



# Social Media Marketing

# What is Social Media Marketing (SMM)?

Social media marketing facilitates a two-way stream of communication between brands and consumers.

In the past, two-way streams of communication were limited to sales force, customer service call centers, & in-store interactions.

But social media interactions are on public record.



**Engaging**



**Listening**

**Pool: Which social media platforms do you use?**

# Get started with Social Media





What are you trying  
to accomplish?

'Social Media'  
is not a goal  
in itself!

# Step 2: Formulate guidelines for social media policy (lifeguard mode)



# Employees could cause damage



In 2015, the Houston Rockets fired their social media manager for tweeting an inappropriate message to the Dallas Mavericks during one of their games. (The horse emoji represents the Mavericks' mascot).

# Bad news often comes unexpectedly

Alyssa Milano

@Alyssa\_Milano

Follow

A moment can create a movement. This is our moment. This is our movement. [#MeToo](#)

Kyle Griffin @kylegriffin1

In the last 24 hours, the hashtag #MeToo has been tweeted nearly half a million times.  
CC @Alyssa\_Milano [theatlantic.com/entertainment/...](http://theatlantic.com/entertainment/)

2:42 PM - 16 Oct 2017

508 Retweets 1,723 Likes

139 508 1.7K

# Role of Social Media Policies & Training

Social media policies & employees training will help:

Outlines how an organization and its employees should conduct themselves on social media

Mitigate certain risks:

Inappropriate post that leads to PR crisis; Slow/no crisis response; Leaks of confidential information; Providing too much info to competitors

# Key components of social media policies

Who can speak for your company

Addressing customer complaints

PR inquiries

Stock and investor relations

Copyright infringement

Do's and don'ts for personal contact

How to address conflict situations

Outline what information employees can share, the privacy risks and the compliance rules

# Sample guidelines: Coca-Cola

Get in-house Social Media Certification

Fully disclose affiliation with company

Keep records

When in doubt, don't post

Don't plagiarize

Be responsible

Be aware that posts may be permanent, and spread worldwide



# Sample guidelines: Volvo

Be personal without getting private  
Be open, link, and refer to other blog  
comments  
Do not reveal business secrets  
Treat competitors with respect  
Do not comment on legal issues



# Sample guidelines: BBC

Reviewed by peer(s)

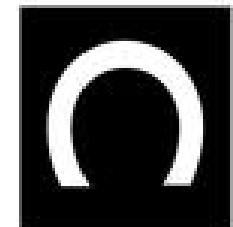
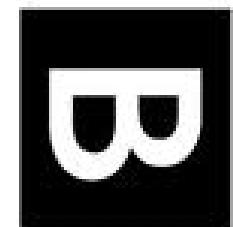
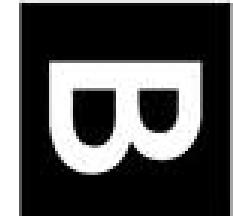
Think through editorial purpose

Login names and passwords

Store in secure location

Share with team members

Social media accounts should look and feel consistent



# What guidelines should have prevented

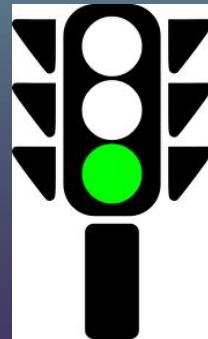


## Step 3: Best Practices

# Best Social Media Etiquettes

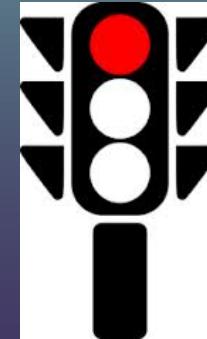
Dos:

- Message personalization
- Participate often
- Listen
- Give value



Don'ts:

- Sales spam
- Show impatience
- Pretend to be something you're not



# Example: Be Authentic & Transparent



**Eddie Okubo** Interesting design. I would get this car in a heartbeat. I may be the older crowd with my kids out of the house and still need some space and performance. Don't need anything big.

8 minutes ago · Report



**John Wilk** sounds like you are trying to save your job at Honda ?

6 minutes ago · Report



**Akitomo Sugawara** Maybe you like it Eddie because you're the MANAGER OF PRODUCT PLANNING at Honda (light trucks in particular)? Lol!

<http://www.linkedin.com/pub/eddie-okubo/14/8a3/4b4>

[http://www.trucktrend.com/features/consumer/163\\_0901\\_truck\\_trends\\_2009\\_power\\_list/photo\\_09.html](http://www.trucktrend.com/features/consumer/163_0901_truck_trends_2009_power_list/photo_09.html)  
about a minute ago · Report



Kylie Jenner

@KylieJenner

Follow

last night i had cereal with milk for the first time. life changing.

6:12 PM - 18 Sep 2018

29,929 Retweets 209,004 Likes



11K



30K



209K



Joseph Shepherd @JosephAShepherd · 19 Sep 2018

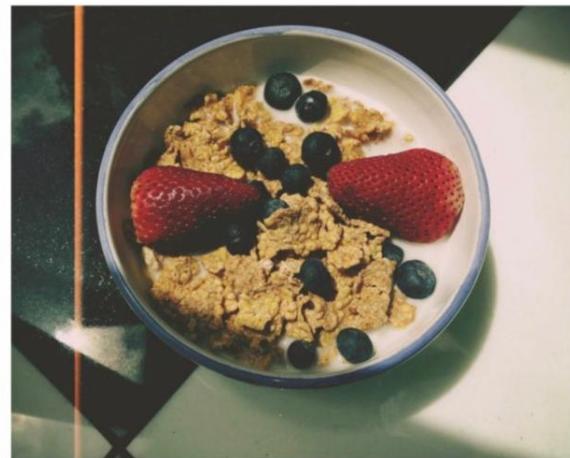
Replying to @KylieJenner

Girl you lying. You had cereal with milk on April 25, 2013 and posted it on Instagram.



kyliejenner

...



