

Electronic Commerce

Lecture 7

IT392

SOCIAL and MOBILE MARKETING

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Chapter 7

- In this chapter, we will take an in-depth look at the many facets of social and mobile marketing.
- We'll first provide an overview and discuss how they are connected.
- Then we'll look at social marketing, first examining the social marketing process and how to measure social marketing results and then focusing on each of the major platforms and their various features and marketing tools.

Chapter 7

- We conclude the section on social marketing with a consideration of some of the issues that surround it.
- We'll finish with a section mobile marketing, once again providing an overview and then looking at mobile marketing features and tools.

Learning Objectives

- Understand the difference between traditional online marketing and social-mobile marketing platforms and the relationships among social and mobile marketing.
- Understand the social marketing process from fan acquisition to sales and the marketing capabilities of social marketing platforms such as Facebook, Instagram, TikTok, and Twitter.
- Identify the key elements of a mobile marketing campaign.

Chapter 7:

SOCIAL and MOBILE MARKETING

Introduction to Social and Mobile Marketing

Social Marketing

Mobile Marketing

From Eyeballs to Conversations

From the Desktop to the Smartphone and Tablet

The Social, Mobile Nexus

Social Marketing Players

The Social Marketing Process

Measuring Social Marketing Results

Facebook Marketing

Instagram Marketing

TikTok Marketing

Twitter Marketing

The Downside of Social Marketing

Overview: M-commerce Today

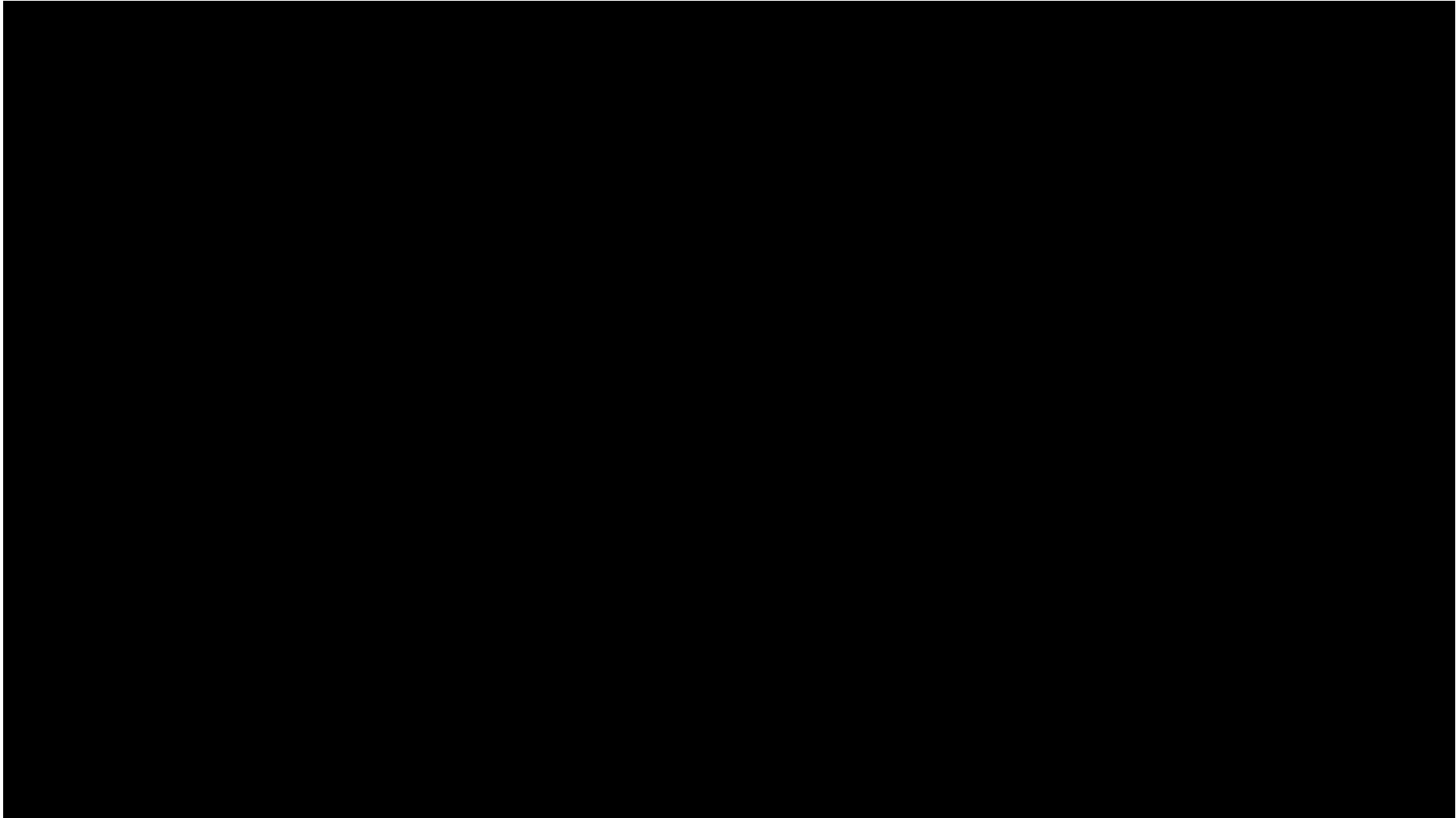
The Technology: Basic Mobile Device Features

