

IMC

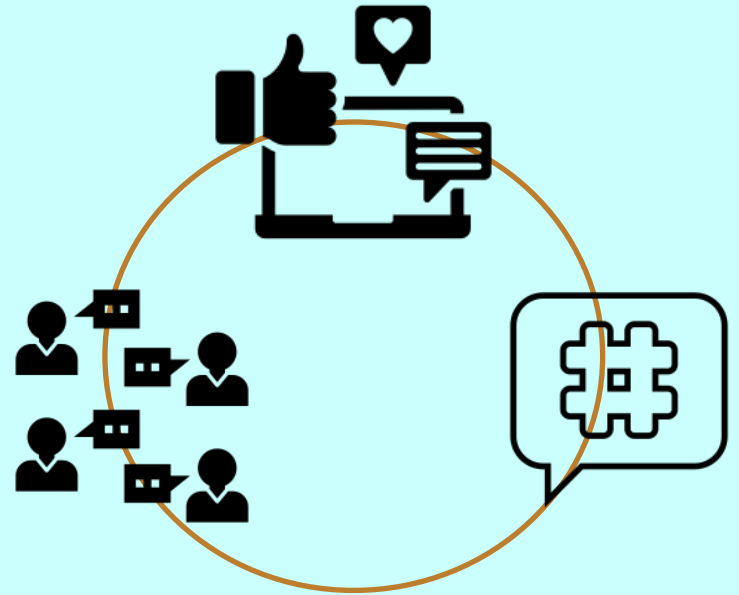
Social Media

*As a
promotional
mix tool*



What are Social Media?

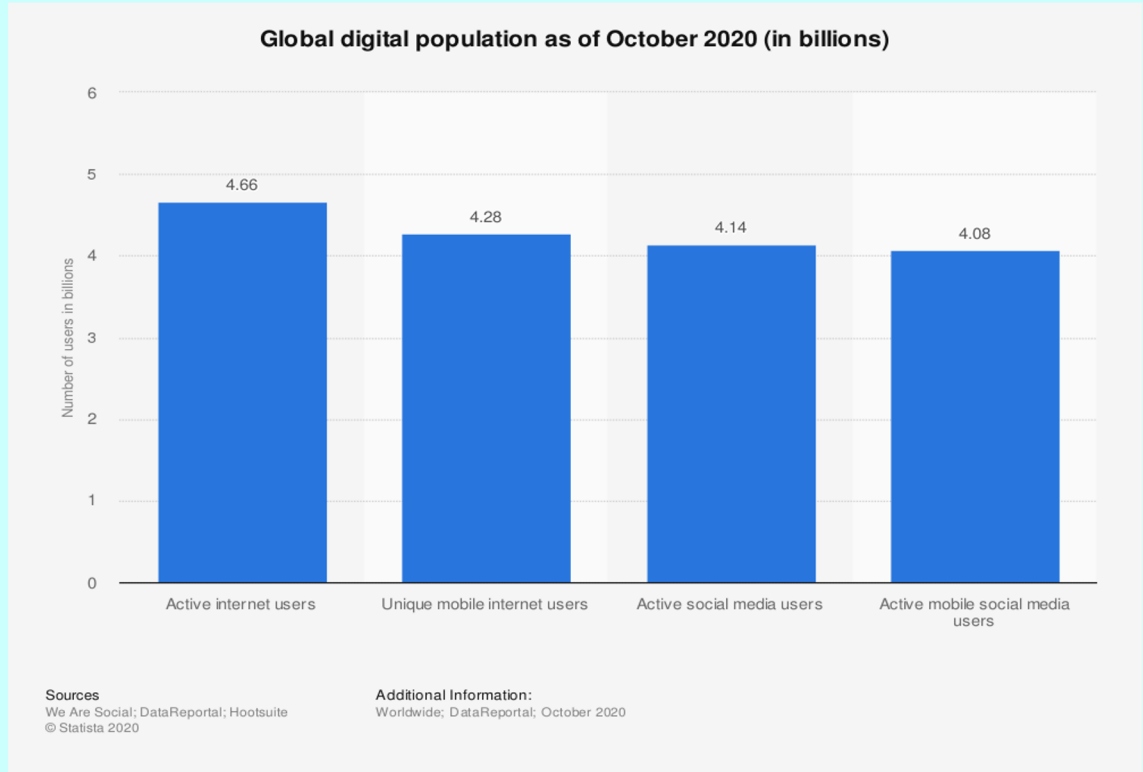
- ❖ “Web-based and mobile technology used to turn communication into interactive dialogue.”
- ❖ “Consumer-generated media”
- ❖ Two-way communication
- ❖ A great tool for IMC - significant rise
- ❖ WOM - word of mouth



