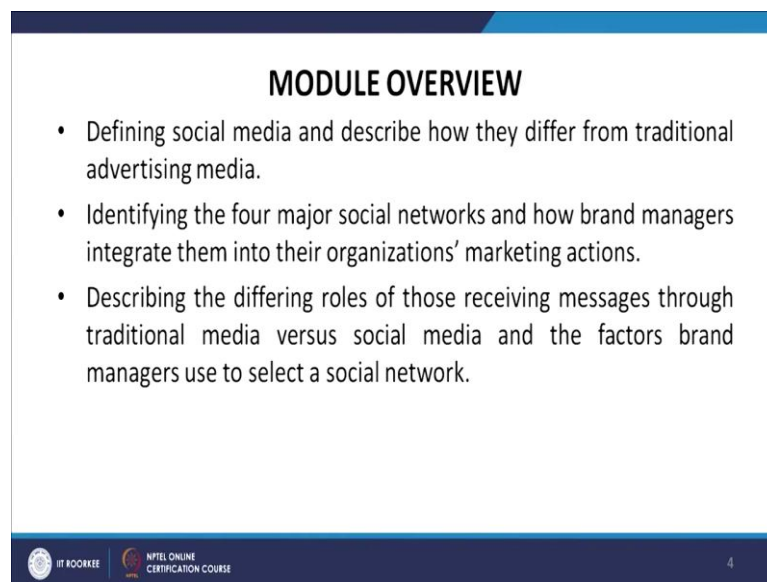


Introduction to Marketing Essentials
Prof. Zillur Rahman
Department of Management Studies
Indian Institute of Technology, Roorkee

Lecture – 35
Using Social Media to Connect with Consumers – I

Welcome to Introduction to Marketing Essentials. Now we will talk about module 35. These two modules, module 35 and 36, will be covering the Usage of Social Media to Connect with the Customers. Now let us see what are the topics that will be covered in this module. So, the first is that we will start with defining social media and describing how they differ from traditional advertising media.

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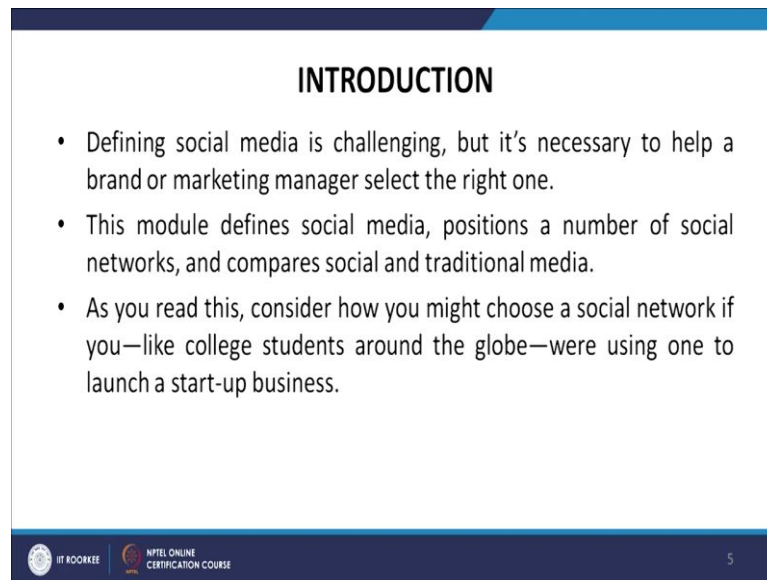
MODULE OVERVIEW

- Defining social media and describe how they differ from traditional advertising media.
- Identifying the four major social networks and how brand managers integrate them into their organizations' marketing actions.
- Describing the differing roles of those receiving messages through traditional media versus social media and the factors brand managers use to select a social network.

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Then we will identify the four major social networks and how brand managers integrate them into their organizations marketing actions. After that we will describe the differing roles of those receiving messages through traditional media versus social media, and the factors brand managers use to select a social media.

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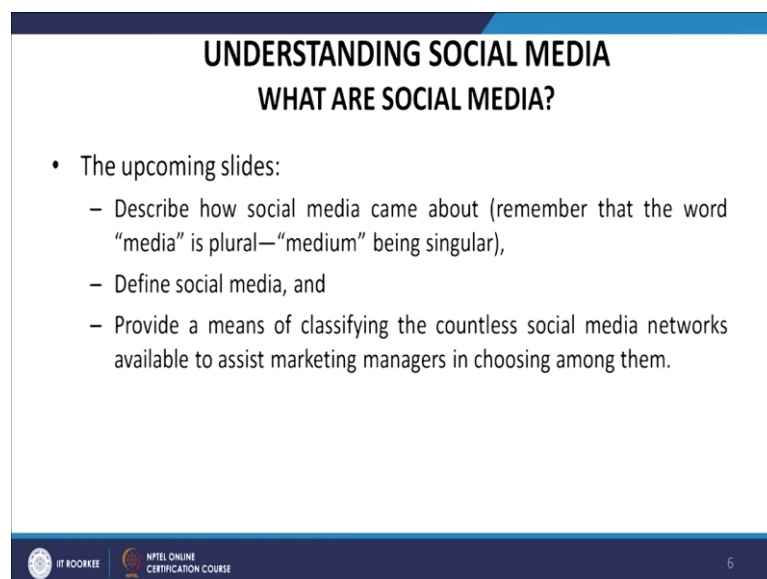
INTRODUCTION

- Defining social media is challenging, but it's necessary to help a brand or marketing manager select the right one.
- This module defines social media, positions a number of social networks, and compares social and traditional media.
- As you read this, consider how you might choose a social network if you—like college students around the globe—were using one to launch a start-up business.

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Now, to introduce this module, defining social media is a challenge; but it is necessary to help a brand or marketing manager select the right social media. This module defines social media, positions a number of social networks, and compares social and traditional media. As you go through this module, consider how you might choose a social network if you like any other college student around the globe were using one to launch a startup business.

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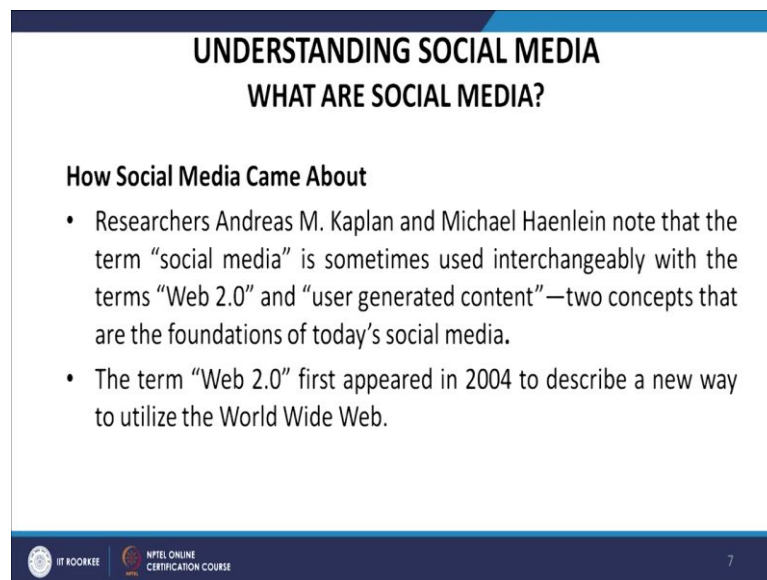
UNDERSTANDING SOCIAL MEDIA
WHAT ARE SOCIAL MEDIA?