Mobile Marketing Tools: Ad Formats

Starting a Mobile Marketing Campaign

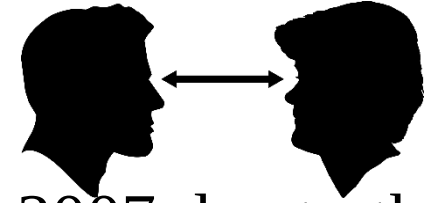
Mobile Marketing Analytics

What is Social Media Marketing



Introduction to Social and Mobile Marketing

From Eyeballs to Conversations



- The world of marketing and advertising saw significant changes post 2007 due to the rise of online social networks.
- Modern marketing involves businesses participating in online conversations with their customers and potential customers, marking a shift from merely attracting eyeballs to actively engaging with users.
- Brands must locate, identify and participate in these conversations, incorporating a range of social elements including listening, interacting, empathizing and engaging.

Introduction to Social and Mobile Marketing

From Eyeballs to Conversations

- Consequently, social marketing has evolved from being just an ad channel to a toolkit for communication with consumers.
- Unlike traditional strategies that allowed businesses to control brand messaging, social marketing is mainly shaped by the tastes, opinions, and choices of the consumer's social network.
- This shift emphasizes the significance of businesses engaging in and shaping this social process.

Introduction to Social and Mobile Marketing

From the Desktop to the Smartphone and Tablet

- For the first time in 2016, mobile marketing spending surpassed that of desktop/laptop marketing.
- By 2018, most of the ad spending was being targeted towards mobile marketing.
- Future predictions indicate significant increases in mobile advertising spending, with a growing interest towards connected TVs as well.
- Social network advertising has also seen rapid growth trends, with expectations of further spending increases.



Introduction to Social and Mobile Marketing

The Social, Mobile Nexus

- The majority of social media usage happens through mobile devices
- 93% Twitter's U.S. users and 95% Facebook's U.S. users accessed their respective platforms via mobile.
- Additionally, a huge percentage of these platforms' advertising revenue comes from mobile ads.
- Effective marketing campaigns need to consider this integration of social and mobile marketing since most customers will likely be accessing campaigns through mobile devices.



Chapter 7: **SOCIAL and** **MOBILE** **MARKETING**

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Social Marketing

- Social marketing is a different approach from traditional online marketing, where the aim is simply to promote the business and its products or services.
- Social marketing focuses on fostering a relationship with potential customers, turning them into fans who engage and converse with the business.
- These fans are encouraged to share their passion for the brand, creating an online community and expanding the company's online presence.
- This method aims to strengthen the brand and boost sales by increasing the business's share of the online conversation.



Social Marketing

Social Marketing Players

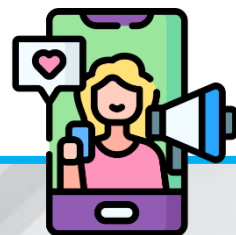


- The most popular social networks Facebook, Instagram, TikTok, Twitter, Pinterest, Snapchat, and LinkedIn.
- These platforms see more than 90% of all visits, though engagement varies across platforms.
- Engagement can be measured by the amount of time users spend on a platform, with TikTok being the most engaging.
- The average TikTok user spends about 45 minutes five days a week on the platform. Therefore, a viable social marketing campaign needs to start on TikTok but should consider other platforms eventually due to their significant market space.
- **Dark social** refers to those forms of social sharing that occur off the major social networks and via alternative communication tools such as interpersonal conversations, group meetings, and friendships, not to mention e-mails, instant messages, texts, and mobile messaging apps.