Social Media

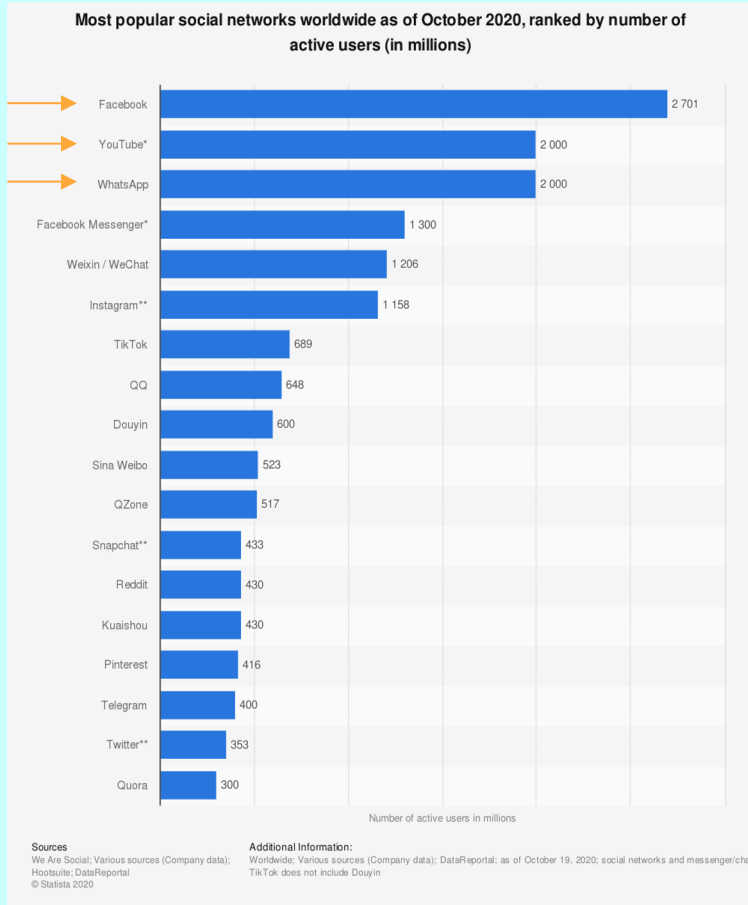
Social Media vs Traditional Media

- ❖ Reach
- ❖ Accessibility
- ❖ Usability
- ❖ Immediacy
- ❖ Permanence



Social Media

Most popular social media platforms



Common factors

Chat option

Video sharing

Photo sharing

Storytelling

Friends/Followers

Likes/Comments

Growth

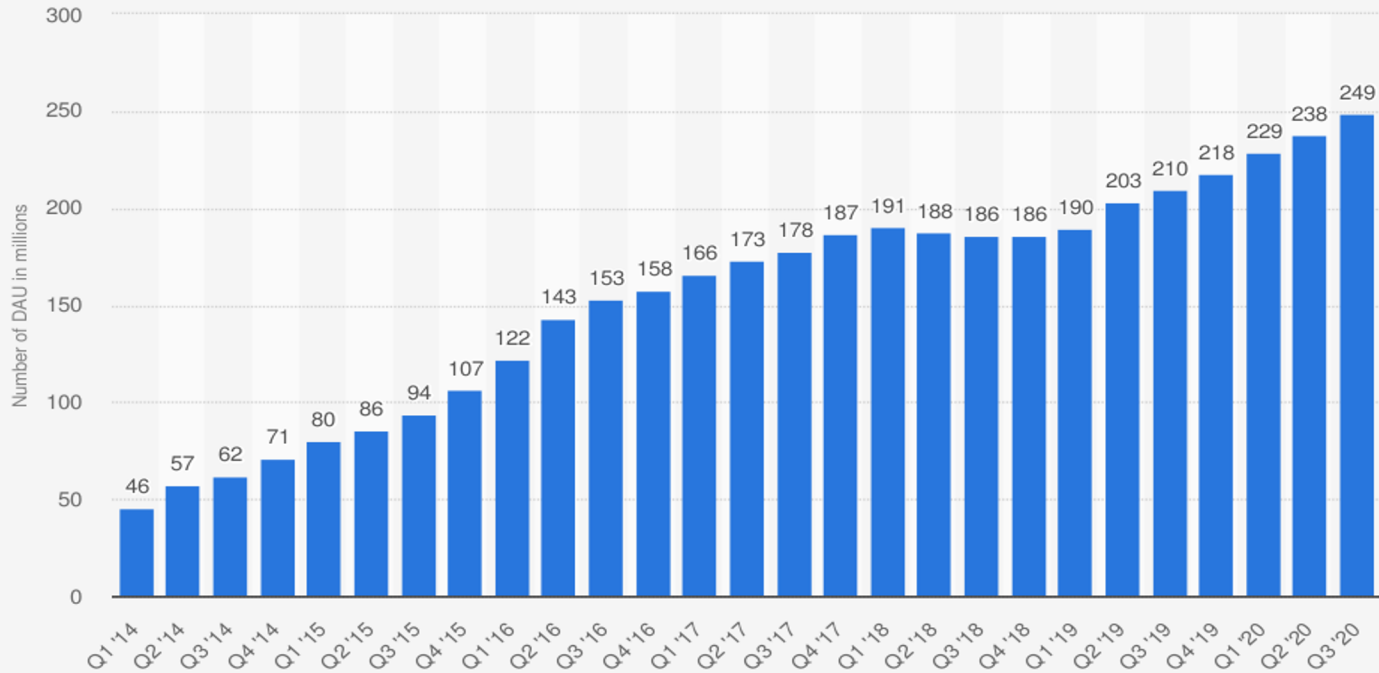
4,54 Billion internet users (+298M=7,0%)

5,19 Billion mobile phone users (+124M=2,4%)

3,8 Billion active social media users (+321=9,2%)

Social Media

Number of daily active Snapchat users from 1st quarter 2014 to 3rd quarter 2020 (in millions)



Source
Snap Inc.
© Statista 2020

Additional Information:
Worldwide; Q1 2014 to Q3 2020; quarterly average



Social Media

Advantages

For firms' point of view

- ❖ Flexibility: in advertising planning. Quick modifications
- ❖ Reach options: advertisers can reach small audiences with social media
- ❖ Two way dialogue: e.g. feedbacks
- ❖ Ability to drive traffic: ads can become viral
- ❖ Improved metrics: e.g. Google Analytics, Google Search Console
- ❖ Cost saving: compared to traditional media (e.g. tv spot)
- ❖ Enhanced relationship: both for b2b and b2c



