tool as a community give back. A
contribution to the marketers
entrepreneurs and managers sharing
with me the path so far. This canvas
simplifies the fundamental of a digital
marketing strategy:
visualcommunicationplanner.com


**Digital Sukesh (Digital Market...** 20s
Digital Marketing Tips & Techniques
If you want to grow your business via
Digital Marketing
📞 Book a FREE DISCOVERY Call
Contact us - 9773402069
[#digitalmarketing](#)
[#digitalmarketingagency](#)
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Q "HKU Business"

Filter your search for better results

**HKU Business School — MBA ...** 5d
Are you ready to achieve the 3 career
changes? Hear from our alumni
about their experience. Sign up for
our [#fulltimeMBA](#) [#webinar](#) on 11th
May to learn more: bit.ly/3nRDSsm
[#location](#) [#industry](#) [#function](#)
[#careerchanges](#) [#hkuMBA](#)
youtu.be/SdAZsSihipiM

**M7Admit** @m7admit 6d
Webinar | How To Nail Your MBA
Application—Insider Secrets From
HKU Business School snip.ly/cn8c31

**HKU Business School** @HKUFBE 6d
Please give a big round of applause
👏 to Pak Hin Cheung, our BEcon&Fin
Year 4 student for winning the team
championship in the "International
Business Agility Labs: Supply Chain

2%
strength

2:1
sentiment

66%
passion

14%
reach

6 hours avg. per mention

last mention 12 hours ago

21 unique authors

0 retweets

Sentiment

positive	<div></div>	7
neutral	<div></div>	63
negative	<div></div>	3

Top Keywords

building	<div></div>	27
knowles	<div></div>	27
11408195e	<div></div>	27
2216597n	<div></div>	27

Mentions about HKU

Sort By: Results:

Results 1 - 15 of 73 mentions.

Is weiboscope down?

Weiboscope (<https://weiboscope.jmsc.hku.hk/wsr/>) is not updating since 19.04.2021. Is it down? submitted by /u/hwss28 to r/China [link] [comments] https://www.reddit.com/r/China/comments/n92yh8/is_weiboscope_down/ 12 hours ago - by /u/hwss28 on [reddit](#)

HKU 361W Finningley 17-9-83 (1262)

HKU 361W Leon of Finningley Leyland Fleetline Alexander at Finningley 17-9-83. This bus still exists in a yard by Blaxton railway crossing which is not very far from... www.flickr.com/photos/34194390@N02/51169640061/ 15 hours ago - by [marktriumphman](#) on [flickr](#)



expectations on hearing back?

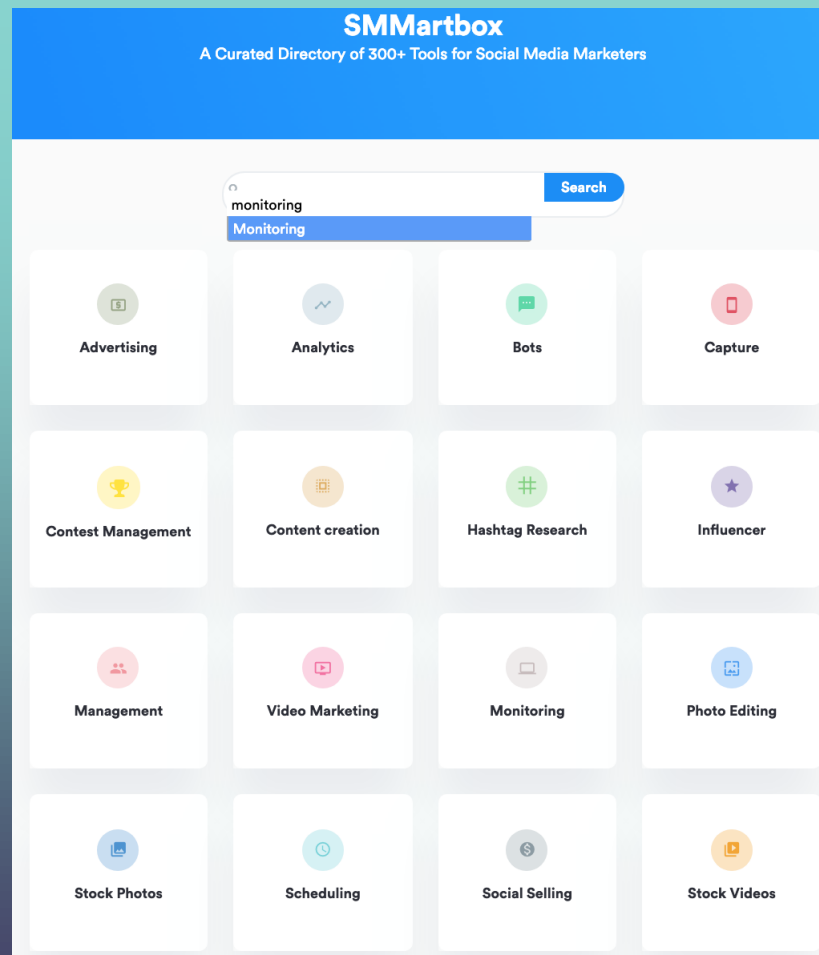
I applied for first year admissions at HKU in late March and just had a group interview this past week. They should be getting my SAT report very soon as well. I am ... https://www.reddit.com/r/HKUniversity/comments/n8vsud/expectations_on_hearing_back/ 20 hours ago - by /u/LstfWr on [reddit](#)

1

M0BYeG0LmYUIGP037WwcuEbhIP0eQUh0chhU0h0iPz7iP0eQUh0TM0e10P0hW1e0iA10P0

Socialmention

More social media tools (both free & paid) can be found:
<https://smmartbox.iconosquare.com/>





Watching the Competition



● **toyota**
Search term

● **Tesla**
Search term

+ Add comparison

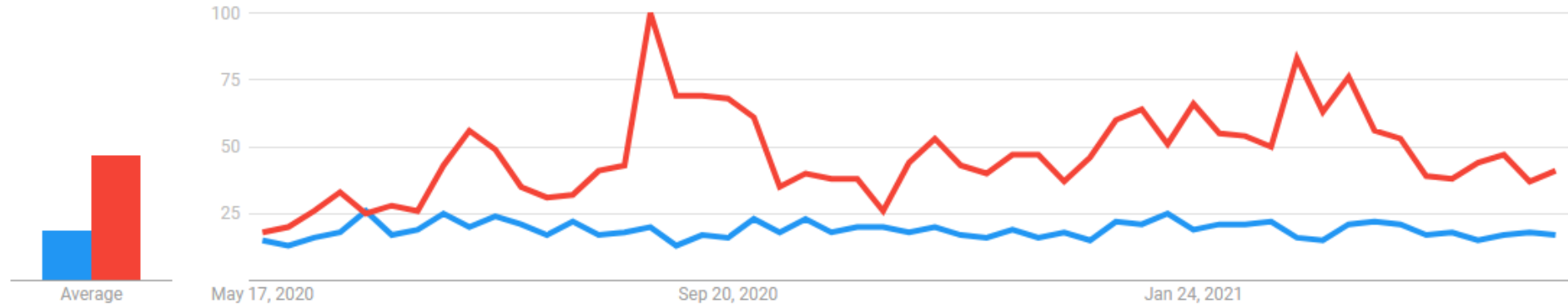
Hong Kong ▼

Past 12 months ▼

All categories ▼

Web Search ▼

Interest over time ?