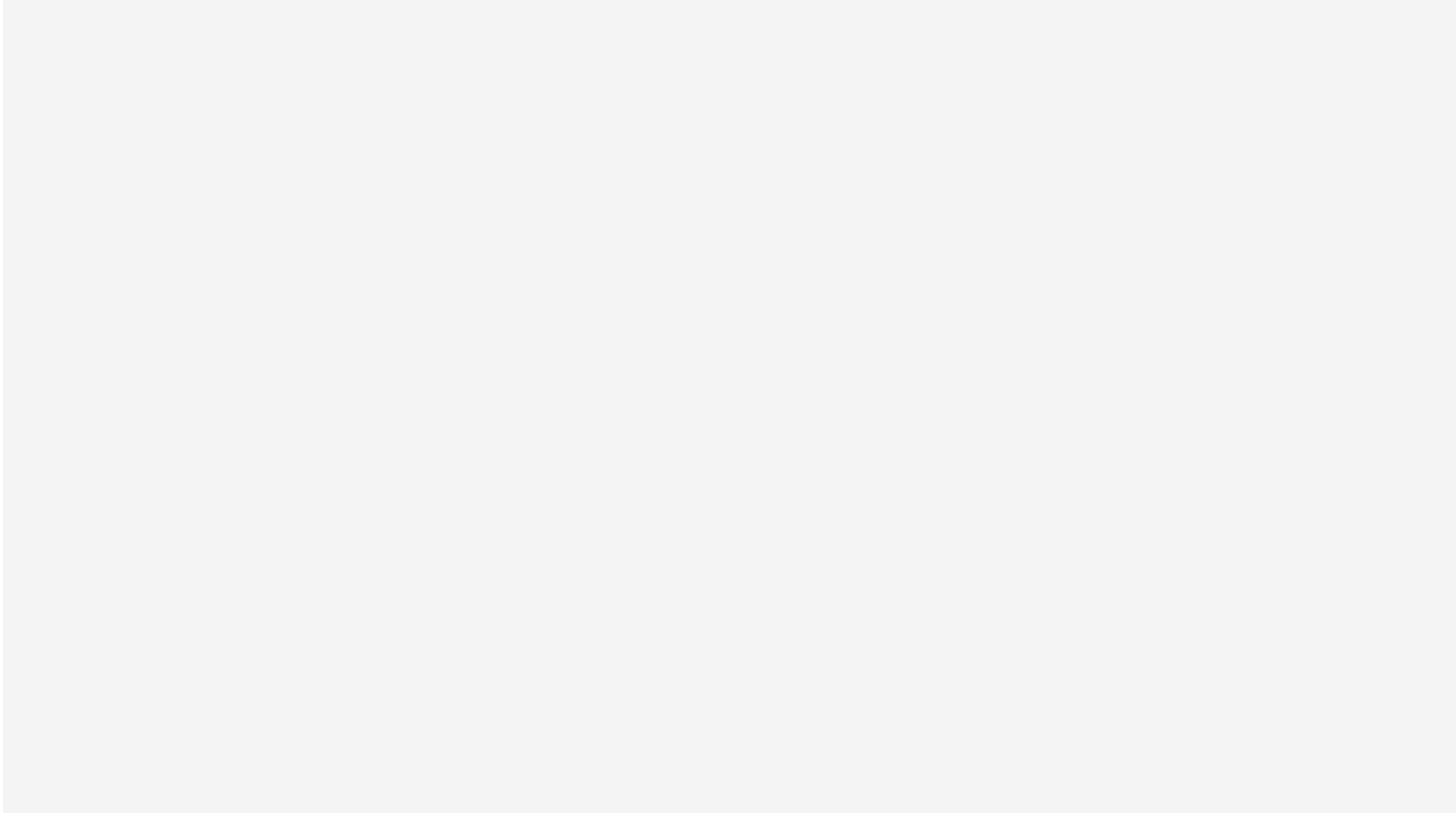
Social Marketing

The Social Marketing Process

- The social marketing process consists of five steps: **fan acquisition**, **engagement**, **amplification**, **community**, and **building brand strength**.
- **Fan acquisition** involves attracting visitors to various social media platforms using different tools, including social ads.
- **Engagement** encourage users to interact with your content and brand.
- Companies often turn to **influencers**, people who have dedicated followers on social media and who are viewed by those followers as trusted experts or celebrities, to generate additional engagement.



What is an Influencer



What is Influencer Marketing

Social Marketing

The Social Marketing Process

- The **amplification** stage involves encouraging users to share the brand's content with their friends, extending the reach of the message.
- Once enough fans are engaged, a **community** is formed, which is a stable group of fans who are engaged and communicating with one another about your brand
- The final goal is to **strengthen the brand** and boost sales, with measures such as adding shopping features in social media platforms.

Social Marketing

Measuring Social Marketing Results



- Table 7.1 discusses key metrics for evaluating a social marketing campaign
- While the ultimate goal is to drive sales, it is vital to understand the elements of social marketing that lead to sales improve them.
- The process begins with gaining fans or followers and continues with engaging and interacting with them, amplifying your brand message through their networks, and building a strong community.

Social marketing process	Measurement
Fan Acquisition (impressions)	The number of fans/followers and monthly growth. The number of people exposed to posts and other content. The percentage of those exposed who become fans/followers. The ratio of impressions to fans/followers.
Engagement (conversation rate)	The number of users who responded to brand content. The number of posts, comments, and responses to brand content. The number of views of brand content. The number of “Likes” generated per visitor. The number of minutes on average that visitors stay on your brand or product page (duration). The rate of Likes per post or other content (applause rate).
Amplification (reach)	The percentage of Likes, shares, or posts to other sites (the rate at which fans share content).
Community	The monthly interaction rate with your content. The average monthly on-site minutes for all fans/followers. The ratio of positive to negative comments.
Brand Strength/Sales	The number of leads generated (people who sign up for news or content). Visitor/lead rate: the number of visitors that become leads compared to the number resulting from other campaigns. The percentage (or revenue) of your online sales that is generated by social network links compared to the percentage generated by other platforms, such as e-mails, search engines, and display ads.