147

1.2K

6.4K

# Use social media to provide customer service

According to J.D. Power, 67% of consumers have used a company's social media channel for customer service.

And when they do, they expect a fast response. Research cited by Jay Baer tells us that 42% of consumers expect a response with 60 minutes.

# Don't rely too much on automation!

 **Ross Sheingold** @RossSheingold 9m  
It's funny that @AmericanAir is responding to every tweet coming their way. Especially when this happens: [yfrog.com/od71yxp](http://yfrog.com/od71yxp)

 Retweeted by Ian Schafer  
 Hide photo  Reply  Retweet  Favorite  More

 **AmericanAir** 1 hour  
@murphmarkd Thanks for your support! We look forward to a bright future as the #newAmerican. [bit.ly/ARRIVING](http://bit.ly/ARRIVING)

 **murphmarkd** 2 hours  
Congrats to @americanair and @usairways on creating the largest, shittiest airline in the world.

 YFrog Flag this media

6 RETWEETS	2 FAVORITES
------------	-------------



9:03 AM - 14 Feb 13 · Details



Ryan Michael Lazo @RMLazo13

2h

Nothing better than having a delayed flight. Sarcasm at it's finest. Please get me home soon, #jetBlue

[Details](#)



JetBlue Airways @JetBlue

1h

@RMLazo13 Please send us your flight number and we'll try to get an update for you.

[Details](#)



Ryan Michael Lazo

@RMLazo13



[Follow](#)

@JetBlue The flight No. Is 2201. I believe the plane is still in New York as we speak.

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

9:09 AM - 1 Jul 13

[Reply to @RMLazo13 @JetBlue](#)



JetBlue Airways  @JetBlue

1h

@RMLazo13 Your flight is currently scheduled to leave at 11 am. Hang in there. We'll have you on your way as soon as possible.

[Details](#)

[Home](#)[Moments](#)[Notifications](#)[Messages](#)

Search Twitter



Tweet

# Question or request?



We expect to reply within:

**17 min.**

Updated every 5 minutes

**Royal Dutch Airlines**

@KLM

Official global account of KLM. We are here 24/7 for service in 13 languages. Share personal details only in private messages! [#happytohelp](#)

Amsterdam, the Netherlands

TWEETS  
**732K**FOLLOWING  
**65.3K**FOLLOWERS  
**2.03M**LIKES  
**153**LISTS  
**1**[Follow](#)[Tweets](#)[Tweets & replies](#)[Photos & videos](#)

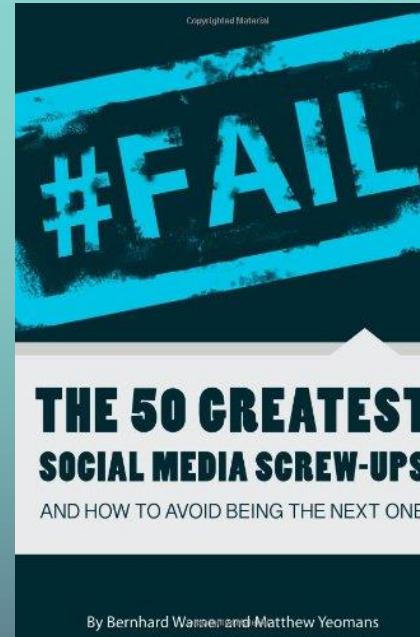
Pinned Tweet

**Royal Dutch Airlines** @KLM · Feb 18

Coming soon! #Layoverwithalocal

Who to follow · Refresh · View all

**Jones Angell** @JonesAngell[Follow](#)**Brian Barbour** @tarheelblog[Follow](#)



## Step 4: Avoid Common Mistakes

# Social Marketing Risks

Users are not looking for marketing messages

Messaging needs to be highly relevant or entertaining

High-maintenance

Advertisers need to dedicate time and resources to monitoring sites and conversations

(A)symmetry in social media

Symmetry: allows regular people to interact with powerful brands & public figures

Asymmetry: only the powerful (e.g. brands) bear the consequences for bad behavior

# (Loss of) Control

Social media marketing is scary!

Advertisers cannot control content

Open to user comments, criticisms, ridicule

Users don't want to be edited or controlled, will reject brands that do so

But, you are still the brand manager. You need to stay in control of what the brand/company says

Remember: Consumers talk about your brand *whether or not* you engage them

# Search “diet coke and mentos” on YouTube



# Know your audience!

#MyNYPD ↓

#AskJMP →

NYPD NEWS @NYPDnews 22 Apr  
Do you have a photo w/ a member of the NYPD? Tweet us & tag it #myNYPD. It may be featured on our Facebook.  
[pic.twitter.com/mE2c3oSmm6](http://pic.twitter.com/mE2c3oSmm6)

cassandra @CassandraRule  


How about featuring the 84yo man they b  
#myNYPD @NYPD  
[pic.twitter.com/31rj](http://pic.twitter.com/31rj)

4:08 PM - 22 Apr 2014



J.P. Morgan   
@jpmorgan

 Follow

\$JPM VC Jimmy Lee is taking over @JPMorgan on 11/14 at 1pm ET. Tweet Qs using #AskJPM &



Jimmy Hunter  
my10506

 Follow

number of Billions of Dollars in fines  
longer be profitable to run your  
enterprise? #askjpm

Nov 2013

110 RETWEETS 95 FAVORITES



Michael Rosenfeld  
@Rsnfld

 Follow

Rule #1: Don't engage the crowd when the crowd  
HATES you! #Social101 #socialmedia #FAIL  
#askJPM



Scott Widdifield  
@kalapanateacher

 Follow

Is it true you actually weigh less without a  
soul? #AskJPM

5:41 PM - 15 Nov 2013

5 RETWEETS 6 FAVORITES





# Question

What should do you when you have a social media crisis such as the United Airline crisis?

