

Week 6 Social Media

- A group of internet-based applications that build on the ideological and technological foundations, and that **allow the creation and exchange of user-generated content**. It means brand development can be 'shared' among people instead of being 'owned' by a company.
- SNS (social network site): platform, usually web-based, that enables people to build social networks or social relations with others who have similar interests, backgrounds or connections.

Social media is used by businesses to:

- interact and develop new **relationships** with customers, partners and suppliers
- seek input from customers on **product development** which facilitates innovation
- improve **customer service**
- accelerate(speed up) **problem solving**
- manage their brand and **reputation**
- interact with employees in new ways

Theories to explain social media:

1. Knowledge sharing and social capital (社会资本)

- We express our sense of self, or who we are, through what we buy. We share an electronic brand, post a product-related message or advocate(拥护) for an online advertisement to express our self-concept.
- When others endorse(赞赏认同) this act of sharing, then self-enhancement occurs and our social capital grows.
- When consumers perceive an online ad to be consistent with their self-concept, they are more likely to share it with others. Therefore, through knowledge sharing, consumers are using **eWOM**.
- **Key factors** determine **knowledge sharing** in social media environment: **personal factors** e.g. self-efficacy (you belief in your ability to do sth), expected outcomes (your judgement of the likely consequence of the behaviour) and environmental factors

Consumers go online because of structural factors (killing or filling time), content factors (information or entertainment value) and socialisation factors (connecting with others).



They share knowledge if they have the competence to do so (self-efficacy) and if they perceive the outcomes of doing this to be favourable.



This outcome often relates to their self-identity and whether knowledge sharing will add to their social capital online.

2. Engagement

- Customers and stakeholders are **active participants** rather than just being viewers. In business terms, social media enables all users to **share their opinions or ideas** as the business moves to market.
- **Determents of engagement**
 - **Personal relevance**: relevant to the consumer's self-identity, goals, values and outcome expectations.
 - **Context**: such as the situation (e.g. close to Christmas) and the decision factor (e.g. just got paid)

- **Emotional engagement** (distinction btw boredom and interest)/ **Cognitive engagement** (distinction btw rote learning and deeper learning)/ **Behavioural engagement** (acting out)

Social media platforms

1. **Facebook** - most basic way, develop brand page, a brand may use targeted advertising to connect with consumers.
2. **LinkedIn** - professional network delivers 3 key career benefits
 - It helps **professionals stay** linked in with their **contacts and industry**.
 - It is a **resource to find** the people and knowledge needed for **career advancement**.
 - It is a way for people to **manage their professional identity** online.
3. **Instagram** - picture lovers,
4. **Blogs** - internet-based journals, encourage interaction through computer-mediated communication. Including the blogger's own opinion, so they might not always be positive for your brand.
5. **Microblogging** - short sentence, short videos and individual images (**Twitter**) -
 - ❖ Social interaction
 - ❖ Information sharing
 - ❖ Incentive seeking
 - ❖ Entertainment seeking
 - ❖ Brand likability.
6. **eWOM** - (WOM is generally spoken communication, product info and opinion is spread from friend to friend) **eWOM spread through the online environment**, different from UGC in that it is **conveyed** rather than **generated**. *e.g. a video created and posted on YouTube is UGC. However, a consumer who sends his or her friends a link to a YouTube site is engaging in eWOM. If the video has been both created and posted by the user, then it can be both UGC and eWOM.*

eWOM is powerful, because:

- Consumers believe that other consumers are more likely to give them the whole story, not just the positive spin.
- They value other consumers' experience with the product, believing experience to be the best test. This pre-purchase information reduces their risk.
- They trust eWOM (especially from 'opinion leader'), regardless of whether it is positive or negative. This often makes eWOM more important to consumers than advertising.

Types of eWOM

1. **Consumer online reviews** - consumer-generated product reviews. Consumers share their product experience, offering advice, information and opinion.
2. **Viral advertising**(病毒式广告) - defined as 'unpaid peer-to-peer communication of provocative content originating from an identified sponsor using the internet to persuade or influence an audience to pass along the content to others'.
 - The act of sharing is seen as an endorsement by the sender, making it more credible to the receiver
 - Requires **no media dollars**. The only cost is the production

First Moment of Truth - when we first see the product, judge the quality, the colours

Second Moment of Truth - buy the product, evaluate the value of the product through product usage and experience

Zero Moment of Truth - Before we see the product in-store, before we try the product, we learn about its realities through online information, customer reviewers and price comparisons. *Zero Moment of Truth* will determine whether there is even a first or second moment of truth.

eMavens are motivated both intrinsically and extrinsically.

➤ **Intrinsic motivations** include engaging in the activity for its own sake, out of interest or pleasure. eMavens may feel satisfied helping others.

➤ **Extrinsic motivation** is engaging in the activity because of the outcomes or reciprocal benefit such as enhanced reputation.

- The true measure of social media campaign is whether or not it achieves its objective
- Benchmarking(基准) social media against the 4As:
 - Awareness ➤ Appreciation ➤ Action ➤ Advocacy

Social media impact is measured by:

1. **Social reach** (number of people a person influences)
2. **Influence** (extent to which a person actually has some impact)
3. **Extended network** (cumulative number of members reached. For example, 100 members each with 100 members produces an extended network of 10,000)

Week 7&8 Traditional Media

- TV viewers have multiple screens now (e.g. TV, mobile and tablet)
- **While the shift is definitely towards digital media, traditional mass media campaigns still achieve outstanding results.** We should not abandon traditional advertising, but increase it with digital to optimise our marketing communication spend and to make stronger and value-added connections with changing consumers.

Traditional Media advertising medium

1. Television (fit for older people 50-64 who spend a lot of time on TV)

Advantages of TV	Disadvantages of TV
Creativity and impact - interaction of sight and sound offers <u>creative flexibility</u> and makes possible <u>dramatic</u> , Excellent medium for demonstrating a product.	Costs - expense of buying airtime, costs of producing a quality commercial. Lack of selectivity - <u>does not offer as much audience selectivity</u> as radio, magazines, newspapers or direct mail for reaching precise segment of the market.
Coverage and cost-effectiveness - Reach large audiences	Fleeting (瞬间的) message : usually last only 15 or 30 seconds.

Advantages of TV	Disadvantages of TV
Captivity(囚禁) - commercials impose(use) themselves on viewers as they watch their favorite programs	Clutter(混乱) - advertiser's message is only one of many spots, thus <u>having trouble being noticed</u> .
Selectivity(选择性) - possible to select target audiences, broadcast time and geographic coverage	Limited viewer attention - the size of the viewing audience shrinks during a commercial break.

2. Radio

Advantages of Radio	Disadvantages of Radio
Cost and efficiency - relatively inexpensive, only require a script to be read by the radio announcer	Clutter - similar to TV
Selectivity(选择性) - high degree of audience selectivity available through the program formats & geographic coverage of the numerous station	Limited listener attention - radio is often the background to some other activity and may not receive listeners' full attention
Flexibility - most flexible of all the advertising media as it has a very short closing period, can book at short notice and change message almost up to the time	Fragmentation(分裂) : high level of audience fragmentation due to the large number of radio stations. Need to buy time on a number of stations to cover the market
Mental imagery - Encourages listeners to use imagination IMC opportunities - most often used in combination with other media	Creative limitations - the absence of a visual image