Measuring Social Marketing Results

- Measurements of a strong social network community can include the number of active participants, total actions taken by fans, and time spent on the platform.
- Sales from social campaigns can be measured by calculating the percentage of sales originated from social networks and comparing conversion rates from social media to other marketing channels.
- Social marketing has evolved from simply gaining likes towards building meaningful engagement and converting fans into customers.

Social Marketing

Facebook Marketing

- Facebook has significant potential as a marketing platform due to its vast repository of deeply personal behavioral information from users.
- Facebook features such as notifications, tags, messages, posts, and shares additionally amplify users' social density, increasing the amount and variety of interaction amongst users.
- The Reactions and Share buttons are key tools for social marketing, enabling users to express their feelings about various content, thus providing valuable insight to marketers.
- These reactions buttons also pose challenges as marketers do not have control over them

Social Marketing

Facebook Marketing Tools

- Brands can use organic reach or paid advertisements for exposure.
- Organic reach is free and happens when fans view the brand's updates in their feed or when non-fans come across shared content by fans.
- Many companies opt for Facebook's paid advertising to guarantee their desired marketing message exposure.
- Facebook primarily targeted brand marketing through the creation of **brand pages**. This helped firms directly interact with new and existing customers,

Social Marketing



Facebook Marketing Tools

- The primary intention of the brand page was to foster brand followers by offering interaction opportunities.
- Plus, with social call-to-actions like “Like us on Facebook” and “Share”, these pages made their way into the users’ social network to reach a wider audience.
- In 2015, Facebook further entered e-commerce by presenting a Shops tab, featuring products and services on offer on their brand pages.
- While corporate websites have adopted many social features, Facebook brand pages still tend to attract more visitors than the companies' websites.

Social Marketing



Facebook Marketing Tools

- **Facebook Ads** is a marketing tool that allows businesses to select various marketing objectives such as:
 - Increasing brand awareness
 - Steering people to the company's website
 - Getting individuals to take specific actions on a website
 - Promoting app installation and usage
 - Creating special offers
 - Drawing views for a video.

Advertisers can target ads based on demographic attributes like location, age, interests, gender, education level, and more.

Social Marketing



Facebook Marketing Tools

- **Facebook Ads**
- Advertisers can choose the type of ad technology (photos/videos), the location for placing it, as well as format options like Carousel (up to 10 images/videos each with a link) and Slideshow (motion, sound, and text).
- Ads can be placed on the Feed, Stories, Reels, Messenger, Watch, within apps, or in the right-hand sidebar.
- The Feed is the most popular location as ads there blend in with other user content.

Social Marketing

Facebook Marketing Tools

- **Starting a Facebook Marketing Campaign**
- Prior to starting a Facebook marketing campaign, there are some basic strategy questions you need to address.
 - How your products benefit from a social marketing?
 - Who is your audience?
 - How can you reach them?
 - How have real-world social networks been used in the past to support sales in your industry?
 - What content will get them excited and interested?
 - Where are you going to get the content?
 - What will it cost, and what impact do you expect it to have on your brand and sales?
- At this point you do not need a detailed budget, but you should be able to develop estimates of the cost of, as well as the anticipated revenues from, such a campaign.

Social Marketing



Starting a Facebook Marketing Campaign

- If you're new to Facebook marketing, start simple and build on your fan base based on experience.
- A typical marketing campaign on Facebook for a new business might include the following elements:
 - Establish a Facebook page for your brand. Content is king: Have interesting, original content that visitors can be enthusiastic about. Acquire fans. Install the Meta pixel on your website, which will allow you to track, test, target, and analyze Facebook ads.

Social Marketing

- Use comment and feedback tools to encourage fan comments. You want visitors to engage with your content. You can also encourage bloggers to develop content for your page.
- Encourage brand involvement through videos and rich media showing products being used by actual customers.
- Use contests and competitions to deepen fan involvement.
- Set up a Facebook Ads account (now part of Meta Business Suite).

Social Marketing

- Define your audience and goals.
- Try boosting a post, which takes a regular Page post and turns it into an ad. Boosting a post is relatively inexpensive and enables you to test the waters.
- Create a Facebook ad campaign.
- Using Facebook Groups, develop a community of fans. Try to encourage fans to talk with one another and to develop new (free) content for your page.

Retargeting & Tracking Pixels



Social Marketing



Instagram Marketing

- Instagram, predominantly a mobile app owned by Meta, serves as a visual social network where users and advertisers share photos and videos.
- As of 2022, Instagram boasts over 1.25 billion global users, including over 200 million business profiles. The audience is primarily under 35 years, though older demographics are growing.
- Key features include an individual profile, a Feed for sharing content, Instagram Direct for personal sharing, Explore for public profile and content search, and a photo-editing suite named Layout. These features make it a popular marketing platform.