# Engaging Users

# Agenda

How can firms engage with the audience on social media?  
What type of contents should firms create?  
How frequently should firms engage?



# Social Media Contents: Basics

# Why do people consume contents on social media?

There are three main reasons why people use social media. They want to be:



**INFORMED**

**ENTERTAINED**

**CONNECTED**

# Content Type: Visual Images

Wistia  
January 29 at 12:07pm · [•](#)

Bad audio can ruin even the best video! Choose the right microphone for your environment – here's how.

Choosing a Microphone

Bad audio can ruin even the best video! Learn about a couple different kinds of external microphones and when to use them.

[WISTIA.COM](#)

Like Comment Share Buffer [▼](#)

8

Visual images usually consist of, but are not limited to, photos, infographics, animated gifs, and illustrations.

You can share more than a single photo in many cases. For example, on Facebook and Instagram, you can create galleries and use photo carousels. Twitter also allows for multiple photo uploads per post.

# Content Type: Animated Gifs

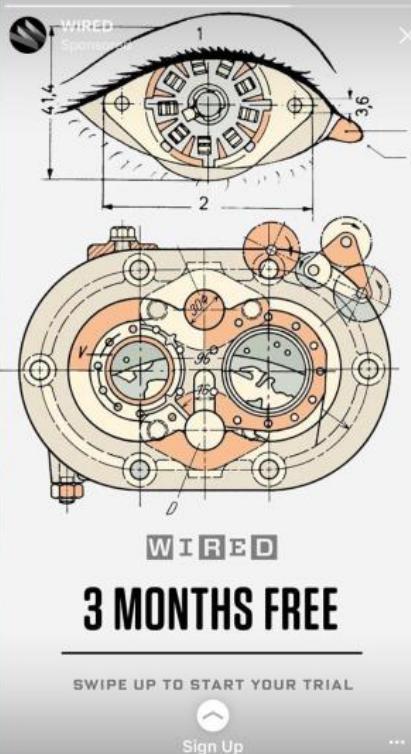


Sittercity, an online babysitter booking agency in the US, sent this cute GIF to their customers to emphasize how hard it is for parents to find a babysitter for their children.

They can also help you demonstrate complex concepts quickly and easily

You can make animated gifs in Photoshop or online at a variety sites, of which giphy.com is the most popular

# Content type: Stories



250,000,000 people a day view Instagram Stories! Source: Facebook 2017

# Content type: Quizzes, Surveys, and Polls

evernote   
@evernote

Following

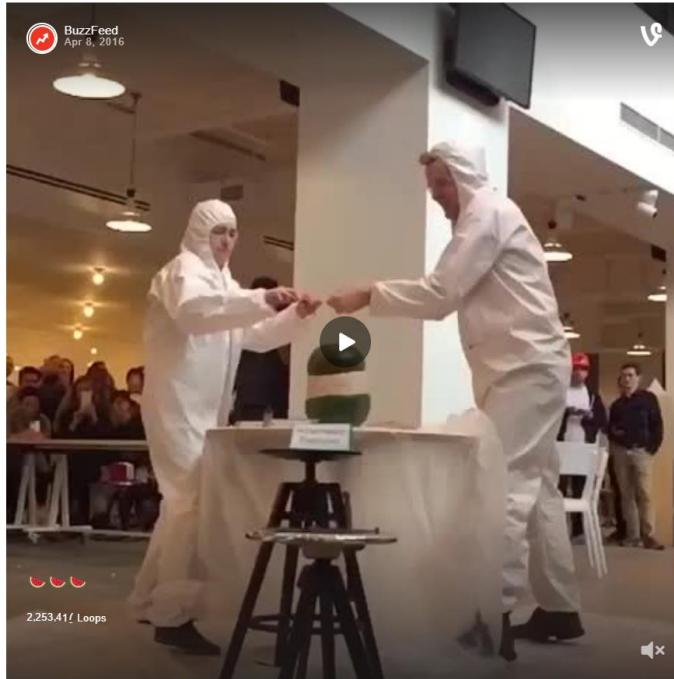
Alright, #EvernoteCommunity. It's the beginning of the work week. What's first on your agenda?

- Check email 
- Create the day's To-Dos 
- Exercise 
- Agenda?! 

[Vote](#) 182 votes • 23 hours left

# Content Type: Video & Live Video

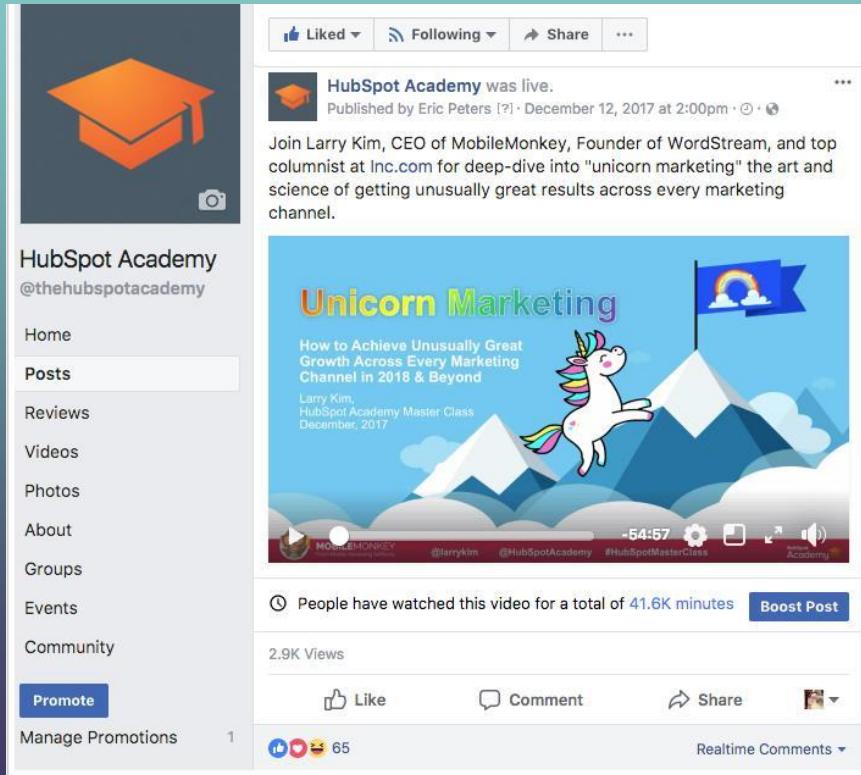
It took 686 rubber bands, blood, sweat, and tears to finally get the watermelon to burst.