- The upcoming slides:
 - Describe how social media came about (remember that the word “media” is plural—“medium” being singular),
 - Define social media, and
 - Provide a means of classifying the countless social media networks available to assist marketing managers in choosing among them.

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Now, what are social media? In the upcoming slides I will describe how social media came about; remember that the word media is plural, medium is singular. Defining social media and it provides a means of clarifying the countless social media networks available to assist marketing managers in choosing from amongst them.

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UNDERSTANDING SOCIAL MEDIA
WHAT ARE SOCIAL MEDIA?

How Social Media Came About

- Researchers Andreas M. Kaplan and Michael Haenlein note that the term “social media” is sometimes used interchangeably with the terms “Web 2.0” and “user generated content”—two concepts that are the foundations of today’s social media.
- The term “Web 2.0” first appeared in 2004 to describe a new way to utilize the World Wide Web.

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Now let us first try to understand how social media came about. Researchers Andreas M Kaplan and Michael Haenlein note that the term social media is sometimes used interchangeably with the term Web 2 and user generated content; two concepts that are the foundations of today’s social media. The term Web 2 first appeared in 2004 to describe a new way to utilize the World Wide Web; that is www that is the internet that we keep on talking about.

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The slide features a blue header with the title 'UNDERSTANDING SOCIAL MEDIA' and a subtitle 'WHAT ARE SOCIAL MEDIA?'. The main content is a bulleted list. The footer contains the IIT Roorkee logo, the text 'IIT ROORKEE', the NPTEL Online Certification Course logo, and the text 'NPTEL ONLINE CERTIFICATION COURSE'. The slide number '8' is in the bottom right corner.

UNDERSTANDING SOCIAL MEDIA
WHAT ARE SOCIAL MEDIA?

- Web 2.0 does not refer to any technical update of the World Wide Web, but refers to functionalities that make possible today's high degree of interactivity among users.
- So with Web 2.0, content is no longer seen as being created and published in final form exclusively by one author.
- Instead, the content can be modified continuously by all users in a participatory fashion, such as with blogs and wikis.

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Web 2 does not refer to any technical update of the World Wide Web, but refers to functionalities that make possible today's high degree of interactivity among users. So, with Web 2, content is no longer seen as being created and published in a final form exclusively by one author. Instead, the content can be modified continuously by all users in a participatory fashion, such as with blogs and wikis.

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The slide features a blue header with the title 'UNDERSTANDING SOCIAL MEDIA' and a subtitle 'WHAT ARE SOCIAL MEDIA?'. The main content is a bulleted list. The footer contains the IIT Roorkee logo, the text 'IIT ROORKEE', the NPTEL Online Certification Course logo, and the text 'NPTEL ONLINE CERTIFICATION COURSE'. The slide number '9' is in the bottom right corner.

UNDERSTANDING SOCIAL MEDIA
WHAT ARE SOCIAL MEDIA?

- A **blog**—a contraction of “web log”—is a web page that serves as a publicly accessible personal journal and online forum for an individual or organization.
- Companies like Hewlett-Packard routinely monitor blogs to gain insight into customer complaints and suggestions.
- A **wiki** is a website whose content is created and edited by the ongoing collaboration of end users, for example, to generate and improve new product ideas.
- They differ in that a blog is a diary that shows a sequential journey while a wiki shows the end result as a single entry.

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A blog, a contraction of web log is a webpage that serves as a publicly accessible personal journal and online forum for an individual or organization. Companies like HP

routinely monitors blogs to gain insight into customer complaints and suggestions. A wiki is a website whose content is created and edited by the ongoing collaboration of end users, for example, to generate and improve new product ideas. They differ in that a blog is a diary that shows a sequential journey while a wiki shows the end results as a single entry.

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UNDERSTANDING SOCIAL MEDIA
WHAT ARE SOCIAL MEDIA?

- **User generated content (UGC)** refers to the various forms of online media content that are publicly available and created by end users.
- The term “user generated content” was in common use by 2005 and covers all the ways people can use social media.

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User generated content refers to the various forms of online media content that are publicly available and created by end users. The term user generated content was in common use by 2005 and covers all the way people can use social media.

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UNDERSTANDING SOCIAL MEDIA
WHAT ARE SOCIAL MEDIA?

- UGC satisfies three basic criteria:
 1. It is published either on a publicly accessible website or on a social networking site, so it is not simply an e-mail.
 2. It shows a significant degree of creative effort, so it is more than simply posting a newspaper article on a personal blog without editing or comments.
 3. It is consumer-generated by an individual outside of a professional organization, without a commercial market in mind.

important UGC can be in the DM process

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Now what is this UGC? That is User Generated Content, it should satisfy three basic criteria.

It is published either on a publicly accessible website or on a social networking site, so it is not simply an email. So, this tells or in this slide we will understand how this UGC or user generated content is different.

So, the first characteristic, it is more than simply an email. The second is it shows a significant degree of creative efforts, so it is more than simply posting a newspaper article on a personal blog without editing or comments. So, something else is added to that.

It is a consumer generated by an individual outside of a professional organization, without a commercial market in mind. So, now, you see that how important this UGC can be in the decision making process. Someone outside the organization and who does not have any commercial consideration, he is writing something.

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UNDERSTANDING SOCIAL MEDIA
WHAT ARE SOCIAL MEDIA?

Defining Social Media

- Social media represent a unique blending of technology and social interaction to create personal value for users.
- **Social media** are online media where users submit comments, photos, and videos—often accompanied by a feedback process to identify “popular” topics.
- Most social media involve a genuine online conversation among people about a subject of mutual interest, one built on their personal thoughts and experiences.

interactive
two way

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Now, let us go about defining social media. Social media represents a unique blending of technology and social interaction to create personal value for users. Social media are online media where users submit comments, photos and videos often accompanied by a feedback process to identify popular topics. Most social media involves a genuine online conversation among people about a subject of mutual interest, one built on their personal thoughts and experiences.

So, the main issue here with social media is that, it is interactive and it is two way. Well, the problem with the traditional media was that or advertising media was that, it was one way from the company to the consumer.

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UNDERSTANDING SOCIAL MEDIA
WHAT ARE SOCIAL MEDIA?

- However, other social media sites involve games and virtual worlds, in which the online interaction includes playing a game, completing a quest, controlling an avatar, and so on.
- Business firms also refer to social media as “consumer-generated media.” A single social media site like Facebook or YouTube is referred to as a social network.

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However other social media sites involve games and virtual worlds, in which the online interaction including playing a game, completing a quest, or controlling an avatar and so on.

Business firms also refer to social media as consumer generated media. A single social media site like Facebook or YouTube is referred to as a social network.

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UNDERSTANDING SOCIAL MEDIA
WHAT ARE SOCIAL MEDIA?

Classifying Social Media

- Most of us would probably say that Flickr, YouTube, Facebook, and Twitter are well-known social networks.
- But marketing managers trying to reach potential customers need a system to classify the more than 400 specialized and diverse social networks to select the best among them.