Social Marketing



Instagram Marketing Tools

- Instagram provides marketing tools for advertisers that include brand profiles and campaign advertisements which appear on users' Feeds.
- The platform offers high-quality display and video ads, much like those in print magazines.
- A single ad can feature multiple photos or videos using Carousel ads.
- These ads can contain a link to the advertiser's website and a Buy button if desired.
- Influencer marketing is another key Instagram marketing tool.



Starting an Instagram Marketing Campaign

- Set up a free Instagram business profile. If possible, get verified, which helps to establish trust with potential customers. Choose a high-quality photo, and include a call to action to click the profile's bio link. Make sure that the bio provides an engaging summary of your brand.
- Try an Instagram ad. You can turn any existing Instagram post into an ad by using Instagram's Boost Post functionality.
- To launch a full Instagram ad campaign, connect the Instagram account to Meta Business Suite, which enables you to choose various goals, such as building brand awareness, getting more website visitors or purchasers, getting more leads, and so on.

Social Marketing



Starting an Instagram Marketing Campaign

- For a first campaign, there is an Automated Ads option. When you select this option, Instagram tries to get the best results with the smallest budget possible and auto-adjusts targeting and bidding strategies as it learns from your audience's reactions. After you have more experience with developing a campaign on Instagram, you can also choose other targeting options.
- Create the ads. Instagram provides prompts to help with this process, depending on the goal that you select. Typically, ads include a mixture of photos, videos, Stories, Reels, and, if you sell products online, catalog and shopping ads.
- Set the budget and duration. Instagram will provide a prediction of results in terms of estimated reach and clicks.
- Partner with influencers to extend your reach.

Social Marketing



TikTok Marketing

- TikTok, a short-form video app owned by Chinese firm ByteDance, has rapidly garnered over 800 million active monthly users worldwide since its launch in 2017.
- Users engage in 3 seconds to 30 minutes videos, with the option to edit and remix posts.
- The system curates content based on viewing habits. Notably, in the US, over 40% of users are aged 12-24 years.
- The platform also offers numerous ad formats such as immersive, full-screen ads; in-feed video ads; a branded Lens; and hashtag challenges.



Starting a TikTok Marketing Campaign

- TikTok is very different from Facebook, Instagram, or Twitter, It has a number of unique features, such as the TikTok algorithm, as well as unique user demographics (the majority of its users are younger than 30) and behaviors.
- Although TikTok now offers a variety of advertising options, marketing on TikTok is driven primarily by influencers and viral videos. To start a TikTok marketing campaign:
 - Create a profile.
 - Start creating and posting video content, paying particular attention to hashtags, filters, and effects.
 - Partner with creators and influencers.
 - Comment regularly, and encourage comments in your posts.
 - Launch organic hashtag challenges, including social media contests to encourage participation.

Social Marketing



Twitter Marketing

- Twitter is a social media platform with around 230 million daily active users as of June 2022, generating a revenue of \$4.56 billion in 2021 majorly from ads.
- The platform allows advertisers to buy ads similar to organic tweets and interact with customers in real-time, making it a potent tool for marketing.
- Advertisers can also leverage this platform for marketing campaigns related to new products.

Social Marketing



Twitter Marketing Tools

- Twitter's **promoted ads** offer several formats including Text Ads, Carousel Ads, Moment Ads, Image Ads, and Video Ads.
- Text Ads appear in timelines, profiles and search results, while Carousel Ads offer multiple images or videos in a single space.
- **Moment Ads** feature a collection of curated tweets. Video Ads can run for up to 10 minutes and make up two-thirds of Twitter's advertising revenue.
- Pricing usually ranges from \$0.25 to \$2 per auction on a cost-per-click basis.

Social Marketing



Twitter Marketing Tools

- **Follower Ads** Advertisers can pay to have their branded account suggested to users who are likely to be interested in the account in the “Who to Follow” list, Twitter’s account recommendation engine, on the Twitter home page.
- **Twitter Takeover** Advertisers can pay to move their hashtags to the top of a user’s Timeline (Timeline Takeover) or Trends List (Trend Takeover/Trend Takeover+). cost on average about \$200,000 a day.
- **Branded Notifications** This ad format enables advertisers to have one-to-one conversations via the delivery of time-triggered, automated @mention Tweets that are directed to users who have opted in to receive them. Notifications can be used to recontact followers, to reinforce important dates such as the launch of a new product, and to create a more personal connection and enable conversations with the brand’s most interested customers at scale

Social Marketing



Twitter Marketing Tools

- **Twitter Amplify** enables marketers to show video ads that run prior to or during premium video content.
- **Twitter Cards** Marketers can embed a “card” into a tweet. When users click on the tweet, a promotional offer appears, and users are asked to sign up for the promotion. Twitter Cards always include an offer, such as 50% off your next cup of coffee.