It was a beautiful moment.

Buzzfeed doesn't sell products or services like most businesses, so it doesn't have any new products to launch or any services to show off in a live video. Instead, they make money through advertising and specialize in getting attention with content.

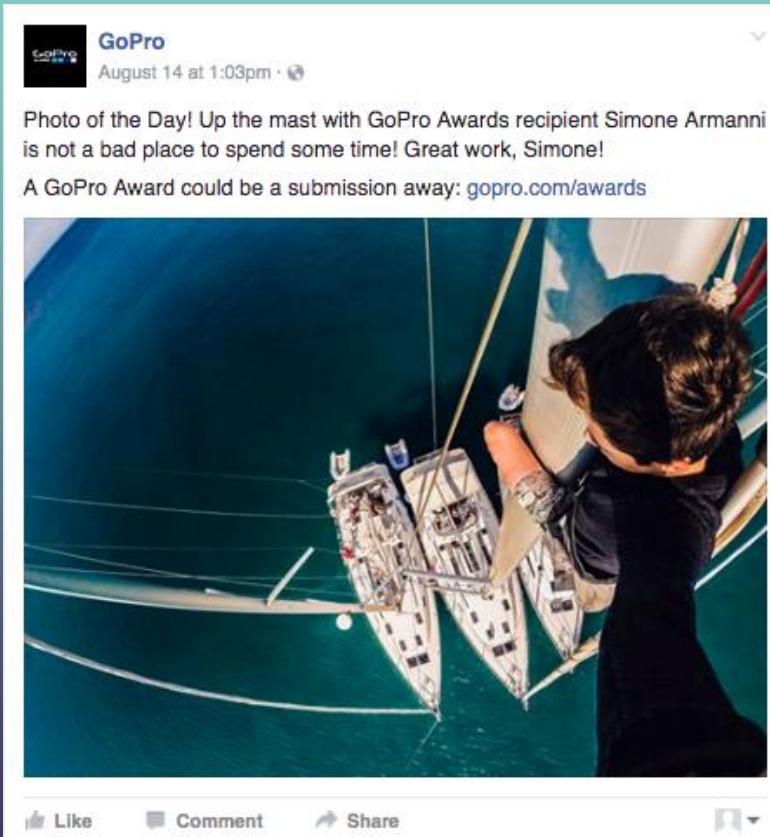
# Content Type (by others): Influencers



You can find influencers including working with companies such as **FanBase**, **TapInfluence**, **Influenz**, **Speakr**, or **Hypefactory** who will book individuals to develop or share your material.

You can also build relationships with budding influencers who are creating amazing content and can help you stand out among the crowd.

# Content type (by others): User-generated content



UGC is content such as blog posts, tweets, posts, videos, images, or reviews developed by a fan of your company or your products and shared on a social channel.

According to Nielsen, “92 percent of consumers around the world say they trust earned media, such as word-of-mouth and recommendations from friends and family, above all other forms of advertising.”

# Content type (by others): User-generated content



Firms can influence the creation of UGC by offering rewards, contests or giveaways, (e.g., a photo or design contest). Or, create a quiz and have people share their results. And finally, you can get creative with hashtags (e.g., Starbucks' #RedCupArt Campaign)

# Research what content performed the best on which channel based on historical data

Regression analysis is a statistical process for estimating the relationships among variables. What is the relationship between X and Y?