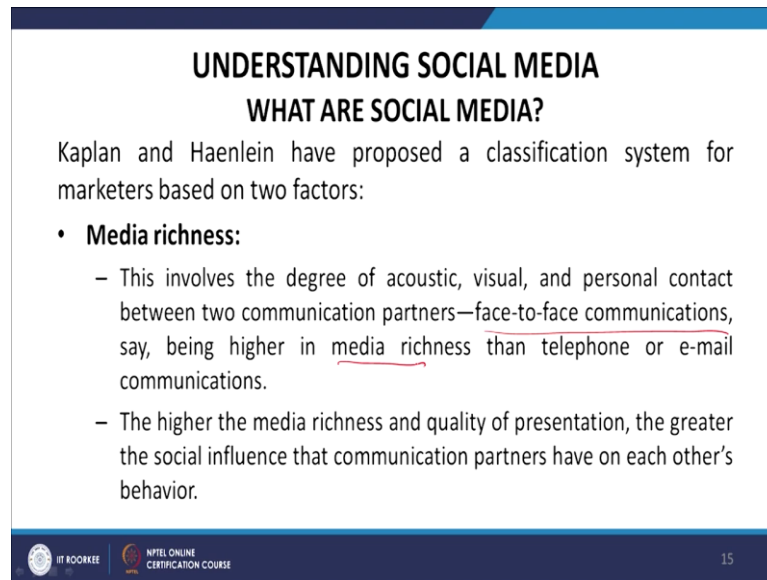
↓ brand purpose

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Now, let us go about looking at how to classify social media. Most of us would probably say that Flickr, YouTube, Facebook and Twitter are well known social networks. But

marketing managers trying to reach potential customers need a system to classify more than 400 specialized and diverse social networks to select the best among them: the best for the brand purpose.

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UNDERSTANDING SOCIAL MEDIA

WHAT ARE SOCIAL MEDIA?

Kaplan and Haenlein have proposed a classification system for marketers based on two factors:

- **Media richness:**
 - This involves the degree of acoustic, visual, and personal contact between two communication partners—face-to-face communications, say, being higher in media richness than telephone or e-mail communications.
 - The higher the media richness and quality of presentation, the greater the social influence that communication partners have on each other's behavior.

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Kaplan and Haenlein have proposed a classification system for marketers based on two factors. So, how should we go about choosing the social media? So, there are these two factors.

The first factor is media richness; this involves the degree of acoustics, visual and personal contact between two communication partners: Face to face communications, say, being higher in media richness than telephone or email communications. So, in here this face to face communication is higher in media richness. The higher the media richness and quality of presentation, the greater the social influence that communication partners have on each other's behavior.

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UNDERSTANDING SOCIAL MEDIA

WHAT ARE SOCIAL MEDIA?

- **Self-disclosure:**
 - In any type of social interaction, individuals want to make a positive impression to achieve a favorable image with others.
 - This favorable image is affected by the degree of self-disclosure about a person's thoughts, feelings, likes, and dislikes—where greater self-disclosure is likely to increase one's influence on those reached.

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The second is self-disclosure. In any type of social interaction, individuals want to make a positive impression to achieve a favorable image with others. This favorable image is affected by the degree of self-disclosure about a person's thought, feelings, likes and dislikes where greater self-disclosure is likely to increase one's influence on those reached. So, keep in mind that this is the degree of self disclosure that is also another important characteristic of the social media. So, one is media richness and the second is self-disclosure.

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UNDERSTANDING SOCIAL MEDIA

WHAT ARE SOCIAL MEDIA?

- Figure 35.1 uses these two factors of media richness and self-disclosure to position a number of social media sites in two-dimensional space.
- For example, blogs like Flickr and Tumblr are in the upper left because they are high in self-disclosure but relatively low in media richness, while Wikipedia is low on both factors.

Category	Self-Disclosure (High to Low)	Media Richness (Low to High)	Examples
BLOGS	High	Low	Squarespace, WordPress, Blogger, Tumblr, LiveJournal, Huffington Post
SOCIAL NETWORKING SITES	High	Medium	Twitter, Facebook, LinkedIn, Snapchat, Google+, Instagram, Pinterest, Flickr, WhatsApp
VIRTUAL SOCIAL WORLDS	High	High	The Sims, Call of Duty, Second Life, Steam, There
COLLABORATIVE PROJECTS	Low	Low	Reddit, Flipboard, Scribdspedia, Wikipedia
CONTENT COMMUNITIES	Low	Medium	Periscope, YouTube, Vimeo, StumbleUpon, SlideShow
VIRTUAL GAME WORLDS	Low	High	Xbox Live, World of Warcraft, Twitch, Rift, Runescape

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Now, let us look at this figure, it uses these two factors of media richness and self disclosure to position a number of social media sites in this two-dimensional space. So, you see that on this x axis we have this media richness, so it is low when it shows only word; it is medium when it shows the words, photos and videos. And this media richness is high when it shows animation. While on this y axis we have the self-disclosure. So, this self-disclosure is low when it is impersonal; it is medium when it is personal, and it is high when it becomes very personal.

So, now, you see that, these blogs they are low on media richness; but high on self-disclosure. While other social networking sites they are medium on words, photos and videos that is the media richness, and they are high on self-disclosure. So, this blogs includes Squarespace, WordPress, Bloggers, LiveJournal; while this social networking sites as all of you are aware of they include Twitter and Facebook and LinkedIn and Google Plus, Snapchat, Instagram, Pinterest, Flickr, WhatsApp.

Then, this virtual social worlds are high on both that is self disclosure and media richness; and they are The Sims, Call of Duty, Second Life, There, Steam. Now this is collaborative projects, they are low on media richness that is they include only words and they are impersonal on this dimension of self disclosure. So, they are Flipboard's and Wikipedia's and so on.

Then comes the second thing that is content communities. They are medium in media richness; while they are low in self-disclosure. Now keep in mind that these examples which are occurring on the top of these boxes; so they are more near to medium rather than low.

So, this Periscope and YouTube and Vimeo; although they are medium on media richness; but they are more towards medium in self-disclosure, rather than near to being low on self-disclosure. Similarly then we have this virtual game worlds which are more towards medium in self disclosure and high on media richness. So, for example, blogs like Flickr are in the upper left, because they are high in self-disclosure; but relatively low in media richness, while Wikipedia is low on both these factors.

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UNDERSTANDING SOCIAL MEDIA

WHAT ARE SOCIAL MEDIA?

- LinkedIn contains detailed career and résumé information for business networking and is high in self-disclosure, while YouTube's videos are strong on the media richness scale but are moderate in terms of self-disclosure.

Self-Disclosure	Low (Words)	Medium (Words, Photos, and Videos)	High (Animation)
High (Only Personal)	BLOGS Squarespace WordPress Blogger Tumblr LiveJournal Huffington Post	SOCIAL NETWORKING SITES Twitter Facebook LinkedIn Google+ Pinterest Flickr WhatsApp	VIRTUAL SOCIAL WORLDS The Sims Call of Duty Second Life There Steam
Low (Transactional)	COLLABORATIVE PROJECTS Riddit Flipboard Scholarpedia Wikipedia	CONTENT COMMUNITIES Periscope YouTube Vimeo StumbleUpon Slideshow	VIRTUAL GAME WORLDS Xbox Live World of Warcraft Twitch EVE Runescape

Source: Roger, K., Steven, H. & William, R. [2013]. *Marketing: The Core*. McGraw-Hill Irwin, Fifth Edition.