Starting a Twitter Marketing Campaign

- If you're new to Twitter marketing, start simple and build on your follower base using experience as a guide for what works.
- A typical marketing campaign for Twitter may include the following elements:
 - Establish a Twitter account. Start following others you are interested in or conversations that you might want to participate in with #<topic>. Don't expect any followers at first. Your visibility rises as you follow others, who will begin to tweet back or retweet interesting content. Then start retweeting content that you think the group would be interested in, and start encouraging ongoing conversations.



Starting a Twitter Marketing Campaign

- Try Promoted Ads. Twitter has a very good online ad tool that allows you to define an ad, establish the groups you would like to target, and understand the costs. You might start with a regional or metropolitan Promoted Ad. Test various formats. You don't have to pay for Promoted Ads unless someone clicks on the tweet, so it is up to you to make those clicks count. Direct users to your website, and offer a coupon or a discount
- Try Follower Ads. This type of ad is relatively affordable and can be used to promote your account to build awareness and attract new followers.



Starting a Twitter Marketing Campaign

- Twitter Takeover can be very expensive (an estimated \$200,000 per day). If your budget will allow it and if your topic is of general interest to a large audience, you can try this tool.
- Twitter Cards are something that small and medium-sized businesses can use. If you sell anything locally, from pizza to stationery, make up an offer and create a Twitter Card specifying the geo-location of your business.

Social Marketing

The Downside of Social Marketing

- Companies can not control what people say about their brands
- Influencers may make statements, either about the brand or unrelated to the brand, that do not represent the values of the brand, resulting in damage to the brand.
- Endorser should be an actual user of the product and disclose any relationship with the brand. The brand and the endorser could be liable if they fail to disclose these relationships or make false claims.



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Mobile Marketing

- Mobile marketing utilizes mobile devices like smartphones and tablets to reach consumers through various forms of digital content such as ads, videos, games, emails, etc.
- It has become an essential part of marketing budgets due to the increased integration of mobile devices into people's daily lives including communication, entertainment, location tracking and shopping.
- With about 280 million people in the US using mobile devices for internet access and frequently checking their devices throughout the day, mobile marketing provides a unique opportunity for businesses to connect with their customers at any time and location.

Mobile Marketing



Overview: M-commerce Today

- If you plan a mobile marketing campaign, it's important to understand how people actually use their mobile devices
- Most of us think people use their mobile devices on the go, but almost 70% of all mobile minutes actually take place in the home.
- Recent data shows that entertainment, not shopping or buying, is the primary focus (at least in terms of time) for mobile device users.

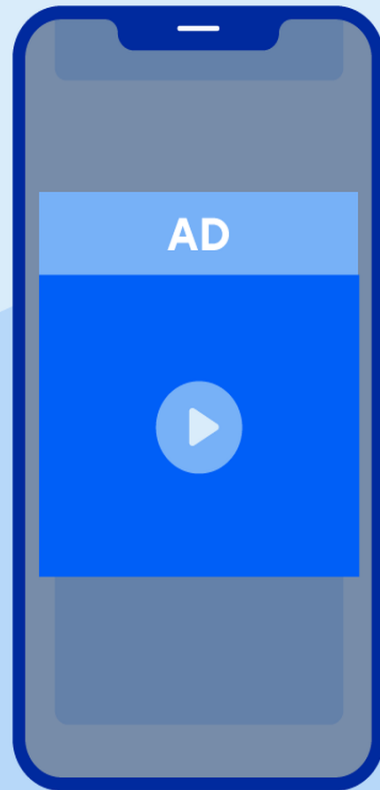
In-App Experiences and In-App Ads

- You may think that using a browser to access the Web on your smartphone or tablet is a typical mobile activity.
- In reality, however, mobile users spend almost four times the amount of time using apps compared to the time spent using mobile browsers.
- Time spent on tablets and tablet apps has been relatively flat over the past five years, in contrast, as smartphone screens increase in both size and resolution.

The four main types of in-app ads



Banner ads



Video ads



Rich media ads



Native ads

Mobile Marketing

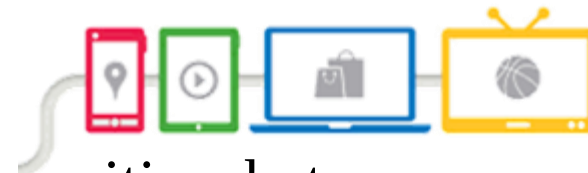
In-App Experiences and In-App Ads

- Despite millions of apps available on both iOS and Android, only a small percentage generate enough user traffic to interest advertisers. YouTube is the most popular smartphone app in the U.S., followed by Facebook. Google owns seven of the top 20 apps, while Meta (formerly Facebook) owns three.
- Marketers should focus their advertising on apps, particularly social network, game, and video apps, as these are the platforms most commonly used by consumers rather than the Web.
- Advertisements should be concentrated in the top 100 apps, although niche advertisers can focus on apps related to their specific markets.