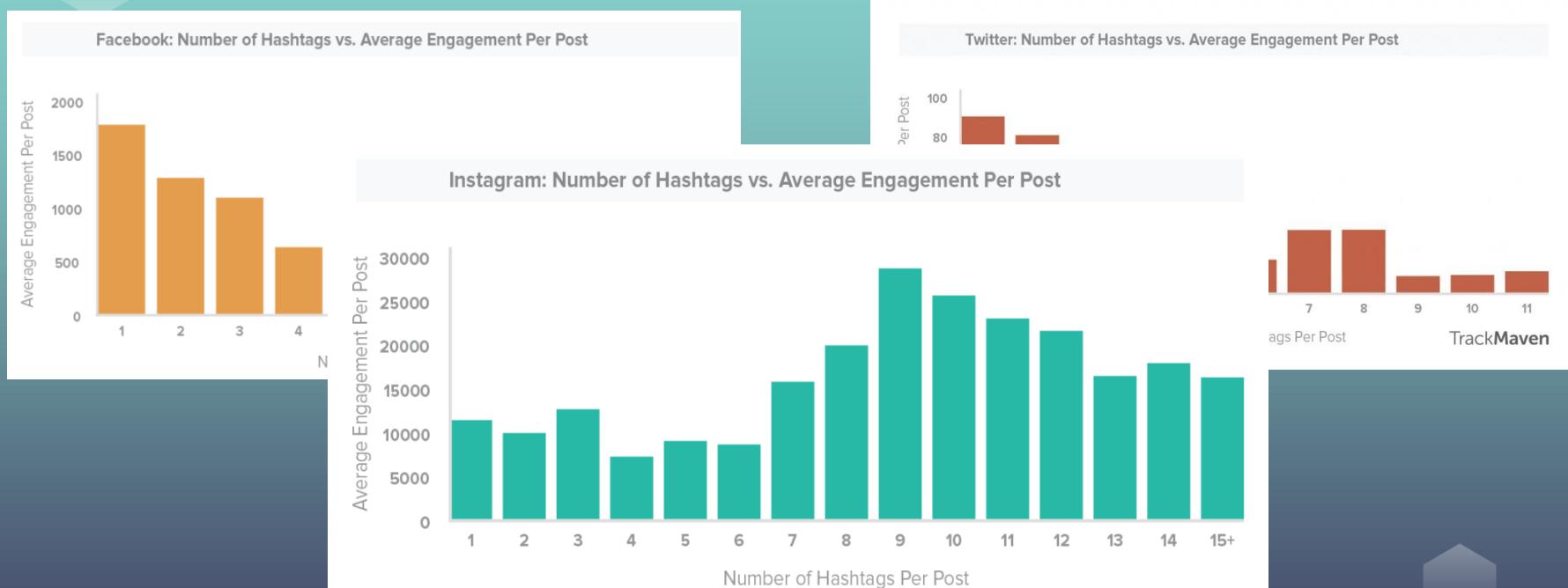
Use regression to identify the top performing posts for each channel.

Y: # comments, # shares, # likes.

X: indicator of each type of content

Caution: insights obtained from one platform might not apply to other platforms!

# For example, you may find...



Avoid using too many Hashtags; Instagram seems most # friendly

# Use Tagging (@) Carefully

## Use Active Language:

- Download
- Like
- Buy
- Register
- Subscribe
- Donate
- Share
- Comment
- Secure
- Watch

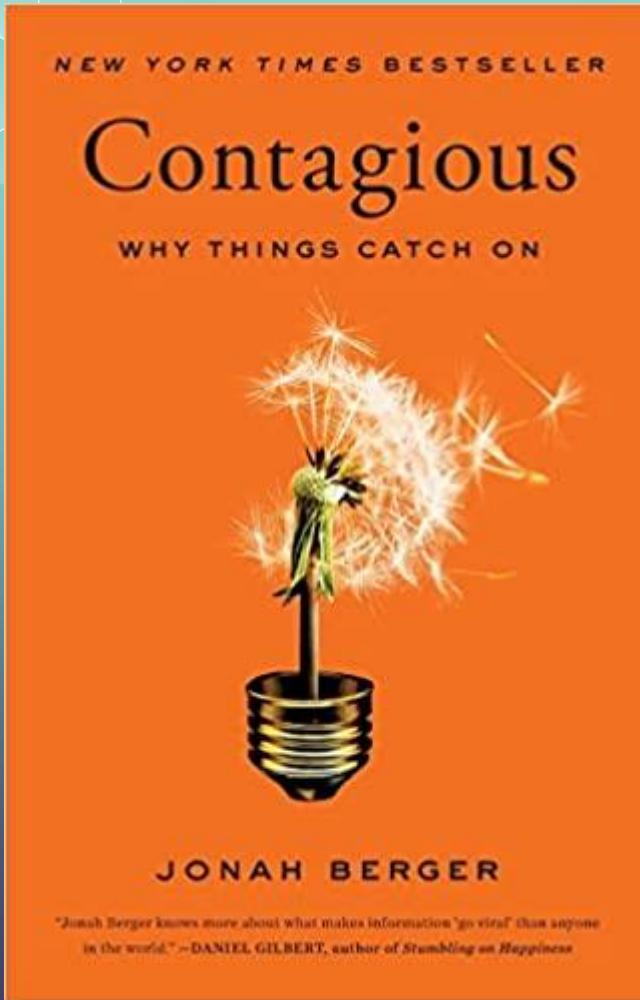
## Be Time Sensitive:

- "TODAY ONLY"
- "ENDS AT MIDNIGHT"
- "FOR THE NEXT 24 HOURS"

Tagging your posts can also be beneficial to help you extend your reach if your content is in conjunction with a partner, customer, or another brand.

Asking for permission when tagging private individuals

Tagging are mostly beneficial on Facebook, Instagram and Twitter.



The New York Times bestseller that explains why certain products and ideas become popular.

The author, Jonah Berger, is Associate Professor of Marketing at the Wharton School, University of Pennsylvania.



**Question:**  
**What makes content shareable?**





impress a french girl



# AB Testing is your best friend!



Every social platform audience is different—**test** to see what works best.

# Facebook

1

Low

1

POST PER DAY

*Recommended*

2

High

WHEN?

POST 1

1:00pm - 4:00pm

Ahalogy suggests that  
posting to Facebook no more  
than once a day is best or you'll  
start to feel spammy.

*Curate or  
reshare a post  
every other day*

# Twitter

1

Low

15

TWEETS PER DAY

51

High

Recommended

Quick Sprout found that the most retweets happen within an hour after tweeting, so a higher daily frequency is best.

WHEN?

TWEET 1	2:00am	TWEET 6	10:00am	TWEET 11	3:00pm
TWEET 2	3:00am	TWEET 7	11:00am	TWEET 12	5:00pm
TWEET 3	6:00am	TWEET 8	12:00pm	TWEET 13	6:00pm
TWEET 4	7:00am	TWEET 9	1:00pm	TWEET 14	9:00pm
TWEET 5	9:00am	TWEET 10	2:00pm	TWEET 15	10:00pm

Retweet or curate about seven tweets a day

# Pinterest

3

Low

11

PINS PER DAY

30

High

Recommended

Ahalogy sees the best results  
with 15–30 Pins per day when  
spread out throughout the day.