LinkedIn contains detailed career and resume information for business networking and is high in self-disclosure; while YouTube's video are a strong on the media richness scale, but are moderate in terms of self-disclosure. When you can also use this these two-dimension figure to categorize upcoming social media like TikTok.

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UNDERSTANDING SOCIAL MEDIA

WHAT ARE SOCIAL MEDIA?

- Second Life, high in both self-disclosure and media richness, is a 3D virtual social world where users create a personal avatar to explore and interact with others in that world to "live a life without boundaries."
- World of Warcraft is high in media richness but low in self-disclosure.

Self-Disclosure	Low (Words)	Medium (Words, Photos, and Videos)	High (Animation)
High (Only Personal)	BLOGS Squarespace WordPress Blogger Tumblr LiveJournal Huffington Post	SOCIAL NETWORKING SITES Twitter Facebook LinkedIn Google+ Pinterest Flickr WhatsApp	VIRTUAL SOCIAL WORLDS The Sims Call of Duty Second Life There Steam
Low (Transactional)	COLLABORATIVE PROJECTS Riddit Flipboard Scholarpedia Wikipedia	CONTENT COMMUNITIES Periscope YouTube Vimeo StumbleUpon Slideshow	VIRTUAL GAME WORLDS Xbox Live World of Warcraft Twitch EVE Runescape

Source: Roger, K., Steven, H. & William, R. [2013]. *Marketing: The Core*. McGraw-Hill Irwin, Fifth Edition.

Second life, high in both self-disclosure and media richness, is a 3D virtual social world where users create a personal avatar to explore and interact with others in that world to

live a life without boundaries. World of Warcraft is high in media richness, but low in self-disclosure.

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UNDERSTANDING SOCIAL MEDIA

WHAT ARE SOCIAL MEDIA?

- Marketing managers look carefully at the positioning of the social networks shown in Figure 35.1 in selecting those to use in their plans.

Source: Roger, K., Steven, H. & William, R. [2013]. *Marketing: The Core*. McGraw-Hill Irwin, Fifth Edition.

Marketing managers, they look carefully at the positioning of the social networks shown in figure 35.1 in selecting those to use in their plans.

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UNDERSTANDING SOCIAL MEDIA

WHAT ARE SOCIAL MEDIA?

- For example, World of Warcraft (WoW), positioned in the Virtual Game Worlds segment in Figure 35.1, is a multiplayer, online role-playing game in the fantasy Warcraft universe.
- Toyota recently used mechanics and pictures from the World of Warcraft in a commercial to reach the millions of people who play the games.

Source: Roger, K., Steven, H. & William, R. [2013]. *Marketing: The Core*. McGraw-Hill Irwin, Fifth Edition.

For example, World of Warcraft that is the WoW, positioned in the Virtual Game World segment in figure 35.1, is a multiplayer, online role playing game in the fantasy Warcraft

universe. Toyota recently used mechanics and pictures from the World of Warcraft in a commercial to reach millions of people who play the game.

Now, let us move on and compare social media with the traditional media. Consumers receive information, news and education from print that is newspaper and magazines, and electronic media that is radio and television.

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UNDERSTANDING SOCIAL MEDIA
COMPARING SOCIAL AND TRADITIONAL MEDIA

- Consumers receive information, news, and education from print (newspapers, magazines) and electronic media (radio, television).
- But marketing managers know that social media are very different from traditional media like newspapers or even radio or television.
- Social media and traditional media have both similarities and differences that impact marketing strategies, as described here :
- **Ability to reach both large and niche audiences:**
 - Both kinds of media can be designed to reach either a mass market or specialized segments; however, good execution is critical, and audience size is not guaranteed.

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But marketing managers know that social media are very different from traditional media like newspapers and even radio or television. Social media and traditional media have both similarities and differences that impact marketing strategies and they are described here.

The first is the ability to reach both large and niche audiences; both kind of media can be designed to reach either a mass market or a specialized segments; however, good execution is critical, and audience size is not guaranteed. So, the first difference is the ability to reach both large and niche audience.

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UNDERSTANDING SOCIAL MEDIA
COMPARING SOCIAL AND TRADITIONAL MEDIA

2. **Expense and access:**

- Messages and ads in traditional media like newspapers or television generally are expensive to produce and have restricted access by individuals.
- Also, traditional media are typically owned privately or by the government.
- In contrast, messages on social media networks are generally accessible everywhere to those with smartphones, computers, and tablet devices and can be produced cheaply.

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The second is the expense and access; messages and ads in traditional media like newspapers or televisions generally are expensive to produce and have restricted access by individuals.

Also, traditional media are typically owned privately or by the government. In contrast, messages on social media networks are generally accessible everywhere to those with smartphones, computers and tablet devices and can be produced very cheaply.

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UNDERSTANDING SOCIAL MEDIA
COMPARING SOCIAL AND TRADITIONAL MEDIA

3. **Training and number of people involved:**

- Producing traditional media typically requires specialized skills and training and often involves teams of people.
- In contrast, sending messages on social media requires only limited skills, so practically anyone can post a message that includes words and images.

4. **Time to delivery:**

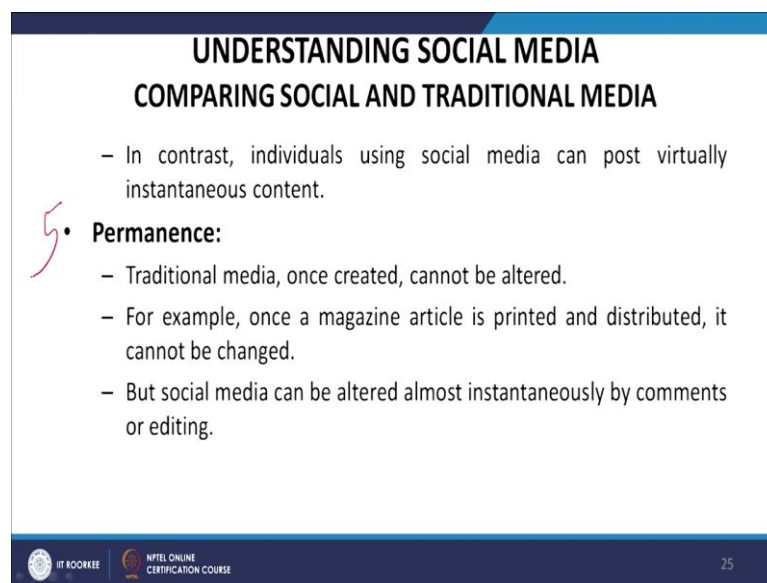
- Traditional media can involve days or even months of continuing effort to deliver the communication, and time lags can be extensive.

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The third difference comes from training and number of people involved. Producing traditional media typically requires specialized skills and training and often involves teams of people. In contrast, sending messages on social media requires only limited skills; so practically anyone can post a message that includes words and images.