Mobile Marketing

How the Multi-Screen Environment Changes the Marketing Funnel

- The growth of multi-screen usage, including smartphones, tablets, desktops, and televisions, has significantly altered consumer purchasing behavior and the marketing funnel.
- Consumers frequently use multiple screens simultaneously and switch between them to complete tasks.
- Research shows that 90% of multi-device users transition between screens to finish tasks, such as viewing an advertisement on television, then searching for the product on a smartphone, and finally making a purchase on a computer.



How the Multi-Screen Environment Changes the Marketing Funnel

- The increase in screen use also correlates with an increase in shopping and purchasing. Therefore, the more screens consumers use, the more touch points or marketing opportunities are available for businesses.
- Screen diversity or multi-device platforms necessitate a responsive design that ensures standardized branding across the various platforms, while adapting to the screen it's being viewed on.
- This is important as one ad size or branding image won't fit all screens.



Mobile Marketing

How the Multi-Screen Environment Changes the Marketing Funnel

- Responsiveness gives content the ability to resize, reformat, and reorganize based on the device being used.
- Due to this, the cost of online marketing can increase significantly as companies need to maintain a presence across websites, mobile sites, and apps.
- The choice between these platforms largely depends on the company's goals — websites may be more conducive to sales, while apps can be used to boost brand awareness.



Mobile Marketing

The Technology: Basic Mobile Device Features

- Smartphones today play a vital role in consumers' lives due to their ubiquitous and personalized usage.
- Their constant availability broadens the scope for marketers to target ads. However, it is essential to account for the fact that consumers are less tolerant of commercial invasion, as smartphones are viewed as personal extensions.
- Although this environment provides a boost in marketing supply and decreases costs, there is a conflict between marketers' desire to increase mobile ads and consumers' preference for fewer ads.
- Smartphones' built-in GPS feature is unique, allowing for location-based marketing messages. This is something that is not possible with desktops, as their location is more general and doesn't change as the user moves.



Mobile Marketing

Mobile Marketing Tools: Ad Formats

- Mobile marketing has similar ad formats as desktop marketing, but is adjusted for smaller screens. Available formats on mobile include search ads, display ads, messages, emails, classifieds, and lead generation.
- The most popular mobile marketing format is search engine advertising, making up 37% of mobile ad spending in 2021, while display ads account for about 33% of mobile ad spending.
- Mobile video advertising is the fastest-growing sector, covering 27% of mobile marketing expenditure.

Mobile Marketing

Starting a Mobile Marketing Campaign

- Identify your objectives and understanding just how a mobile marketing campaign might help your firm.
- Are you a new, unknown startup seeking to develop a brand image, or are you an already-existing brand looking to strengthen your presence and sell products?
- Is there something about your products that makes them especially attractive to a mobile audience?

Mobile Marketing

Starting a Mobile Marketing Campaign

- Consider the target demographic for your campaign and products.
- Younger consumers are more likely than older consumers to research products and prices on mobile devices and are more likely to share their experiences using social media.
- Mobile shoppers and buyers are more affluent than the online population in general.
- Find out where your mobile customers are congregating. Are your mobile customers likely to be using apps, and if so, which apps? Are your customers likely to be on Facebook or use Twitter? Or are your customers most likely to find you on a Google mobile search page?

Starting a Mobile Marketing Campaign

- Finally, consider the marketspace where you hope to succeed.
 - What are your competitors doing on the mobile platform?
 - Is their presence effective?
 - Where do they place their marketing efforts: display ads on websites or display ads in Google search results?
 - Or can they be found as in-app ads?
 - What apps are they advertising in?
 - How are they represented on Facebook Mobile?
 - Do they also have a Twitter and/or Pinterest brand page?
 - Do your competitors have an app that users can easily download?

Mobile Marketing

Starting a Mobile Marketing Campaign

- **Steps to follow:**

1. Develop a mobile website so that mobile consumers can see and buy your products. Make your mobile website social by including links to Facebook, Instagram, TikTok, Twitter, Pinterest, and other social networks.



Google Ads



Business Suite account,

2. If you already use a display advertising program like Google Ads or a Business Suite account, create a new campaign using the same ads but designed specifically for mobile platforms.

3. Consider opening a Google AdMob account, in part because ad networks can publish and track your ads on multiple platforms simultaneously.



Google AdMob

Starting a Mobile Marketing Campaign

4. Develop marketing content that is aimed specifically at the mobile user, with videos and high levels of interactivity that are designed for the mobile screen.
5. Measure and manage your campaign. Google's AdWords, along with many other ad networks, will host and manage your mobile campaign. In addition, these ad networks can provide you with a host of campaign measures that will allow you to see which mobile ads and techniques are attracting the most followers, comments, and social activity concerning your brand. With this basic data you can start to manage the mobile marketing campaign by reducing expenditures on ads that do not work and increasing the budget of ads that do work.

Mobile Marketing

Mobile Marketing Analytics

- Some campaigns are sales-oriented, using display and search ads to direct users to a website for purchase. These campaigns are measured similarly to desktop campaigns.
- Other campaigns are brand-oriented, aimed at engaging consumers and encouraging them to spread the word among their friends. These campaigns are measured using a specific framework that includes the dimensions of fan acquisition, engagement, amplification, community, brand strength, and sales.
- Over a six-month period, a successful branding campaign should see an increase in unique visitors, time on site, likes and posts.
- Finally, understanding the impact on sales requires determining which sales can be attributed to the campaign.