Compare with your competitor on [Google Trends](#)

Honda
@Honda



Analyzing tweets from
Apr 27 - May 11, 2021



Tesla
@Tesla

1.06M
FOLLOWERS

1
TWEETS PER DAY

579

ENGAGEMENT PER TWEET ⓘ

vs



46.0k

ENGAGEMENT PER TWEET ⓘ

9.46M
FOLLOWERS

0.14
TWEETS PER DAY

Key Insights



Tesla takes the trophy for receiving 79x more engagement per tweet than **Honda**.



Tesla wins the day with 9x as many followers and higher engagement — **Honda** has their work cut out for them.



Crushing it! **Tesla** received 46x more retweets per tweet than **Honda**, which explains how they're leading the pack in tweet engagement.

Head-to-head comparison



In Class Activity

Identify a major competitor of the firm/brand you chose for the group project.

Go to <https://www.rivaliq.com/free-social-media-analytics/>

Do a head-to-head comparison on either Twitter, Instagram, or Facebook

Share what you find interesting



Case Study

MARKETING SCIENCE

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Mine Your Own Business: Market-Structure Surveillance Through Text Mining

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Netzer et al. 2012

Mined textual data from online forums about cars.

Investigated co-occurrences of brands-attributes in the chatter, to derive market structure.

Also looked at drivers of co-mentions of different brands.

Basic text-mining approach:

- 1. Download data.**
- 2. Clean data and remove non-textual information.**
- 3. Extract information about products and attributes.**
- 4. Categorize text into units like threads, messages, and sentences.**
- 5. Identify semantic relationships, such as co-occurrences.**

Netzer et al. 2012

This study focused on Sedan car models.

The data are collected from a Sedan car forum Edmunds.com



CarType: 2- Acura TL

MsgNumber: 2479

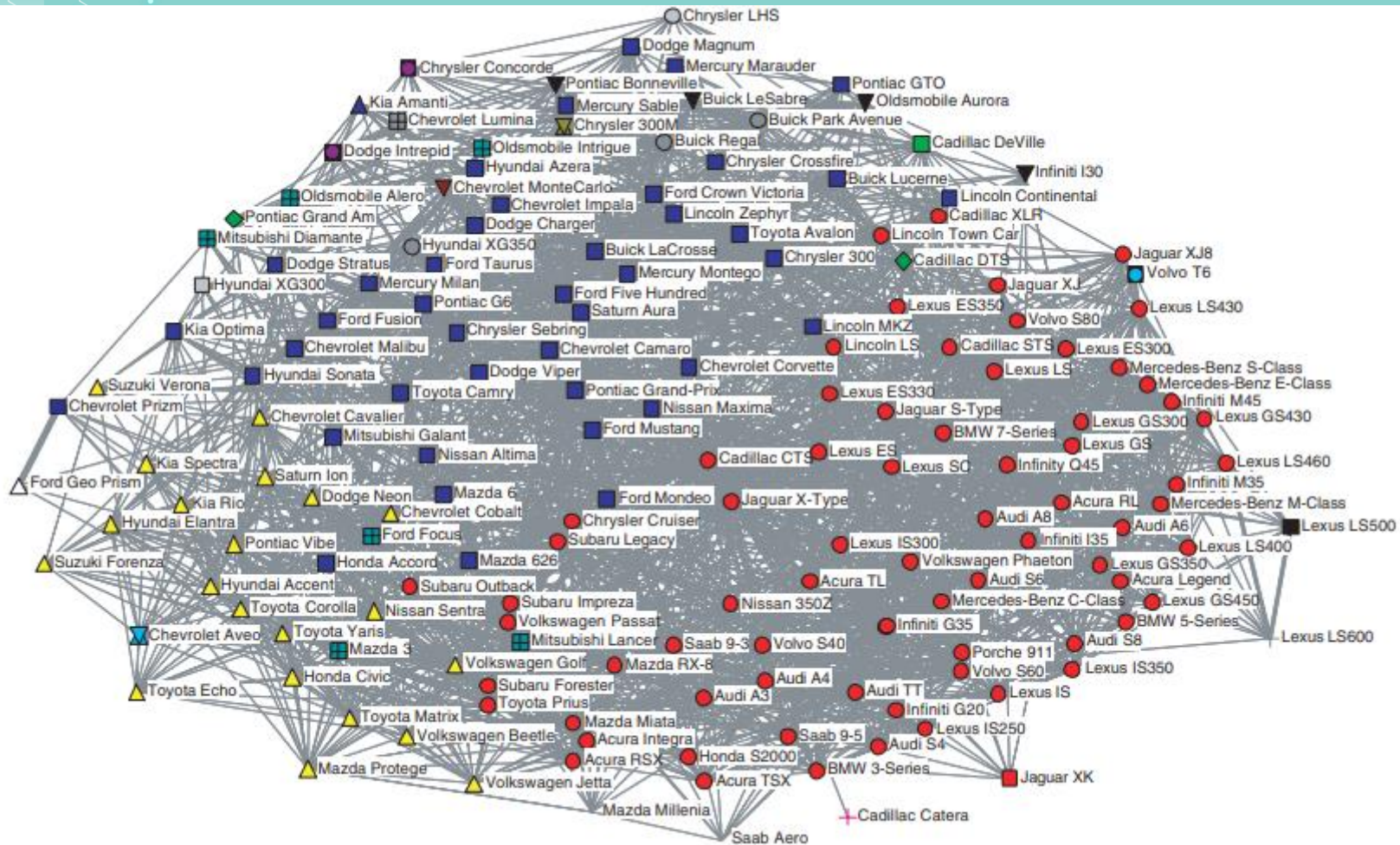
MsgTitle: r34

MsgAuthor: r34

MsgDate: Jun 24, 2004 (11:38 am)

MsgRepliesTo:


That's strange. I heard many people complaint[sic] about the Honda paint. I owned a 1995 Nissan Altima before and its paint was much better than my neighbour's Accord (1998+ model). I found the Altima interior was quiet [sic] good at that time (not as strange as today's).





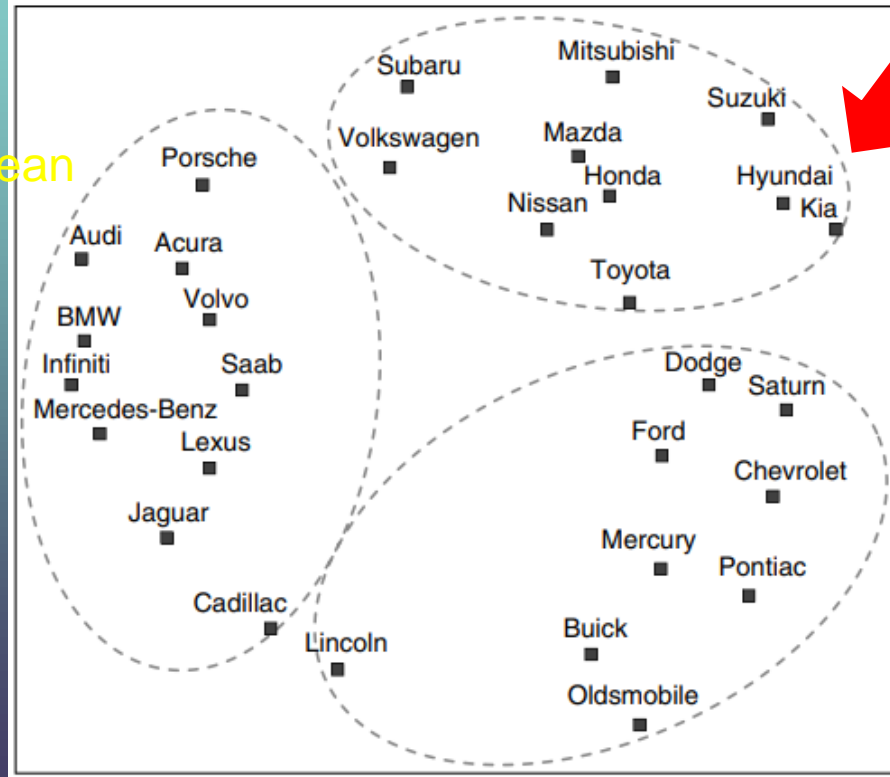
Netzer et al. 2012

Clustering analysis: Using a clustering algorithms, we can classify the sedan models into different clusters. clusters are defined by groups of nodes that are densely connected within the cluster and less densely connected across clusters.