## WHEN?

PIN 1	2:00am	PIN 5	2:00pm	PIN 9	9:00pm
PIN 2	3:00am	PIN 6	3:00pm	PIN 10	10:00pm
PIN 3	4:00am	PIN 7	4:00pm	PIN 11	11:00pm
PIN 4	1:00pm	PIN 8	8:00pm		

Some suggest sharing 80% of  
your Pins from other sources than  
your own blog, which would be about  
9 Pins out of your 11

Repin or curate  
at least five  
pieces of  
content from  
others every day

# LinkedIn

0

Low

1

POSTS PER DAY

*Recommended*

1

High

*LocalVox says that once a day should be the most you share to LinkedIn.*

WHEN?

POST 1

10:00am-11:00am

*Curate or reshare a post every other day*

# Instagram



*Buffer says that major brands share on Instagram on average 1.5 times a day, but not more.*

**WHEN?**

POST 1

*8:00am-9:00am*

POST 2

*2:00am*

*Curate posts only when necessary and beneficial to your audience.*

# 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?

# Monitoring Brand Mentions

# Alerts

Monitor the web for interesting new content

 HKU X

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

[Create Alert](#)

[Show options ▾](#)

## Google Alert

### 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>

The screenshot shows three columns of tweets in the TweetDeck interface:

- #HKUmarketing Stream:** A tweet from "HKU Business School — MB..." dated April 20, 2021, about an industry-focused alumni panel. It includes hashtags #Industryinsights, & #careerdevelopment, and #marketing. Below the tweet are two small images: one of a group of people talking and another of a group of people at a booth.
- #Digitalmarketing Stream:** A tweet from "Pigtail Pundits @pigtailp" dated now, advertising the latest issue of "The digital marketing Daily!" It includes hashtags #digitalmarketing and #marketing. The tweet has 2 likes.
- #HKU Business Stream:** A tweet from "HKU Business School — MBA ..." dated 5 days ago, encouraging users to achieve career changes. It includes hashtags #fulltimeMBA, #webinar, #location, #industry, #function, #careerchanges, and #hkUMBA. The tweet has 2 likes. A blue banner above this stream says "Filter your search for better results".
- #HKU Business Stream (Continued):** A tweet from "Gabriele Carboni | Top5 Market..." dated 8 seconds ago, sharing a tool for marketers, entrepreneurs, and managers to share their digital marketing strategy. It includes a link to visualcommunicationplanner.com. The tweet has 2 likes.
- #HKU Business Stream (Continued):** A tweet from "Digital Sukesh (Digital Market..." dated 20 seconds ago, sharing tips and techniques for digital marketing. It includes hashtags #digitalmarketing, #digitalmarketingagency, #digitalmarketingtips, and #digitalmarketingstrategy. The tweet has 2 likes.
- #HKU Business Stream (Continued):** A tweet from "M7Admit @m7admit" dated 6 days ago, advertising a webinar on how to nail an MBA application. It includes a link to snip.ly/cn8c31. The tweet has 2 likes.
- #HKU Business Stream (Continued):** A tweet from "HKU Business School @HKUBFE" dated 6 days ago, congratulating a student named Pak Hin Cheung for winning a team championship. It includes hashtags #internationalbusiness, #agility, #supplychain, and #logistics. The tweet has 2 likes.

# Socialmention

## socialmention\*

Blogs Microblogs Bookmarks Images Video All

HKU

Search

Advanced Search  
Preferences

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



### Top Keywords

building		27
knowles		27
11408195e		27
2216597n		27

### Mentions about HKU

Sort By: Date ▾ Results: Anytime ▾

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/](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/](http://www.flickr.com/photos/34194390@N02/51169640061/) 15 hours ago - by marktriumphman on flickr

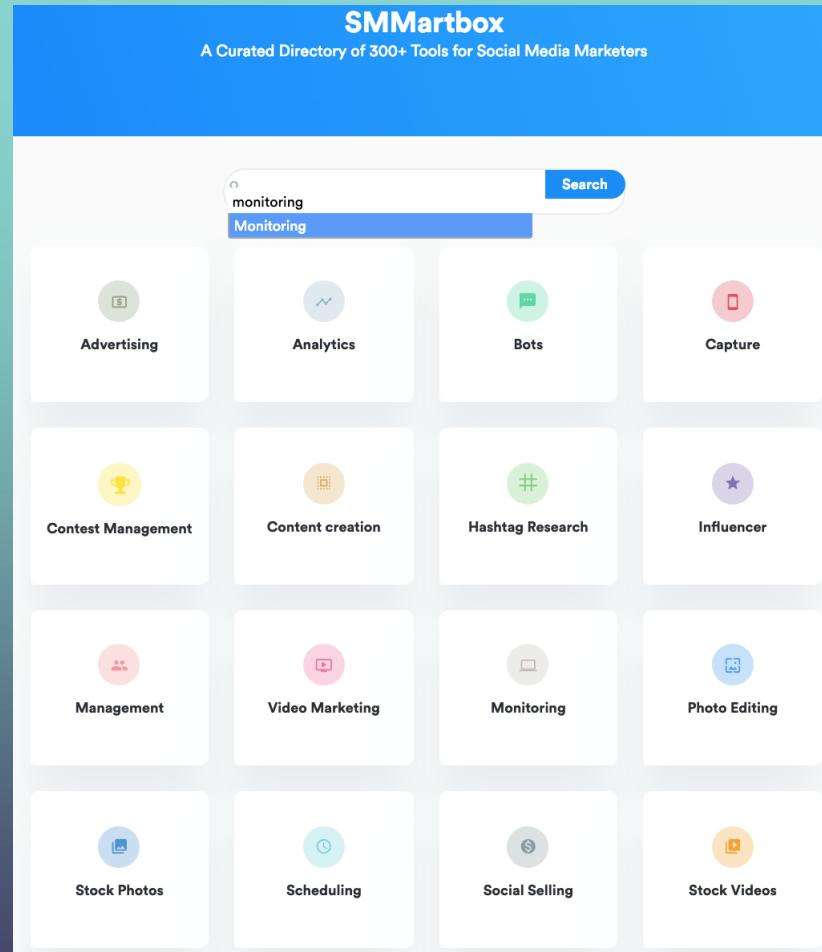
#### • 📺 expectations on hearing back?