Review

Understand the difference between traditional online marketing and social-mobile marketing platforms and the relationships among social and mobile marketing.

- Social and mobile marketing have transformed the online marketing landscape. The major trends and concepts include:
 - The emphasis in online marketing has shifted from exposing consumers to messages toward engaging them in conversations about your brand.
 - Social marketing means all things social: listening, discussing, interacting, empathizing, and engaging the consumer.
 - Social marketing and advertising is not simply another “ad channel” but, rather, a collection of technology based tools for communicating with shoppers.
 - In the past, businesses could tightly control their brand messaging and lead consumers down a funnel of cues that ended in a purchase. However, today, businesses can no longer exercise such tight control. Instead, consumer purchase decisions are increasingly driven by the conversations, choices, tastes, and opinions of the consumer’s social network.

Review

Understand the social marketing process from fan acquisition to sales and the marketing capabilities of social marketing platforms such as Facebook, Instagram, TikTok, and Twitter.

- In social marketing, the objectives are to encourage your potential customers to become fans of your company's products and services and to engage with your business by entering into a conversation with it.
- There are five steps in the social marketing process model: fan acquisition, engagement, amplification, community, and brand strength and sales.
- Facebook is a social network that is designed to encourage people to reveal as much personal information about themselves as feasible, including their activities, behaviors, photos, music, movies, and purchases.

Review

Understand the social marketing process from fan acquisition to sales and the marketing capabilities of social marketing platforms such as Facebook, Instagram, TikTok, and Twitter.

- Facebook's features are built to maximize the connections among people in the form of notifications, tagging, messaging, posting, and sharing. In many instances, the movement of personal information is so widespread that it is beyond the understanding of users.
- Social density refers to the number of interactions among members of a group and reflects the “connectedness” of a group even if these connections are forced on members.
- Facebook has many marketing tools, including Brand Pages, Facebook Groups, and Facebook Ads.

Review

Understand the social marketing process from fan acquisition to sales and the marketing capabilities of social marketing platforms such as Facebook, Instagram, TikTok, and Twitter.

- Instagram is a visual social network. Users and advertisers post photos and videos to their friends, potential customers, and the public at large. Instagram marketing tools include display and video ads in the Instagram Feed, Stories, and Reels as well as Instagram Direct. Influencer marketing is a major method of marketing on Instagram.
- TikTok is a short-form video-sharing app. Many TikTok videos feature music, with users lip-syncing, singing, and dancing, whereas other videos focus on comedy and creativity. Influencer marketing is a major method of marketing on TikTok, but TikTok now also offers most of the same ad formats as other social network platforms.

Review

Understand the social marketing process from fan acquisition to sales and the marketing capabilities of social marketing platforms such as Facebook, Instagram, TikTok, and Twitter.

- Twitter is a social network that allows users to send and receive 280-character messages as well as videos, photos, and article previews. Twitter marketing tools include Promoted Ads, Follower Ads, Twitter Takeovers, Branded Notifications, the Twitter Amplify program, and Twitter Cards.
- One downside of social marketing is that brands lose a substantial amount of control over where their ads appear in terms of other content and what people say about their brands on social networks.

Review

Identify the key elements of a mobile marketing campaign.

- Mobile marketing involves the use of mobile devices such as smartphones and tablet computers to display banner ads, rich media, videos, games, e-mails, text messaging, in-store messaging, QuickResponse (QR) codes, and couponing.
- Mobile devices represent a radical departure from previous marketing technologies simply because the devices integrate so many human and consumer activities, from telephoning or texting friends to listening to music, watching videos, and using the Web to shop for and purchase goods.
- Mobile users spend the vast majority of their time using mobile apps as opposed to mobile web browsers.
- Marketers thus need to place their ads in apps where consumers spend most of their time.

Identify the key elements of a mobile marketing campaign.

- Mobile devices create a multi-screen world. The reality, and the future, of computing devices is that consumers will be multi-platform: using desktops and laptops at work and at home and using smartphones and tablets at home as well as when moving about.
- The implications of the multi-device platform, or screen diversity, environment are that marketing needs to be designed for whatever device the consumer is using and that consistent branding across platforms will be important.

Review

Identify the key elements of a mobile marketing campaign.

- Unlike social marketing, mobile marketing does not require a great deal of new marketing vocabulary. All the marketing formats available on the desktop are also available on mobile devices. With few exceptions, mobile marketing is very much like desktop marketing—except that it is smaller, mobile, and with the user all the time.
- The effectiveness of mobile marketing can be measured using the dimensions of the social marketing process model: fan acquisition, engagement, amplification, community, brand strength, and sales. Traditional web browser- based metrics also can be used when measuring mobile campaigns.

Reference