Netzer et al. 2012

Mainstream Japanese brands



High-end luxury European and Japanese brands


Most US brands here

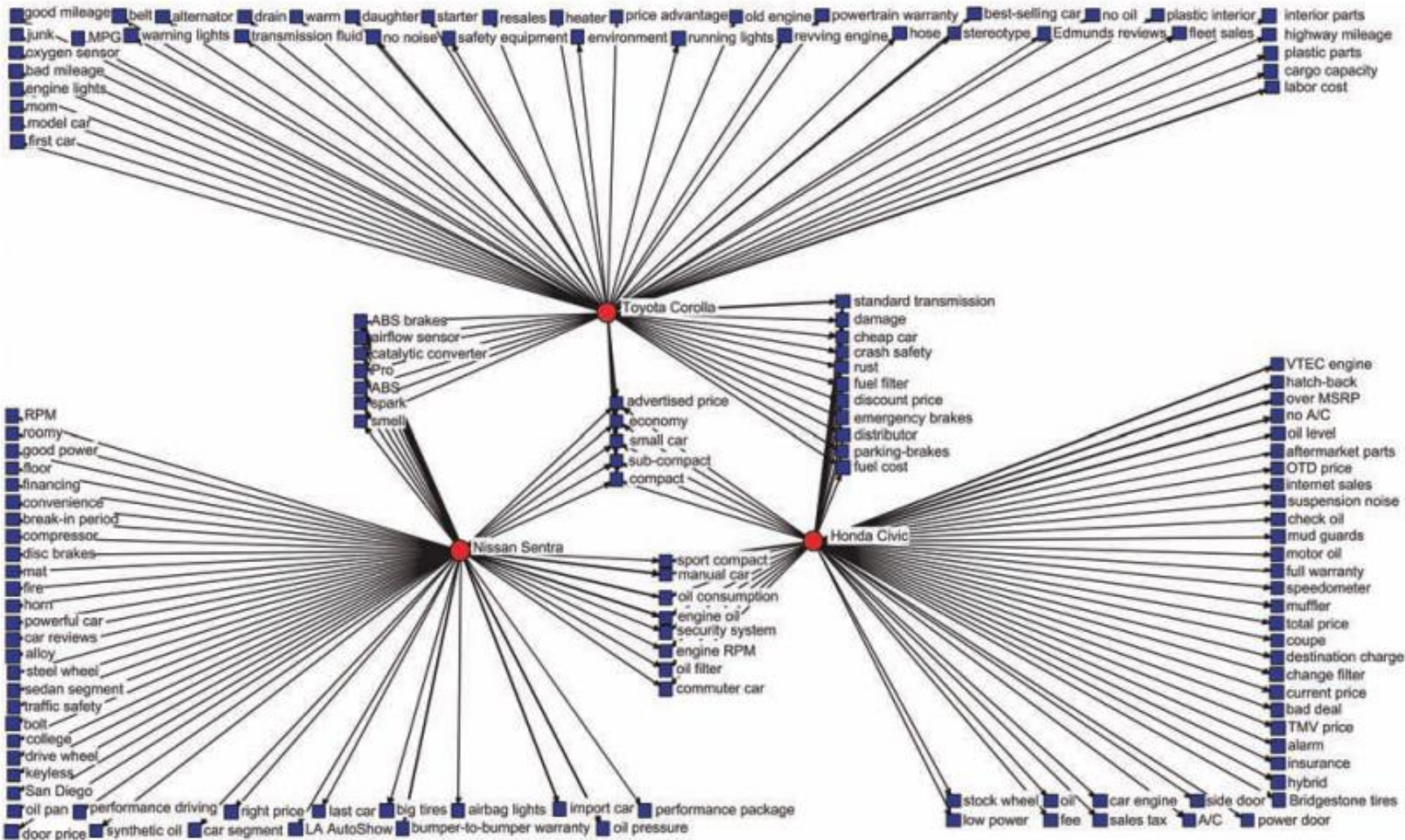


Netzer et al. 2012

“Zooming In” on the Discussion.

Thus far, we have analyzed the co-occurrence of car models with one another in the forum. However, one of the most promising aspects of the text-mining methodology is the opportunity to quantify what consumers wrote about each of the cars. This type of analysis allows us to drill one level deeper into consumers' discussions.