The next thing is time to delivery; traditional media can involve days or even months of continuing efforts to deliver the communication, and time lags can be extensive. In contrast, individuals using social media can post virtually instantaneous content.

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UNDERSTANDING SOCIAL MEDIA
COMPARING SOCIAL AND TRADITIONAL MEDIA

- In contrast, individuals using social media can post virtually instantaneous content.

5 • **Permanence:**

- Traditional media, once created, cannot be altered.
- For example, once a magazine article is printed and distributed, it cannot be changed.
- But social media can be altered almost instantaneously by comments or editing.

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Another thing is permanence. So, now, we are talking about the differences and similarities. So, for the first one was ability to reach large and niche audiences, expense and access; the third is training and number of people involved, the fourth is time to delivery, the fifth is permanence that is traditional media once created cannot be altered. For example, once a magazine article is printed and distributed, it cannot be changed; but in social media things can be altered almost instantaneously by comments or editing.

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UNDERSTANDING SOCIAL MEDIA
COMPARING SOCIAL AND TRADITIONAL MEDIA

- **Credibility and social authority:**
 - Individuals and organizations can establish themselves as an “expert” in their given field, thereby becoming an “influencer” in that field.
 - For example, The New York Times has immense credibility among newspaper media.
 - But with social media, a sender often simply begins to participate in the “conversation,” hoping that the quality of the message will establish credibility with the receivers, thereby enhancing the sender’s influence.

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The next thing is the credibility and social authority. Individuals and organizations can establish themselves as an expert in their given field, thereby becoming an influencer in that field. For example, The New York Times has immense credibility among newspaper media. But with social media, a sender often simply begins to participate in the conversation; hoping that the quality of the message will establish credibility with the receivers, thereby enhancing the sender’s influence.

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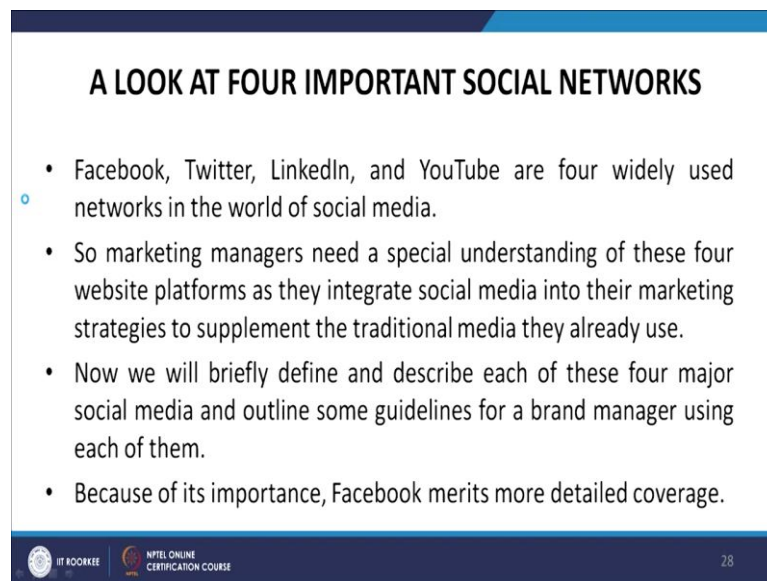
A LOOK AT FOUR IMPORTANT SOCIAL NETWORKS

- In terms of privacy, with minor exceptions, recipients of traditional media like TV or radio ads are completely anonymous.
- Subscribers to newspapers or magazines are somewhat less so because publishers can sell subscription lists to advertisers.
- Social media have much less privacy and anonymity.
- When they breach expectations for privacy, unethical outsiders can access users’ names.

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Now, let us look at four important social networks; in terms of privacy, with minor exceptions, recipient of traditional media like TV or radio ads can completely be anonymous. Subscribers to newspapers or magazines are somewhat less so, because publishers can sell subscription list to advertisers. Social media have much less privacy and anonymity. When they breach expectations for privacy, unethical outsiders can access user's name.

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A LOOK AT FOUR IMPORTANT SOCIAL NETWORKS

- Facebook, Twitter, LinkedIn, and YouTube are four widely used networks in the world of social media.
- So marketing managers need a special understanding of these four website platforms as they integrate social media into their marketing strategies to supplement the traditional media they already use.
- Now we will briefly define and describe each of these four major social media and outline some guidelines for a brand manager using each of them.
- Because of its importance, Facebook merits more detailed coverage.

IIT ROORKEE NITEL ONLINE CERTIFICATION COURSE 28

Facebook, Twitter, LinkedIn and YouTube are four widely used networks in the world of social media. So, marketing managers need a special understanding of these four website platforms as they integrate social media into their marketing strategies to supplement the traditional media they already use. Now we will briefly define and describe each of these four major social media and outline some guidelines for brand managers using each of them. Because of its importance, Facebook merits more detailed coverage.

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A LOOK AT FOUR IMPORTANT SOCIAL NETWORKS

FACEBOOK

- Facebook is the first choice among people seeking to create and maintain online connections with others by using photos, videos, and short text entries.
- Facebook enhanced its photo-sharing capability with its acquisition of Instagram in early 2012.
- With 1.69 billion active users expected by late 2020, Facebook is truly the 900-pound gorilla among all social media.
- Also, Facebook has a global presence, now accessible in more than 70 languages.



So, let us start with Facebook. Facebook is the first choice among people seeking to create and maintain online connections with others by using photos, videos and short text entries.

Facebook enhanced the photo sharing capability with its acquisition of Instagram in early 2012. With 1.69 billion active users expected by late 2020, Facebook is truly the 900-pound gorilla among all social media. Also, Facebook has a global presence, now accessible in more than 70 languages.

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A LOOK AT FOUR IMPORTANT SOCIAL NETWORKS

FACEBOOK

Facebook: An Overview

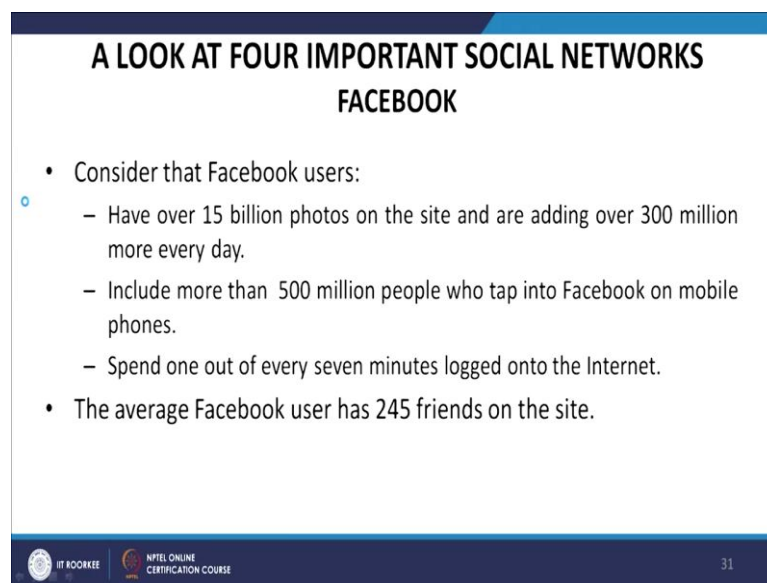
- **Facebook** is a website where users create a personal profile, add other users as friends, and exchange comments, photos, videos, and “likes” with them.
- Facebook users today can keep friends and family updated on what a user is thinking, doing, and feeling.
- Additionally, users may chat with friends and create and join common-interest groups, organized by workplace, high school, college, and Pages— some of the latter maintained by organizations as a means of advertising.