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/](https://www.reddit.com/r/HKUniversity/comments/n8vsud/expectations_on_hearing_back/) 20 hours ago - by /u/LsftWr on reddit

#### • 📺 1

MONDAY 2021-04-19 10:27:44 UTC+00:00 11:15:12 AM UTC+00:00 11:15:12 AM UTC+00:00

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

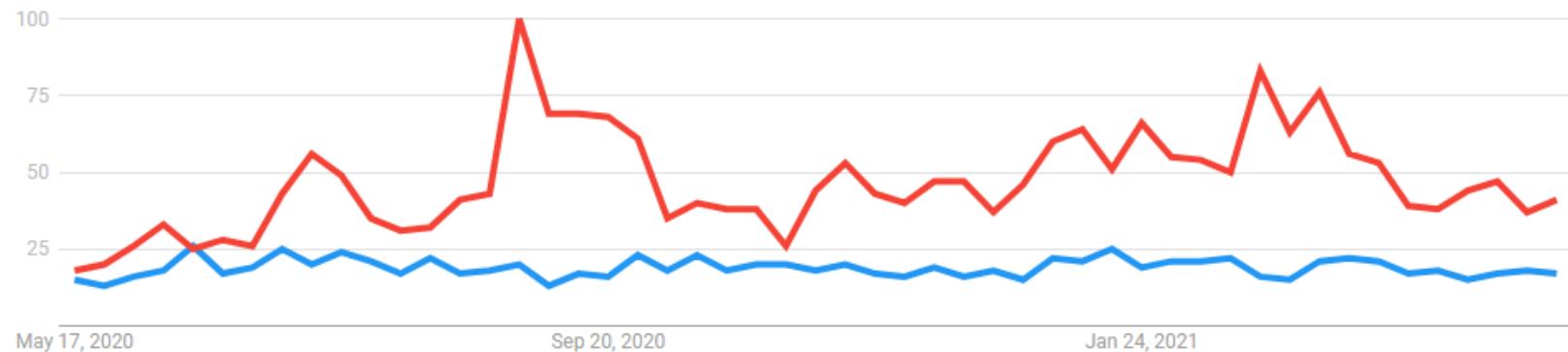
Hong Kong ▾

Past 12 months ▾

All categories ▾

Web Search ▾

Interest over time ?



Average

May 17, 2020

Sep 20, 2020

Jan 24, 2021

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



**Honda**  
@Honda



**1.06M**  
FOLLOWERS

**1**  
TWEETS PER DAY

**579**

ENGAGEMENT PER TWEET

Analyzing tweets from  
Apr 27 - May 11, 2021

**Tesla**  
@Tesla

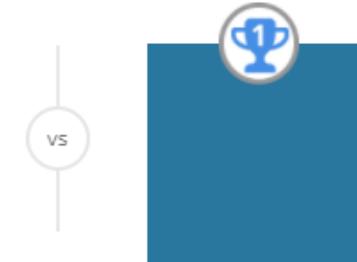


**9.46M**  
FOLLOWERS

**0.14**  
TWEETS PER DAY

**46.0k**

ENGAGEMENT PER TWEET



## 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



# Social Network: Amplifying

# Amplifying

How to leverage influencer marketing?

User-generated content

# 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

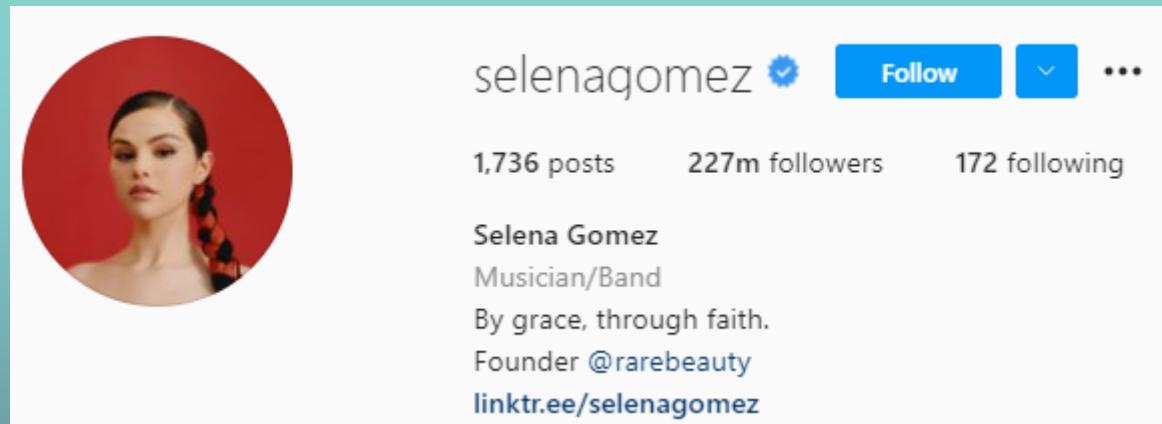
Everyday people with large and passionate audiences  
Relatively cheap to work with  
Can be found through influencer network