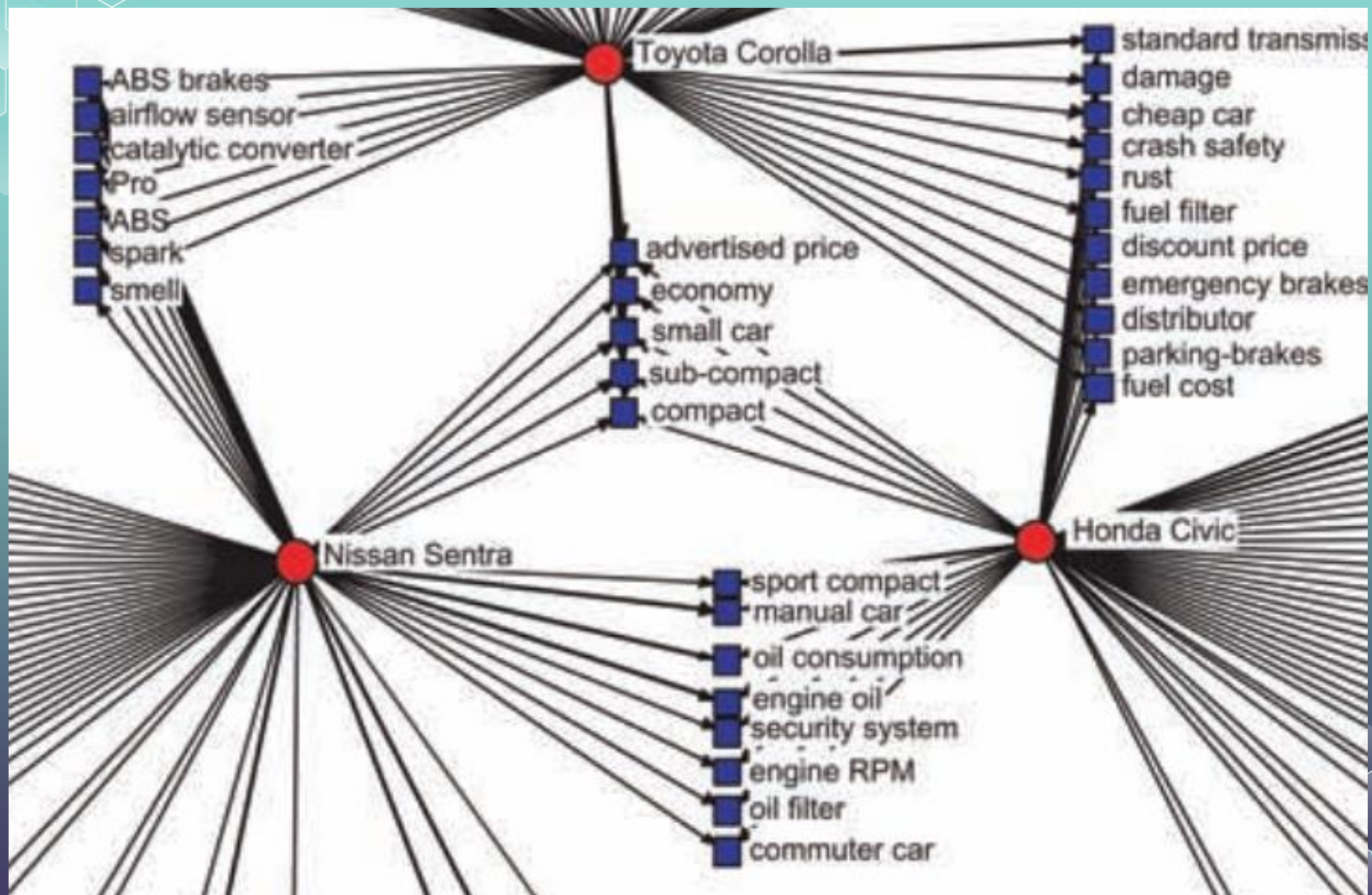


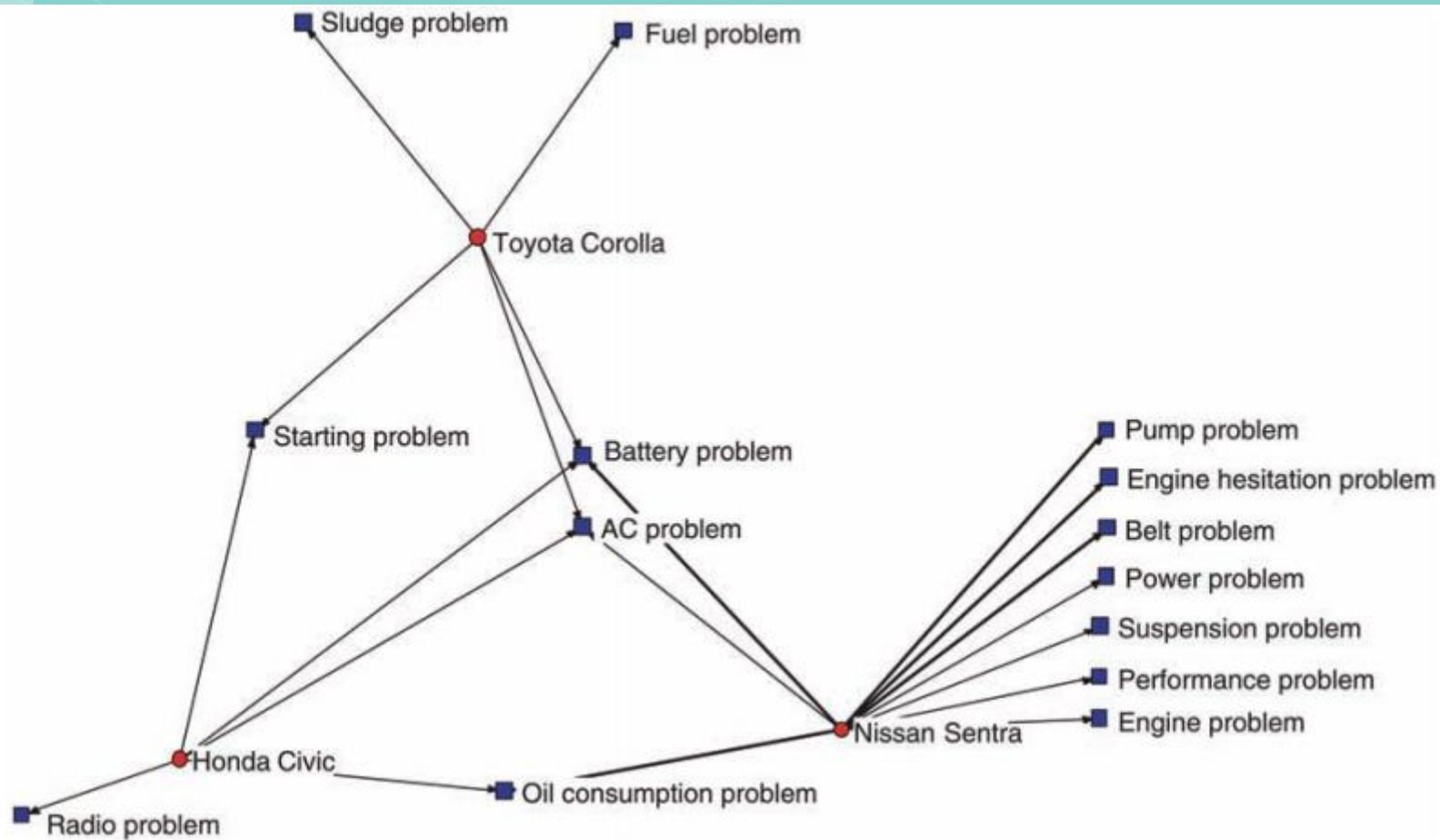


Netzer et al. 2012

Terms mentioned commonly with all three cars often describe the cars' category; Only Nissan and Honda are described sporty compact. Another interesting term associated with Nissan alone is college, which possibly suggests that Sentra is perceived as a college car.









Understand Brand Perceptions from Social Images



Case Study



<http://pubsonline.informs.org/journal/mksc>

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Visual Listening In: Extracting Brand Image Portrayed on Social Media

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^a Leeds School of Business, University of Colorado, Boulder, Colorado 80309; ^b New Economics School, Moscow 121353, Russia;

^c Foster School of Business, University of Washington, Seattle, Washington 98195

Liu et al. 2020

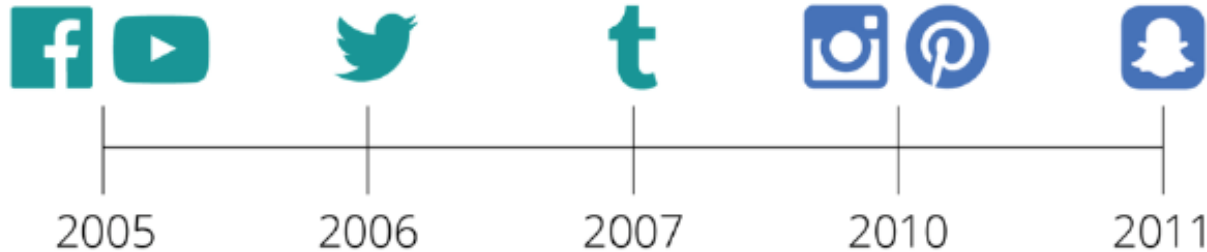
Images are close to surpassing text as the medium of choice for online conversations. They convey rich information about the consumption experience, attitudes, and feelings of the user. This study proposes a “visual listening in” approach (i.e., mining visual content posted by users) to measure how brands are portrayed on social media.