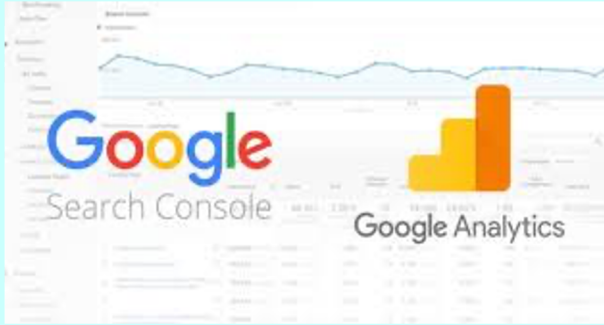
Advantages

From customer point of view:

- ❖ Engagement: from consumer-generated content
- ❖ Interactivity: messages are more or less instantaneous
- ❖ Mobility: real time, in any location
- ❖ Speed: resulting in direct communications



For firms



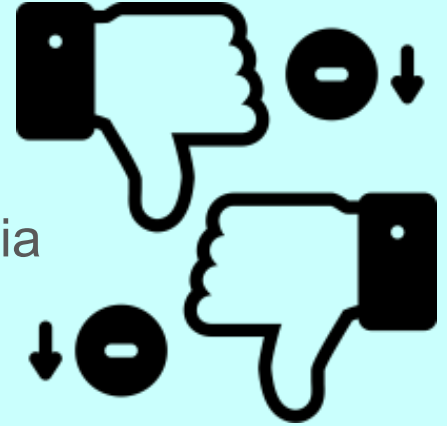
For consumers



Social Media

Disadvantages

- ❖ Personalizing ads for multiple different social media platforms requires additional effort
- ❖ Privacy and censorship
- ❖ Lost productivity of workers, addiction, fatigue
- ❖ Meaningless comments, babble, spam
- ❖ Hackers and fraud
- ❖ Dealing with negative (viral) comments and strain to respond to them asap
 - (example: knowledge of clothing brands burning and trashing unsold clothing going viral in social media)



Some examples



Why fashion brands destroy billions' worth of their own merchandise every year

An expert explains why Burberry, H&M, Nike, and Urban Outfitters destroy unsold merch — and what it says about consumer culture.

By Chavie Lieber | @ChavieLieber | Chavie.Lieber@Vox.com | Sep 17, 2018, 8:00am EDT



Shoppers did not react well to this news. People vowed to **boycott Burberry** over its wastefulness, while **members of Parliament** demanded the British government crack down on the practice. The outrage worked: **Burberry announced two weeks ago** it would no longer destroy its excess product, effective immediately.

Privacy concerns play a big role in social media



- ❖ Balancing the needs between users and advertisers
- ❖ Third-party receiving information, hackers, conditionally surrendering information ...
- ❖ General privacy principles: notice, consent, access to information, security
- ❖ Possible negative impacts on brand if not taken into consideration



Metrics & social media effectiveness



How to measure effectiveness on social media?

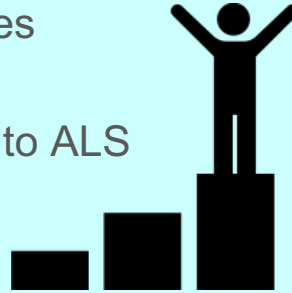
- ❖ Will look different for different businesses depending on campaign objectives
 - What are we trying to accomplish?
- ❖ Some possible metrics:
 - Amount of likes or followers
 - Ad clickthrough rates
 - Conversion rates
 - Monthly brand exposures
 - Weight of a brand campaign
 - Time spent on website
 - Frequency of visits
 - Depth of visit
 - EdgeRank Score (offered by Facebook)



Successful social media campaigns

❖ ALS Ice Bucket Challenge

- Possibly the most successful social media campaign in history
 - Viewed over 400 million times
 - Included many celebrities and big names
 - Raised over \$220 million
 - Helped identify a gene that contributes to ALS



❖ Blendtec's Will It Blend?

- Ranked as best ever social media campaign by Forbes.com
 - Home sales of Blendtec blenders increased 700% from 2006-2018



References

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Thank you!

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