Chapter 18

**Social Media**: Any tool or service that uses the Internet to facilitate conversations.

**Social Media Tools and Platforms:**

* Social networks
* Blogs
* Microblogs
* Media sharing sites

At the basic level, social media consumers want to:

* Exchange information
* Collaborate with others
* Have conversations

**Social commerce :**New area of growth in the social media.

**Social Media and Integrated Marketing Communications:**

|  |  |
| --- | --- |
| Allows marketers to: | Allows consumers to: |
| * Have conversations with consumers * Forge deeper relationships * Build brand loyalty | * **Connect with each other** * **Share opinions** * **Collaborate on new ideas according to interests** |

**Categorizing Media Types:**

* Owned Media
* Earned Media
* Paid Media

The first action a marketing team should take when initiating a social media campaign is simple: **Listen**

**Social media monitoring:** is the process of identifying & assessing what is being said about a company, individual, product, or brand.

***Social Media Objectives:***

* ***Listen and* Learn:** Monitor what is being said about the brand. Develop a listening strategy.
* **Build relationships and awareness:** Open dialogues with stakeholders. Answer customer questions candidly.
* **Promote products and services:** Get customers talking about products and services.
* **Manage your reputation:** Respond to comments and criticisms. Participate in forums and discussions.
* **Improve customer service:** Seek out displeased customers and engage them directly to solve issues.

**Categories of social media users :**

Creators, Critics, Collectors, Joiners, Spectators, inactive

**Social Media Tools:**

1- Blogs 5- Social News Sites

2- Microblogs 6- Location-Based Social Networking Sites

3- Social Networks 7- Review Sites

4- Media Sharing Sites 8- Virtual Worlds and Online Gaming

**1-Blog:** A publicly accessible Web page that functions as an interactive journal, whereby readers can post comments on the author’s entries.

**Corporate Blogs:** Blogs that are sponsored by a company or one of its brands and maintained by one or more of the company’s employees

**Non-corporate Blogs:** Independent blogs that are not associated with the marketing efforts of any particular company or brand.

**2- Microblogs:** are blogs that entail shorter posts than traditional blogs.

**Marketing Goals for Social Networking Sites:**

* Increasing awareness
* Targeting audiences
* Promoting products
* Forging relationships
* Highlighting expertise and leadership
* Attracting event participants
* Performing research
* Generating new business

**4- Media Sharing Sites:** Web sites that allow users to upload and distribute multimedia content like videos and photos.

**5- Social News Sites:** Web sites that allow users to decide which content is promoted on a given Web site by voting that content up or down.

**6- Location-Based Social Networking Sites:** Web sites that combine the fun of social networking with the utility of location-based GPS technology**.**

**7- Review Sites:** Web sites that allow consumers to post, read, rate, and comment on opinions regarding all kinds of products and services.

**8- Virtual Worlds and Online Gaming:** Virtual worlds and online gaming include massive multiplayer online games (The Elder Scrolls Online) and online communities (Poptropica).

**Reasons for Mobile Marketing Popularity:**

* There is a low barrier to entry
* Consumers are acclimating to mobile privacy and pricing standards.
* It is effective at garnering consumer attention in real time.
* Mobile marketing is measurable
* It has a higher response rate than traditional media types.

**Common Mobile Marketing Tools:**

SMS, MMS, Mobile Web Sites, Mobile ads, Bluetooth, Smartphone Apps

**The Social Media Plan:**

1. Listen
2. Set social media objectives
3. Define strategies
4. Identify the target audience
5. Select tools and platforms
6. Implement and monitor the strategy

**The Changing World of Social Media: The rate of change in social media is astonishing—usage statistics often change daily.**