Photos are new online conversation

Image-based social media platforms are on the rise

- E.g., Instagram has 700 million monthly active users
- 95 million photos/videos uploaded daily¹



“How are brands portrayed along intangible brand attributes?”



#eddiebauer

→ ? rugged

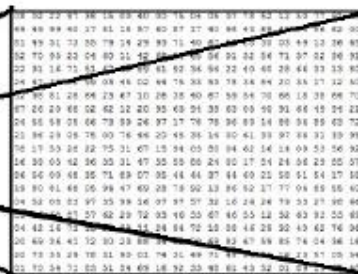
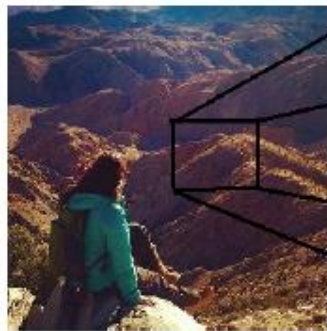


#prada

→ ? glamorous

Deeping Learning Algorithm is becoming useful

For example, for “rugged”

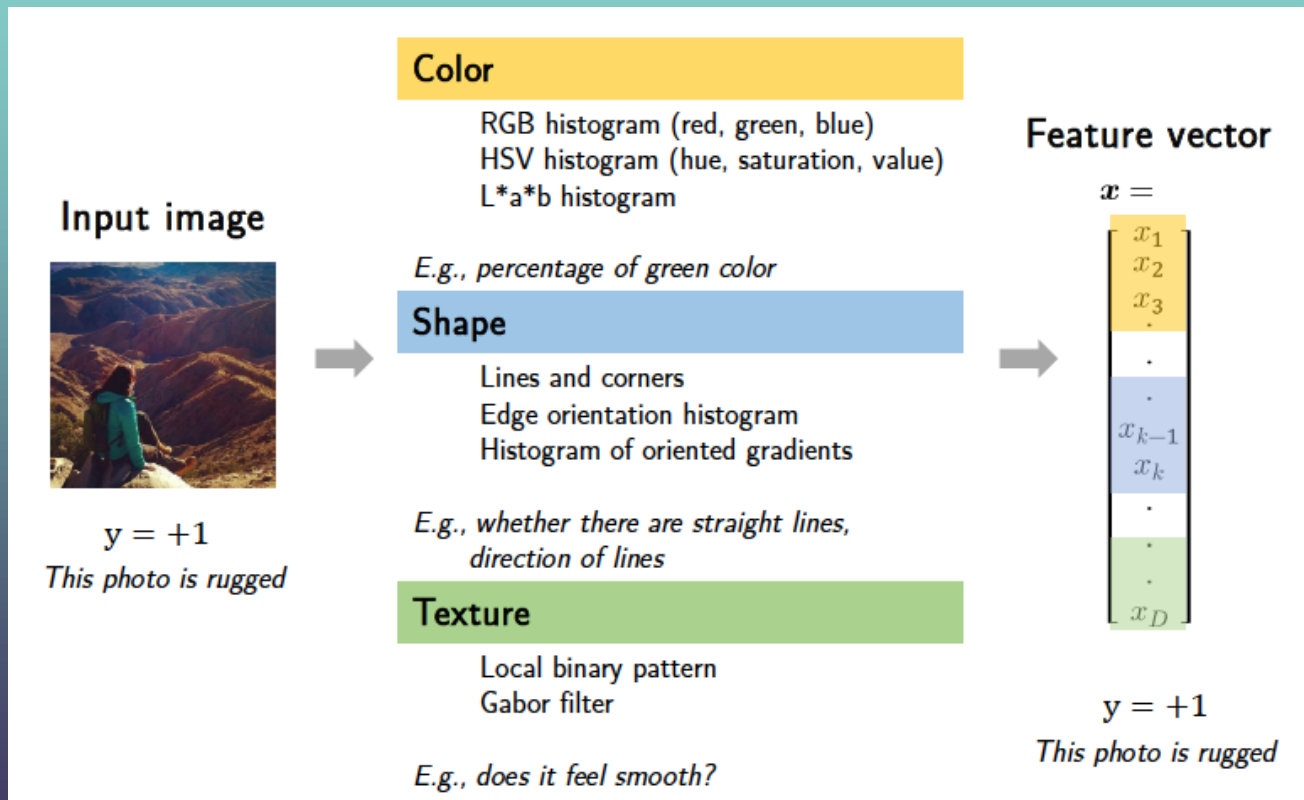


What the computer sees

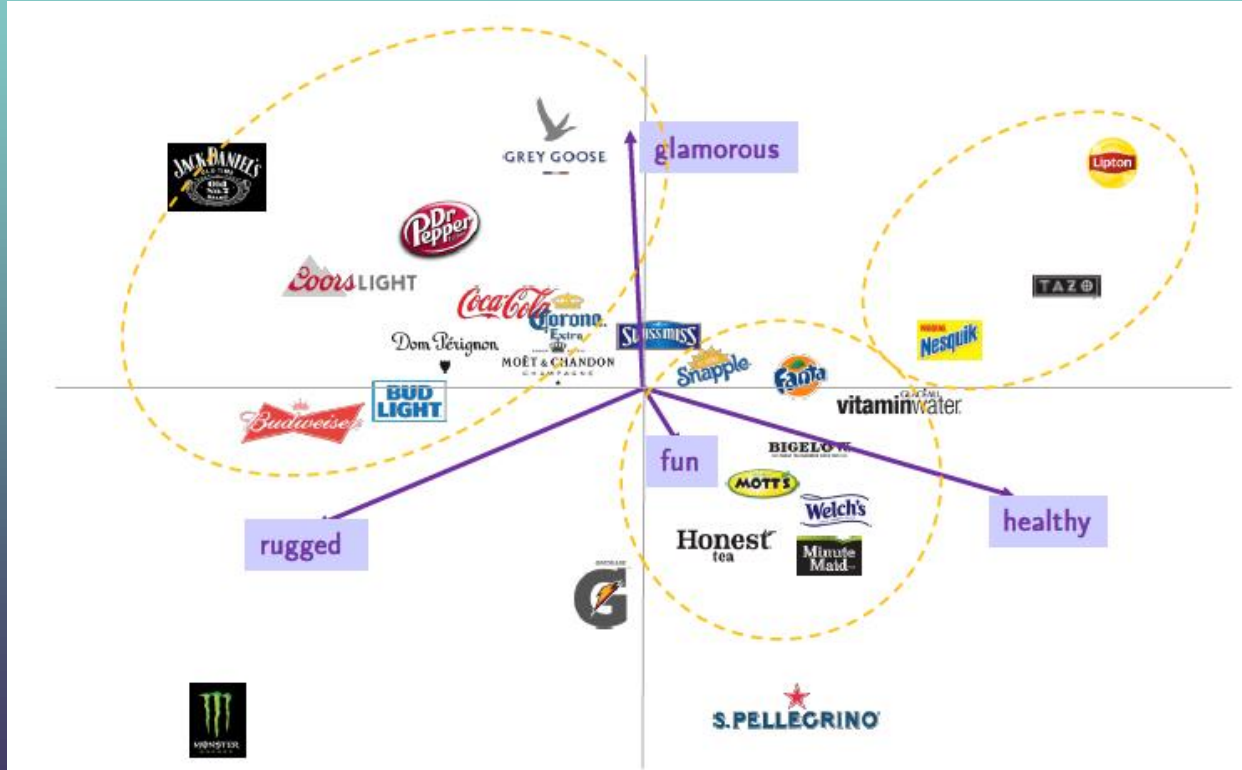
$F(x)$ → rugged

Very unstructured

Deeping Learning Algorithm is becoming useful

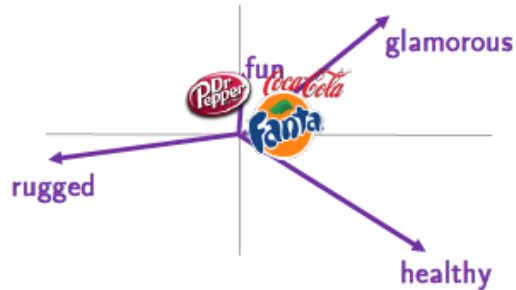


An application to beverages

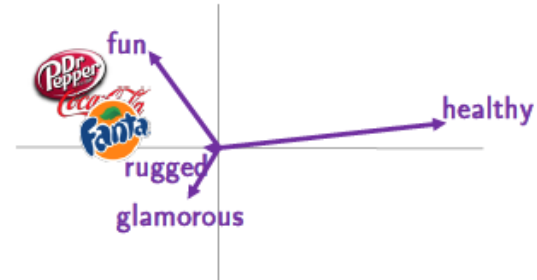


Identifying Gaps in Positioning

Firm photos



Brand perception survey



Consumer photos



Image Analysis using Brandwatch






Takeaways

Social media isn't just for amplification. It's also an incredible listening device.

Social listening can help you identify competitors and key attributes across brands as revealed by text mining of online forums.

Fueled by big data, advances in machine learning and AI, marketers are able to go beyond listening to textual information as image & video analyses become feasible.





Social Network: Amplifying





Amplifying

How to leverage influencer marketing?

Study: Which agents should be targeted to generate word-of-mouth?

User-generated content

Study: economic impact in movie industry

Sentiment analysis





Influencer & UGC can take your social strategy to the next level

92% of people trust recommendations from individuals (even if they don't know them) over brands. (Nielsen 2010)

47% of online customers use ad block technology. The way to reach them is to provide content they want from people they trust. (Reuters Institute 2018)

51% of marketers believe they get better customers from influencer marketing. That's because the relationship began with trust in the influencer. (Tomoson 2015)

On average, businesses make \$6.50 for every dollar invested in influencer marketing. (Tomoson 2015)

37% better retention is reported for customer acquired through word-of-mouth advertising. (Forbes 2014)

Word of mouth generates 2 times the sales of paid advertising. (McKinsey 2010)



Influencer marketing is about building trust

Who are influencers: someone whose opinions are trusted by those that follow them