Now, this is an overview of Facebook, is a website where users create a personal profile, add other users as friends, and exchange comments, photos, videos and likes with them. Facebook users today can keep friends and family updated on what a user is thinking, doing and feeling.

Additionally, users may chat with friends and create and join common interest groups, organized by workplace, high school, college, and pages; some of the later maintained by organizations as a means of advertising.

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A LOOK AT FOUR IMPORTANT SOCIAL NETWORKS

FACEBOOK

- Consider that Facebook users:
 - Have over 15 billion photos on the site and are adding over 300 million more every day.
 - Include more than 500 million people who tap into Facebook on mobile phones.
 - Spend one out of every seven minutes logged onto the Internet.
- The average Facebook user has 245 friends on the site.

IT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 31

Consider that Facebook users have over 15 billion photos on the site and are adding over 300 million more every day. Include more than 500 million people who tap into Facebook on mobile phones; spent one out of every seven minutes logged onto the internet. The average Facebook user has 245 friends on the site.

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A LOOK AT FOUR IMPORTANT SOCIAL NETWORKS

FACEBOOK

Facebook in a Brand Manager's Strategy

- Facebook Pages were created as a method for brand managers to generate awareness for their product, service, or brand within Facebook.
- They allow brand managers to promote their business on Facebook, separate from their private and personal profiles.
- Done well, these are magnets for feedback.
- Additionally, Facebook Page information is generally public and cataloged by search engines so brand managers can identify influencers within their customer base.

IIT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 32

Now, let us look at how Facebook figures in a brand manager's strategy. Facebook pages were created as a method for brand managers to generate awareness for their product, service, or brand within Facebook.

They allow brand managers to promote their business on Facebook, separate from their private and personal profiles. Done well, these are magnets for feedback. Traditionally, Facebook page information is generally public and cataloged by search engines, so brand managers can identify influencers within their customer base.

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A LOOK AT FOUR IMPORTANT SOCIAL NETWORKS

TWITTER

- Now that "tweets" have become part of our everyday language, it's apparent that Twitter has entered the mainstream of life.
- By 2020, Twitter globally has over 330 million registered users and 145 million active users who send 340 million tweets a day.

IIT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 33

Another is the Twitter; now that tweets have become part of our everyday language, it is apparent that Twitter has entered the mainstream of life.

By 2020, Twitter globally has over 330 million registered users and 145 million active users who send 340 million tweets a day.

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A LOOK AT FOUR IMPORTANT SOCIAL NETWORKS

TWITTER

Twitter: An Overview

- Twitter is a website that enables users to send and receive tweets, messages up to 280 characters long.
- Twitter is based on the principle of “followers.”
- So when you choose to follow another Twitter user, that user’s tweets appear in reverse chronological order on your Twitter page.
- Because of its short message length, the ease of posting and receiving tweets, and its convenience on a smartphone, Twitter can be a good source of information about a brand or product.

IIT ROORKEE NIEL ONLINE CERTIFICATION COURSE 34

Now, what is this Twitter? Twitter is the website that enables users to send and receive tweets; these tweets are messages up to 280 character long.

Twitter is based on the principle of followers. So, when you choose to follow another Twitter user, that user’s tweets appears in reverse chronological order on your Twitter page. Because of its short message length, the ease of posting and receiving tweets, and its convenience on a smartphone; Twitter can be good source of information about a brand or a product.

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A LOOK AT FOUR IMPORTANT SOCIAL NETWORKS

TWITTER

Twitter in a Brand Manager's Strategy

- With the 280-character limit on tweets, brand managers cannot expect extensive comments on their brands.
- But they can use social media management tools like CoTweet to see what Twitter users are saying—good and bad— about both their own brands and competitive ones.
- They then respond to the negative comments and re-tweet the positive ones.

IT ROORKEE NITEL ONLINE CERTIFICATION COURSE 35

With the 280-character limit on tweets, brand managers cannot expect extensive comments on their brands. But they can use social media management tools like CoTweet to see what Twitter users are saying good or bad about both their own brands and competitive ones. They then respond to the negative comments and re-tweet the positive ones.

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A LOOK AT FOUR IMPORTANT SOCIAL NETWORKS

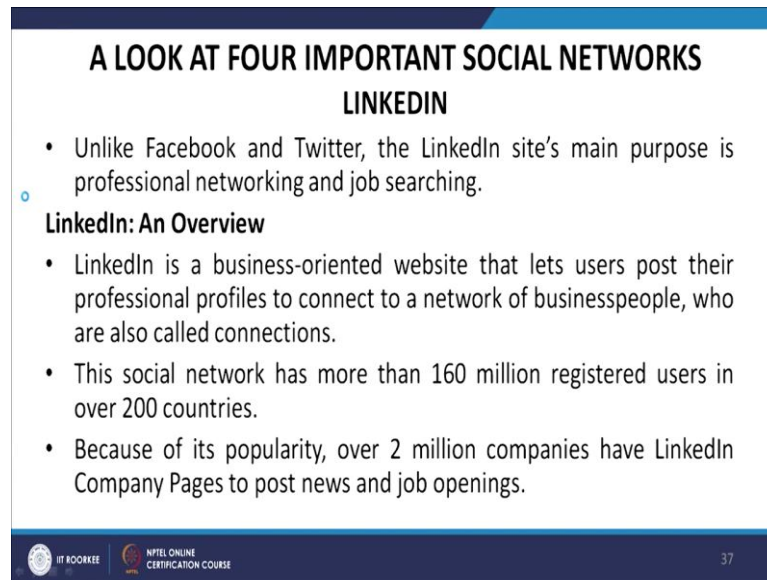
TWITTER

- As with Facebook, Twitter can actively engage customers if done well and creatively.
- In promoting its new Ford Fiesta subcompact car, Ford received 4 million mentions on Twitter about its "Fiesta movement."

IT ROORKEE NITEL ONLINE CERTIFICATION COURSE 36

As with Facebook, Twitter can actively engage customers if done well and creatively. In promoting its new Ford Fiesta subcompact car, Ford received 4 million mentions on Twitter about its Fiesta movement.

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A LOOK AT FOUR IMPORTANT SOCIAL NETWORKS

LINKEDIN

- Unlike Facebook and Twitter, the LinkedIn site's main purpose is professional networking and job searching.

LinkedIn: An Overview

- LinkedIn is a business-oriented website that lets users post their professional profiles to connect to a network of businesspeople, who are also called connections.
- This social network has more than 160 million registered users in over 200 countries.
- Because of its popularity, over 2 million companies have LinkedIn Company Pages to post news and job openings.

IT ROOKIE NPTEL ONLINE CERTIFICATION COURSE 37

Then comes this LinkedIn; unlike Facebook and Twitter, the LinkedIn site's main purpose is professional networking and job searching.