## 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

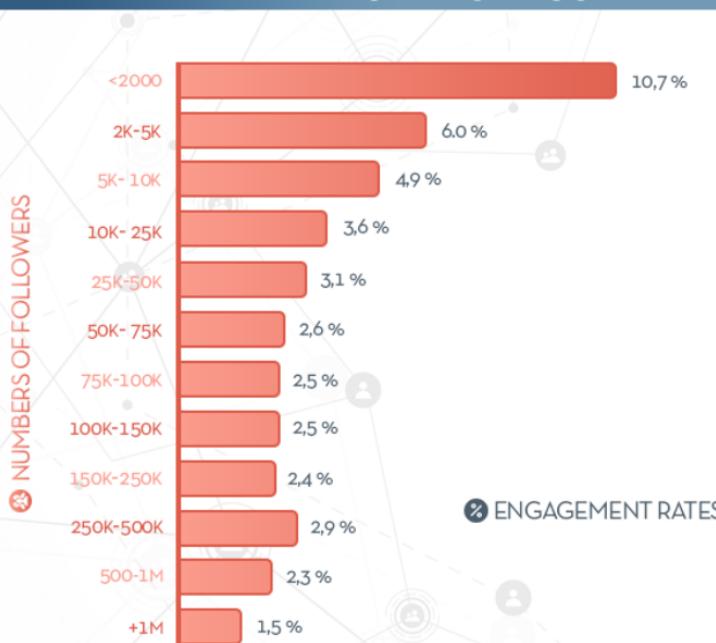


Selena Gomez is the highest paid Instagram influencer.

Guess how much you need to pay her for each sponsored post.

# INSTAGRAM INFLUENCER AVERAGE ENGAGEMENT RATES BY FOLLOWERS

💡 Influencers with smaller followings have higher engagement rates.



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

# AVERAGE RATE PER INSTAGRAM SPONSORED POST BY INFLUENCER VERTICAL

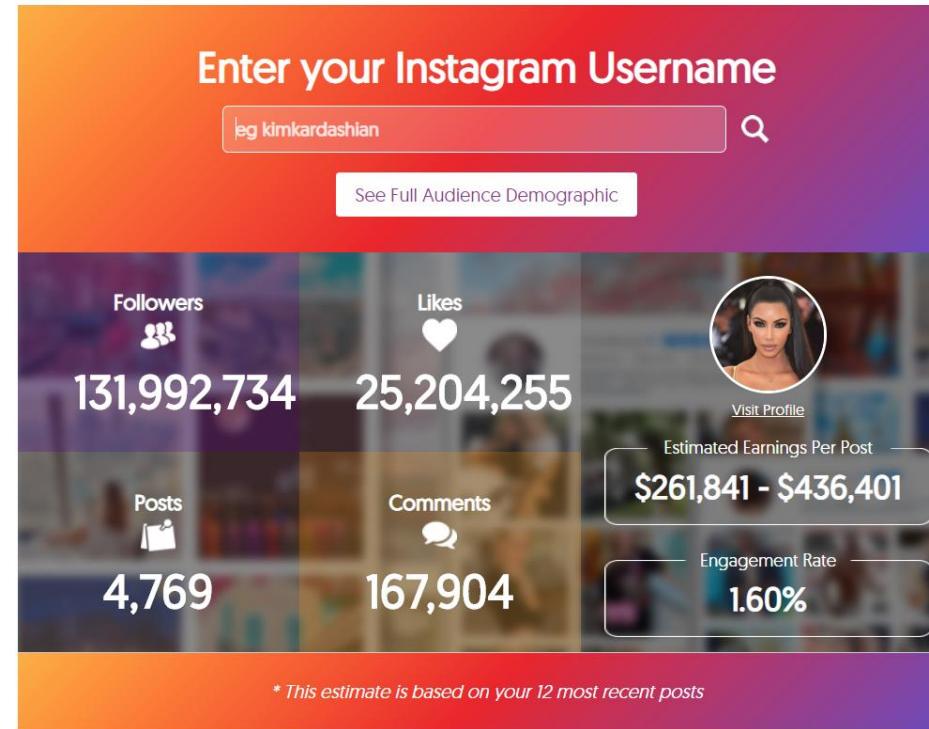
💡 Travel, entertainment, and home/lifestyle influencers have the highest sponsored post rates.



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.



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

# Check extent of fake followers



Kim Kardashian West  
@kimkardashian

**131,971,032**  
Followers

**1.62%** Good  
Engagement Rate

**0.6** Good  
Likes-comment Ratio

Estimated Audience Quality Score

**58**  
of 100

**Average**  
Average activity, no suspicious likes or comments.

AQS is a 1 to 100 metric which combines followers quality (not number), engagement rate and it's authenticity into one metric.  
AQS in this widget is approximate, please see full report for an accurate value.

[View Audience Quality Report](#)

[Check another profile](#)

Powered by  HypeAuditor

# 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

Interview influencers and include their commentary or quotes

# Influencer Networks

HYPETAP

VIRAL  
NATION

MAVRCK ➤

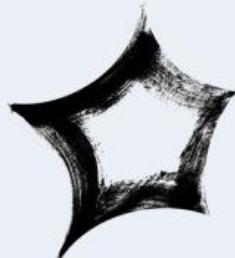
 Upfluence



LINQIA



FANBASE



SOCIALYTE

revfluence



 tapinfluence

insta  BRAND

# 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?



# Harnessing online WOM

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

Question: What can a brand do to plant the WOM seed and initialize online WOM?

# 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

# Thank you!

End of class survey:

[https://hku.au1.qualtrics.com/jfe/form/SV\\_a36FcNNCCRGNiMS](https://hku.au1.qualtrics.com/jfe/form/SV_a36FcNNCCRGNiMS)