Could be a celebrity, a blogger, a sport personality, even a pet or fictional character (e.g., Kellogg's Tony the Tiger)!

Influencer marketing: when brands utilize influencers to promote their product



Back to 1890



The Davis Milling Company was one of the first companies - if not THE first company - to introduce an influencer into their marketing efforts. This influencer was called Aunt Jemima, a jovial woman with a big grin who appeared on all their packaging and advertisements, even to this day.

To further personify their brand, they brought in Ms. Nancy Green to act as a real-life Aunt Jemima for the company. Ms. Green continued to play this role for over 30 years, until her death in 1923. There have since been a string of different women hired to portray the now well-loved character, with the last making appearances as late as the 1960's.



Types of Influencers

Celebrity influencers

- Need to go through agencies, length contracts, and strict rules
- Care more about \$, also expensive

Industry influencers


- People with celebrity status within a specific industry
- Care about ways to build their own influence as well as \$

Micro influencers

- Everyday people with large and passionate audiences
- Relatively cheap to work with
- Can be found through influencer network

Local influencers

- Local news anchor, local band, local sports figure, etc.
- High chance to be free





How influencers are paid

Commission

Upfront fee

Gift card

Per click

Cost per engagement

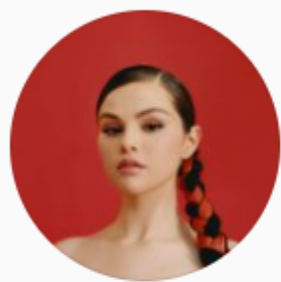
Invitations to events



Social Media Influencer Cost to Advertise on Instagram:

- 2,000 to 10,000 Instagram followers: *\$75 to \$250 per post*
- 10,000 to 50,000 Instagram followers: *\$250 to \$500 per post*
- 50,000 to 100,000 Instagram followers: *\$500 to \$1,000 per post*
- 100,000 to 500,000 Instagram followers: *\$1,000 to \$3,000 per post*
- 500,000+ Instagram followers: *\$3,000+ per post*

[Selena Gomez](#) is said to be the highest paid Instagram influencer with 122 million followers on her Instagram account. Her Instagram sponsored posts cost brands \$550,000 per post!



selenagomez ✓

Follow



1,736 posts

227m followers

172 following

Selena Gomez

Musician/Band

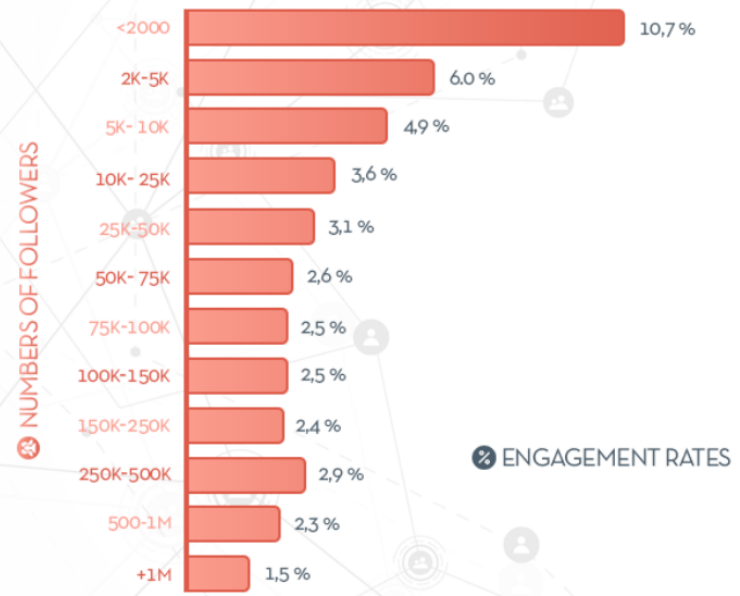
By grace, through faith.

Founder [@rarebeauty](#)

linktr.ee/selenagomez

INSTAGRAM INFLUENCER AVERAGEENGAGEMENT RATES BY FOLLOWERS

💡 Influencers with smaller followings have higher engagement rates.