So, what is this LinkedIn? LinkedIn is a business oriented website that lets users post to their professional profiles to connect to a network of businesspeople, who are called connections. The social network has more than 160 million registered users in over 200 countries. Because of its popularity, over 2 million companies have LinkedIn Company Pages to post news and job openings.

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A LOOK AT FOUR IMPORTANT SOCIAL NETWORKS
LINKEDIN

LinkedIn in a Brand Manager's Strategy

- Marketing managers can use LinkedIn to promote their brand in subtle ways.
- This is done mainly for business-to-business (B2B) image building and networking with industry-related groups.
- A company can also use LinkedIn for business development to find sales leads and vendors and to organize focus groups.
- Using LinkedIn, brand managers can demonstrate the organization's expertise and create and moderate discussion groups.

IT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 38

Now, let us look at where does this LinkedIn figures in a brand manager strategy. Marketing managers can use LinkedIn to promote their brand in subtle ways. This is done mainly for business to business, image building and networking with industry related groups. A company can also use LinkedIn for business development to find sales leads and vendors and to organize focus groups. Using LinkedIn, brand managers can demonstrate the organizational expertise and create and moderate discussion groups.

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A LOOK AT FOUR IMPORTANT SOCIAL NETWORKS
YOUTUBE

- The ability of YouTube to reach its audience stretches the imagination.
- YouTube has 2 billion active users, who:
 - Watch more than 3 billion hours of video a month,
 - Upload over 72 hours of video each minute, and
 - Get about 1 trillion page views a day.

IT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 39

Another of these important social networks is YouTube. The ability of YouTube to reach its audience stretches the imagination. YouTube has 2 billion active users; who watch more than 3 billion hours of video a month, upload over 72 hours of video each minute, and get about 1 trillion page views a day.

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A LOOK AT FOUR IMPORTANT SOCIAL NETWORKS
YOUTUBE

YouTube: An Overview

- YouTube is a video-sharing website in which users can upload, view, and comment on videos.
- YouTube uses streaming video technology to display user generated video content that includes movie and TV clips, music videos, and original videos developed by amateurs.
- While most of the content is uploaded by amateurs, many companies offer material on the site through a YouTube partnership program.

IT ROORKEE | NPTEL ONLINE CERTIFICATION COURSE | 40

YouTube is a video sharing website in which users can upload, view, and comments on videos. YouTube uses streaming video technology to display user generated video content that includes movies and TV clips, music videos, and original videos developed by amateurs.

While most of the content is uploaded by amateurs; many companies often offer material on their sites through a YouTube partnership program.

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A LOOK AT FOUR IMPORTANT SOCIAL NETWORKS

YOUTUBE

YouTube in a Brand Manager's Strategy

- YouTube offers great opportunity for a brand manager to produce and show a video that explains the benefits of a complex product.
- Since YouTube is owned by Google, it incorporates a search engine so users interested in a specific topic can find it easily.
- In terms of cost advantages, while a brand manager must pay the cost of creating a video, launching a new channel on YouTube is free.
- In 2012, YouTube announced a new program to help small businesses create video ads on its social medium.

IT ROORKEE NPTL ONLINE CERTIFICATION COURSE 41

Now, let us look at how does this YouTube gets into a brand manager's strategy. YouTube offer great opportunity for a brand manager to produce and show a video that explains the benefit of a complex product. Since YouTube is owned by Google, it incorporates a search engine, so users interested in a specific topic can find it easily.

In terms of cost advantages, while a brand manager must pay the cost of creating a video, launching a new channel on YouTube is free. In 2012, YouTube announced a new program to help small businesses create video ads on its social medium.

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A LOOK AT FOUR IMPORTANT SOCIAL NETWORKS

YOUTUBE

- Small businesses will now be able to buy and manage key words for their video ads on YouTube.
- So, a baker who runs a YouTube video ad for her bakery can buy words like "baking," "cookies," and "cake," and her video will appear when someone searches for those terms on YouTube.

IT ROORKEE NPTL ONLINE CERTIFICATION COURSE 42

Small businesses will now be able to buy and manage keywords for their video ads on YouTube. So, a baker who runs a YouTube video ad for her bakery can buy words like baking, cookies and cake and her video will appear when someone searches for those terms on YouTube.

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INTEGRATING SOCIAL MEDIA INTO TODAY'S MARKETING STRATEGIES
SOCIAL MEDIA AND THE STRATEGIC MARKETING PROCESS

- The strategic marketing process and the communications process running from sender to receiver discussed in earlier modules apply to both traditional and social media.
- But note these important differences in the communication process:
 - Traditional media like magazine or TV ads generally use one-way communication from sender to receiver, who the marketer hopes will buy the advertised product.

IT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 43

Now, let us look at how to go about integrating social media into today's marketing strategies that is social media and the strategic marketing process. The strategic marketing process and the communication process running from sender to receiver discussed in earlier module apply to both traditional and social media.

But note these important differences in the communication process; and the first difference is the traditional media like magazine or TV ads generally use one way communication from sender to receiver, who the marketer hopes will buy the advertised product.

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INTEGRATING SOCIAL MEDIA INTO TODAY'S MARKETING STRATEGIES
SOCIAL MEDIA AND THE STRATEGIC MARKETING PROCESS

- A little word-of-mouth chatting may occur among the “passive receivers” but communications generally end with the receiver.
- Social media deliberately seek to ensure that the message does not end with an individual receiver.
- Instead, the goal is to reach “active receivers,” those who will become “influentials” and be “delighted” with the brand advertised.
- These will then become “evangelists,” who will send messages to their online friends and then back to the advertiser about the joys of using the brand.

IT Roorkee | NPTEL ONLINE CERTIFICATION COURSE | 44

A little word of mouth chatting may occur among the passive receivers, but communication generally ends with the receiver. Social media deliberately seeks to ensure that the message does not end with an individual receiver. Instead, the goal is to reach active receivers, those who will become influentials and be delighted with the brand advertised. These will then become evangelists, who will send messages to their online friends and then back to the advertiser with the joys of using the brand.

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INTEGRATING SOCIAL MEDIA INTO TODAY'S MARKETING STRATEGIES
SOCIAL MEDIA AND THE STRATEGIC MARKETING PROCESS

- So success in social media marketing relies heavily on the ability of a marketing program to convert passive “receivers” of the message to active “evangelists” who will spread favorable messages about the brand.

IT Roorkee | NPTEL ONLINE CERTIFICATION COURSE | 45

So, successes in social media marketing relies heavily on the ability of a marketing program to convert passive receivers of the message to active evangelists who will spread favorable messages about the brand.

Now, how to go about selecting the social network. In using social media, a brand manager tries to select and use one or more social networks from the hundreds that exist. This often entails assessing the number of daily visitors to a website and the characteristics of those visitors.

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INTEGRATING SOCIAL MEDIA INTO TODAY'S MARKETING STRATEGIES
SELECTING THE SOCIAL NETWORK

Recent Growth of the Four Social Networks

- **Facebook** has become, by far, the largest social network in the world.
- It has also become the most important social media site for marketers.
- Here are some of the most current Facebook statistics.
 - Facebook reports an estimated 2.4 billion Monthly Active Users.
 - Facebook also says it has 1.6 billion Daily Active Users.