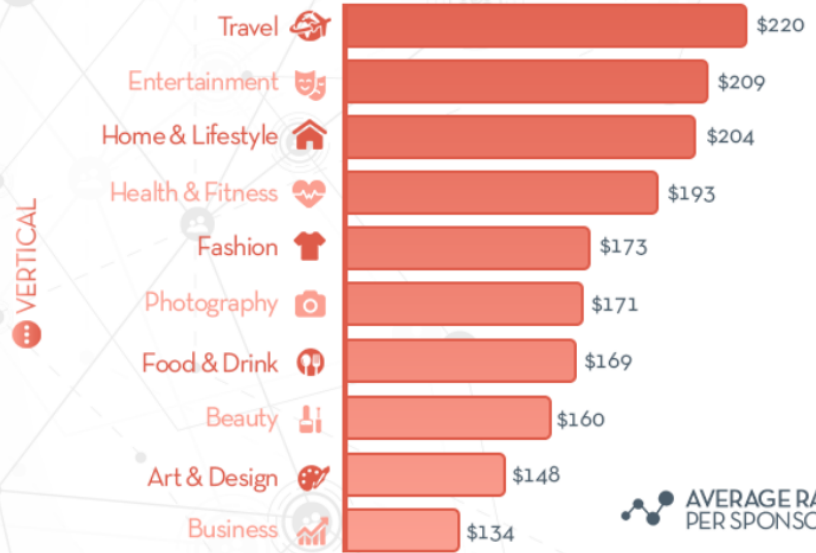


Source: influencer.co's Influencer Rate and Engagement Report



AVERAGE RATE PER INSTAGRAMSPONSORED POST BY INFLUENCER VERTICAL

💡 Travel, entertainment, and home/lifestyle influencers have the highest sponsored post rates.




AVERAGE RATE PER SPONSORED POST

Source: influencer.co's Influencer Rate and Engagement Report






Instagram Influencer Earnings Calculator

The tools below are not official Instagram tools and not in any way associated or endorsed by Instagram. This tool was developed to provide earning potential guidelines to influencers.

Enter your Instagram Username



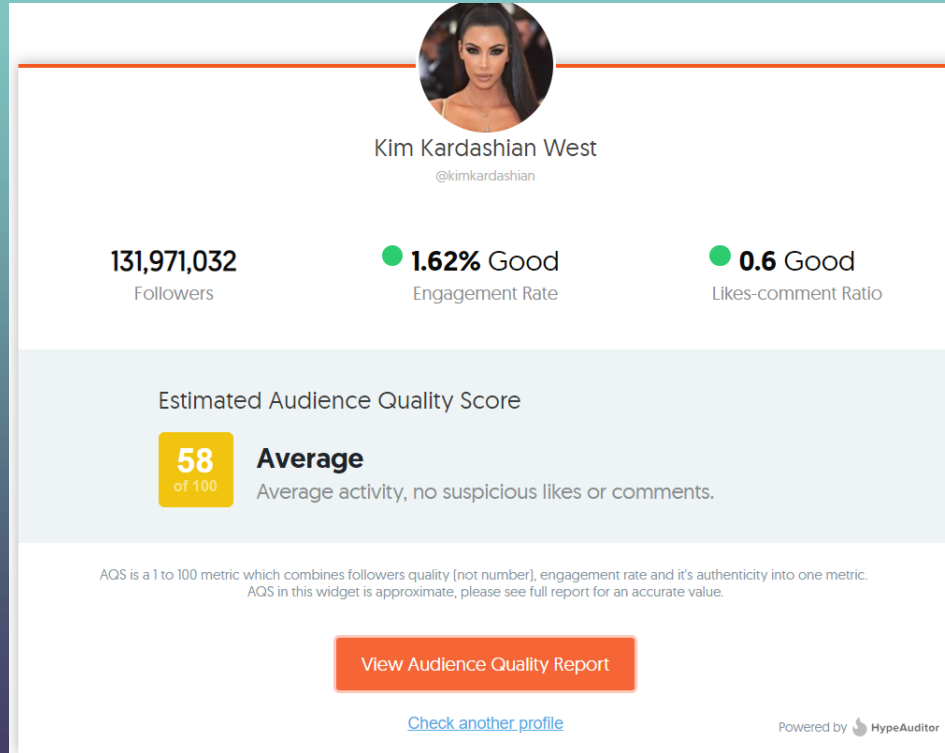
See Full Audience Demographic

<div>Followers</div> <div></div> <div>131,992,734</div>	<div>Likes</div> <div></div> <div>25,204,255</div>	<div></div> <div>Visit Profile</div>
<div>Posts</div> <div></div> <div>4,769</div>	<div>Comments</div> <div></div> <div>167,904</div>	<div>Estimated Earnings Per Post</div> <div>\$261,841 - \$436,401</div>
		<div>Engagement Rate</div> <div>1.60%</div>

** This estimate is based on your 12 most recent posts*

<https://influencermarketinghub.com/instagram-money-calculator/#toc-0>

Check extent of fake followers





How can influencers work with your brand?

- Share brand content you've created
 - Share brand content they've created
 - Sponsored posts that feature the influencer
 - Contests/competitions
 - Live streaming events with face-to-face contact with influencer
 - Get a testimonial from the influencer
 - Interview influencers and include their commentary or quotes
- 

Influencer Networks

—revfluence—

HYPETAP



LINQIA

VIRAL
NATION



FANBASE

MAVRCK 

 tapinfluence

 Upfluence



SOCIALYTE

insta 



Firm generated online WOM



Harnessing online WOM

If WOM has awareness generation properties, shouldn't marketers focus on planting the WOM seed and initializing online discussions/mentions?



Example: NBC

In September 2005, NBC launched the second season of its reality show about weight loss, *The Biggest Loser*.

In preparation for the new season, NBC ran ads in early August asking viewers to fill out a survey at a website. Out of all the applicants, 1,000 “biggest” fans were chosen to throw parties during an advanced screening of the show’s premiere. The hope was that this, along with the resulting word of mouth (WOM), would generate interest in the show (O’Malley 2005).



Example: POX

Hasbro in 2001 launched a new handheld video game called POX. To do so, they ran surveys in Chicago area elementary schools to find the “coolest” kids in each school. Once 1,600 kids were chosen, they were each armed with a backpack filled with samples of the game to be handed out to their friends





User Generated Content Fuel of Online WOM



Types of WOM

Offline:

- face to face
- phone

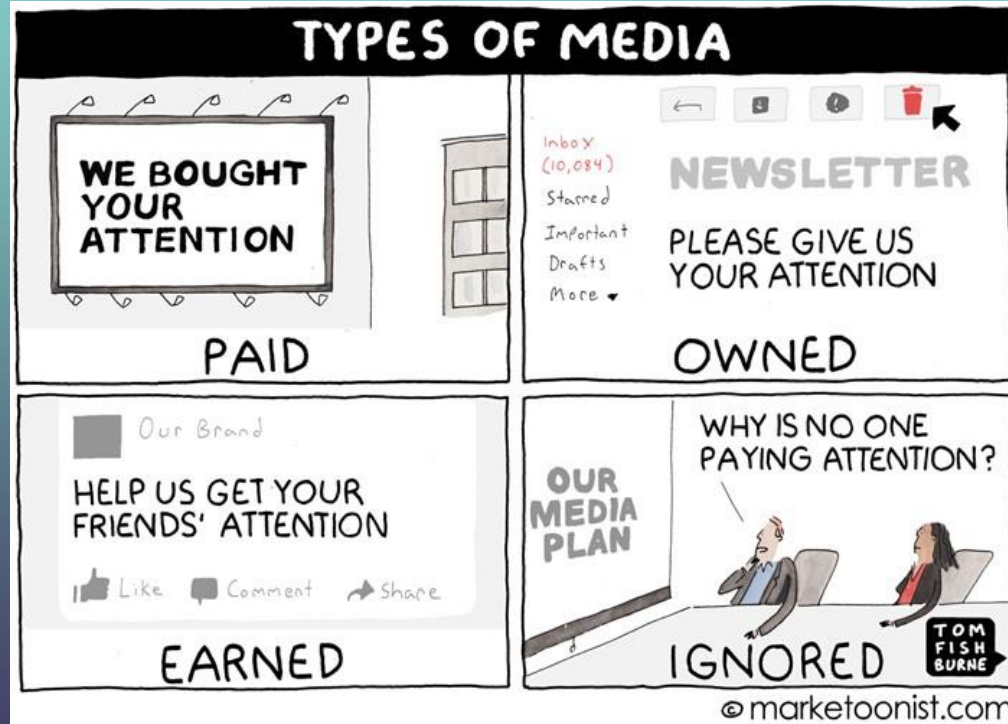
Online:

- email
- blog/tweet
- posting on website/social network
- reviewer comments
- tagging (like, etc.)
- Votes (thumbs up or down)



Larger Reach

UGC is a type of earned media





Does UGC/WOM really matter?



Case Study

Whose and what chatter matters? The effect of tweets on movie sales[☆]

Huaxia Rui ^{a,b,*,1}, Yizao Liu ^b, Andrew Whinston ^c

^a *University of Rochester, Simon School of Business, United States*

^b *University of Connecticut, Department of Agricultural and Resource Economics, United States*

^c *University of Texas at Austin, McCombs School of Business and Department of Economics, United States*

Overview

Idea: Examine how Twitter online WOM affects movie sales.

Two effects, a direct effect and an indirect effect

Direct



WOM authors more likely than average to consume

Indirect



WOM authors generate greater awareness

Twitter patterns: What chatter matters

Pre-consumption

**I plan to
watch Spider-
Man**

Post-consumption

**I watched
Spider-Man**

Twitter patterns

Pre-consumption

Direct

Indirect

Post-consumption

Indirect



Data


Movie revenues from BoxOfficeMojo.com for movies released between June 2009 and Feb 2010.

Tweets directly from Twitter.

Over 4 million tweets mentioning the 63 movies.

For each tweet, observe content, time posted, and number of followers author has.

Use computer program to automatically identify intention tweets.



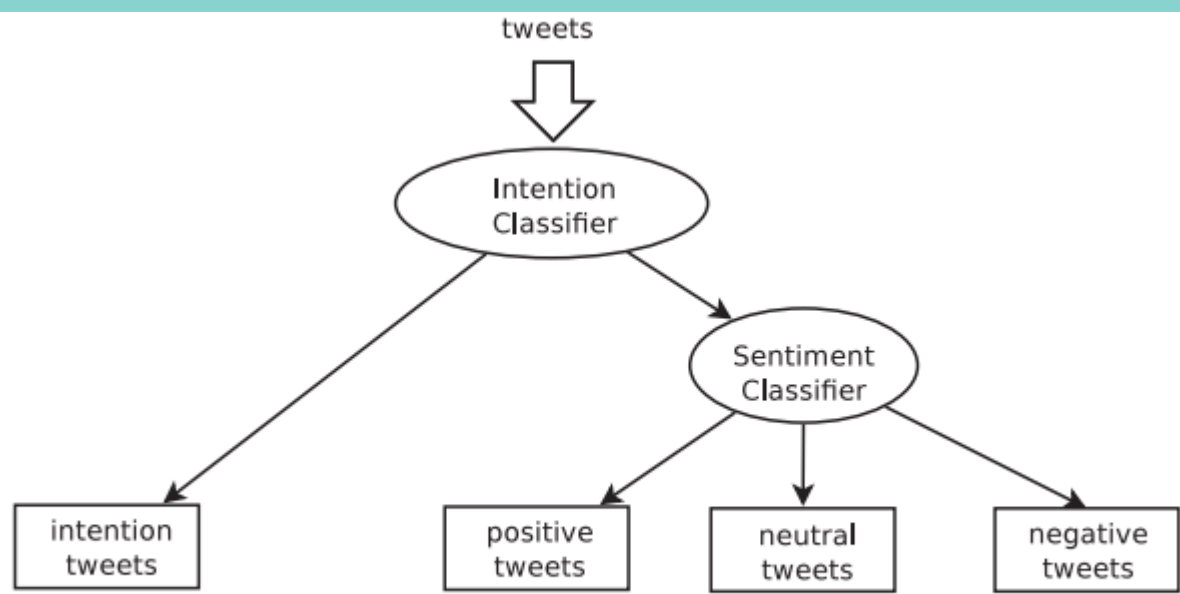


Fig. 1. Tweet classification.

“Wow! I wanna see the lovely bones!!”
“DAMN IT!!! Didn't make it... Sold out
tickets for Avatar!!!”

Regression Model

$$\begin{aligned} \text{Revenue}_{it} = & \alpha \text{Revenue}_{i,t-1} + \beta_1 \text{Total tweets}_{i,t-1} \\ & + \beta_2 \text{Type-2 tweets ratio}_{i,t-1} \\ & + \beta_3 \text{Intention tweets ratio}_{i,t-1} \\ & + \beta_4 \text{Positive tweets ratio}_{i,t-1} \\ & + \beta_5 \text{Negative tweets ratio}_{i,t-1} + \eta_i + \nu_{it} \end{aligned}$$

Revenue	Movie gross box office revenue from Friday to next Thursday
Total tweets	Total number of tweets mentioning the name of the movie i from Friday to next Thursday
Type-1 tweets	Total number of tweets with followers less than 400 (fewer audiences) from Friday to next Thursday
Type-2 tweets	Total number of tweets with followers more than 400 (more audiences) from Friday to next Thursday
Type-2 tweets ratio	Ratio of Type-2 tweets in a week
Intention tweets ratio (%)	Total number of tweets showing intention of seeing movie i from Friday to next Thursday
Positive tweets ratio (%)	Ratio of tweets with positive sentiment in a week
Negative tweets ratio (%)	Ratio of tweets with negative sentiment in a week

Regression Model

Variable	Estimate
Lag Revenue	0.30
Total tweets	5.34
Type-2 tweets ratio (%)	76,349
Intention tweets ratio (%)	157,905
Positive tweets ratio (%)	125,881
Negative tweets ratio (%)	- 137,451

Revenue	Movie gross box office revenue from Friday to next Thursday
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Regression Model

Variable	Estimate
Lag Revenue	0.30
Total tweets	5.34
Type-2 tweets ratio (%)	76,349
Intention tweets ratio (%)	157,905
Positive tweets ratio (%)	125,881
Negative tweets ratio (%)	- 137,451

1 tweet from the previous 7 days leads to a \$5.34 increase in movie revenue for the current week.

Regression Model

Variable	Estimate
Lag Revenue	0.30
Total tweets	5.34
Type-2 tweets ratio (%)	76,349
Intention tweets ratio (%)	157,905
Positive tweets ratio (%)	125,881
Negative tweets ratio (%)	- 137,451

1% increase of tweets with over 400 followers from the previous 7 days leads to a \$76,349 increase in movie revenue for the current week.

Regression Model

Variable	Estimate
Lag Revenue	0.30
Total tweets	5.34
Type-2 tweets ratio (%)	76,349
Intention tweets ratio (%)	157,905
Positive tweets ratio (%)	125,881
Negative tweets ratio (%)	- 137,451

Pre-consumption tweets are more helpful than post-consumption tweets in generating movie sales.

Regression Model

Variable	Estimate
Lag Revenue	0.30
Total tweets	5.34
Type-2 tweets ratio (%)	76,349
Intention tweets ratio (%)	157,905
Positive tweets ratio (%)	125,881
Negative tweets ratio (%)	- 137,451

Positive tweets help movie sales while negative tweets hurt movie sales. Moreover, the downside of a negative tweet is more than the benefit of a positive tweet.