IT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 47

So, these are the recent growth of the four social networks. So, Facebook has become by far the largest social network in the world; it has also become the most important social media site for the marketers. And here are some of the most current Facebook statistics; Facebook reports an estimated 2.4 billion monthly active users, Facebook also say it has 1.6 billion active daily users.

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INTEGRATING SOCIAL MEDIA INTO TODAY'S MARKETING STRATEGIES
SELECTING THE SOCIAL NETWORK

- **YouTube** was created by Steve Chen, Chad Hurley and Jawed Karim (former PayPal employees) in 2005. As far as social networks go, it's ranked number two.
- After 14 years of existence, here's a look at some mind-blowing YouTube statistics.
 - Currently YouTube has more than 1.9 billion logged-in visits every month.
 - 149 million people login to YouTube daily.
 - The average duration of a YouTube visit is 40 minutes.

IT ROORKEE | NPTEL ONLINE CERTIFICATION COURSE 49

These are some details about the YouTube, and I do not think it is necessary to go through these details. So, now look at some of the mind boggling YouTube statistics. Currently YouTube has more than 1.9 billion logged in visits every month, the average duration of a YouTube visit is 40 minutes.

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INTEGRATING SOCIAL MEDIA INTO TODAY'S MARKETING STRATEGIES
SELECTING THE SOCIAL NETWORK

- Viewers are spending an average of 1 hour per day watching YouTube videos.
- On average, 300 hours of video are uploaded every minute on YouTube.
- There are over 5 billion video views each day.

IT ROORKEE | NPTEL ONLINE CERTIFICATION COURSE 50

And there are over 5 billion videos views each day.

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INTEGRATING SOCIAL MEDIA INTO TODAY'S MARKETING STRATEGIES
SELECTING THE SOCIAL NETWORK

- **Twitter** was founded by Jack Dorsey, Biz Stone and Evan Williams in March of 2006. It was an experiment that quickly became a messaging addiction for many.
- Here are some of the noteworthy Twitter statistics.
 - Nowadays Twitter has more than 330 million monthly active users.
 - There are 134 million daily active users.
 - Close to 460,000 new twitter accounts are registered every day.
 - Twitter users are posting 140 million tweets daily which adds up to a billion tweets in a week.
 - Each twitter user has on average 208 followers.

IT ROORKEE | NPTEL ONLINE CERTIFICATION COURSE 51

Now, another of the social network is Twitter which was founded by Jack Dorsey, Biz Stone and Evan Williams in March of 2006. It was an experiment that quickly became a messaging addiction for many.

Now there are some important statistics related to Twitter; but more important here is that each Twitter user has an average 208 followers.

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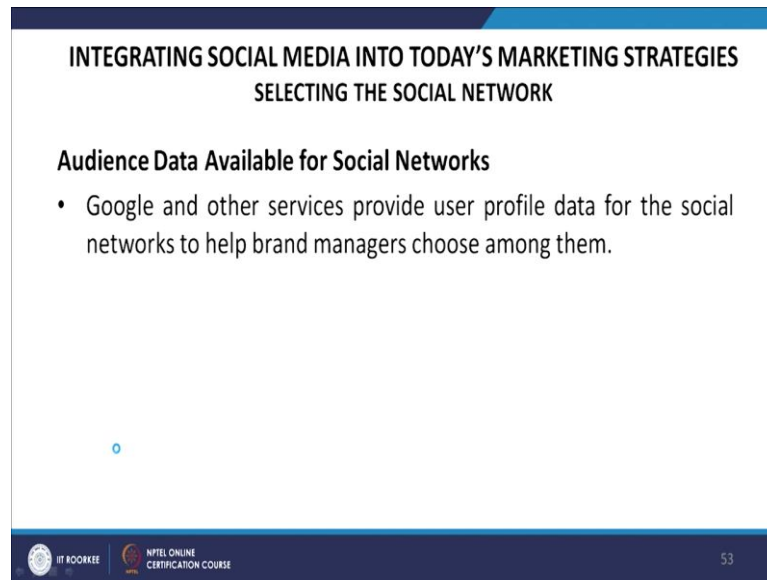
INTEGRATING SOCIAL MEDIA INTO TODAY'S MARKETING STRATEGIES
SELECTING THE SOCIAL NETWORK

- **LinkedIn** is a professional networking service that was founded in 2002 but later launched in 2003.
- Since launching , it can boast the following user stats:
 - LinkedIn has over 560 million registered users.
 - It is estimated that LinkedIn has approximately 303 million monthly active users.
 - 5.3 million new accounts per month are created on LinkedIn.
 - There are over 30 million company pages.

IT ROORKEE | NPTEL ONLINE CERTIFICATION COURSE 52

Another one is LinkedIn; it is a professional networking service that was founded in 2002; but later launched in 2003. Since launching it has over 560 million registered users; there are over 300 million company pages.

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INTEGRATING SOCIAL MEDIA INTO TODAY'S MARKETING STRATEGIES
SELECTING THE SOCIAL NETWORK

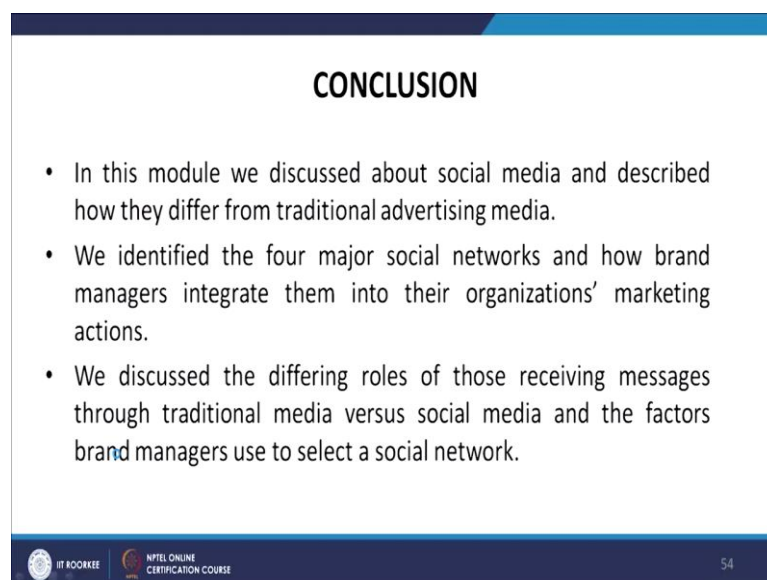
Audience Data Available for Social Networks

- Google and other services provide user profile data for the social networks to help brand managers choose among them.

IT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 53

Google and other services provide user profile data for the social networks to help brand managers choose among them.

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CONCLUSION

- In this module we discussed about social media and described how they differ from traditional advertising media.
- We identified the four major social networks and how brand managers integrate them into their organizations' marketing actions.
- We discussed the differing roles of those receiving messages through traditional media versus social media and the factors brand managers use to select a social network.

IT ROORKEE NPTEL ONLINE CERTIFICATION COURSE 54

So, in order to conclude this module, in this module we have discussed about social media and described how they differ from traditional advertising media.

Then we have identified four major social networks and how brand managers integrate them into their organization's marketing actions. We have then discussed the differing roles of those receiving messages through traditional media versus social media and the factors brand managers use to select a social media.

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And these are the three books from which the material for this module was taken.

Thank you.