

Module 5 Assignment

Short Answer (4 to 5 sentences)

1. *Define social media and social media marketing.*

The term "social media" refers to digital apps and websites that offer contact and exchange with other users. Users of social media platforms can post pictures or their own opinions and share them with other users, who can then react to them. In recent years, social media has gained exponential influence and more and more people are using this way of digital communication. "Social media marketing" describes the use of social media apps or websites, for the purpose of advertising. In social media marketing, various strategies are used to get in touch with potential customers, i.e. other users of the app or website, and to market one's own product.

2. *Page 241 through 244 in the text lists a number of effective social media marketing tactics and goals that exist. Briefly describe any two.*

An effective social media marketing tactic is to use influencers or public figures to market your products. In this strategy, especially not yet well-known companies reach a large reach, because well-known people with a large audience market their brand or their products. Another strategy is the reuse of the most popular and successful products in their own advertisements. In this strategy, consumers are reminded of the popular product, they now associate the company with it and the advertiser can now add new products. The consumer is still convinced in his mind of the known and good product and is now more willing to buy another product or the same product of the advertiser.

3. *Figure 9.6 list some basic social media marketing strategies. Of those, describe what content seeding is and provide an example.*

Content seeding describes a marketing strategy that involves spreading the brand and products through various digital media platforms, such as Instagram, a homepage, and Facebook. Through this type of wide communication and advertising, a company wants to address a broad and large mass of consumers. The brand and the products should thus gain awareness. An example could be Nike, which wants to market its own brand even further and advertises on platforms such as Instagram, Facebook, and Snapchat in order to address a broad mass of consumers and make its brand better known.

4. *Figure 9.6 list some basic social media marketing strategies. Of those, describe what video marketing is and provide an example.*

Video marketing is a social media strategy that aims to market the brand as well as the products through videos. Video marketing has the advantage over normal marketing in that content, values, and emotions can be conveyed much more clearly. Instead of a static picture, about which the customer must think himself, he sees a sequence of excerpts, which gives him clear thoughts, for example, also through words. As an example, I can mention Mercedes, which wants to advertise a new car. Instead of simply seeing a picture, the consumer gets to see more detailed content and features of the car through video marketing and can thus learn much more about the product.

5. *Figure 9.6 list some basic social media marketing strategies. Of those, describe what influencer marketing is and provide an example.*

Influencer marketing describes a social media strategy in which influencers are used to market the brand and products. Influencers have a large reach and are therefore well suited for companies that do not yet enjoy a large reach. There are different ways of influencer marketing. Influencers can promote products for example through a story, a post or a mention in a comment. An example would be brand X, which is still relatively unknown and now contacts an influencer with a reach of 500,000 people and asks in return for their own products or a sum of money to advertise products or the brand itself.

6. *Figure 9.6 list some basic social media marketing strategies. Of those, describe any other not discussed above and provide an example.*

Another social media marketing strategy is the opportunity to win, in which consumers can win a product by doing one or more things themselves. In this strategy, for example, a brand creates a post and offers the possibility to win this product. To enter the competition, the consumer must, for example, share the post in his story, tag friends, and like the post. If he does this, he has the opportunity to win the product. This strategy spreads the word about the post, the product, and the brand and gives it a wide reach. As an example, I can call HugoBoss, which for example wants to advertise its new perfume and create a post in which you can win the perfume. The conditions of participation are that the consumer shares the post in his story and likes the post.

7. *Define alternative marketing and list the forms of it (as shown in Figure 10.1).*

Alternative marketing strategies are marketing strategies that do not belong to the classic media. In addition, they are often more cost-effective than the classic media and their marketing strategies. The forms of alternative marketing include "buzz marketing", "guerrilla marketing", "lifestyle marketing", "experiential marketing" and "product placement and branded entertainment". Based on the names of the various forms of alternative marketing, one can already recognize the basic differences to classic marketing strategies.

8. *From Figure 10.1, pick any one and describe it. Provide an example.*

Buzz marketing is a marketing strategy that aims to maximize word-of-mouth. Fundamental to this strategy is that the company ensures that consumers talk about the company itself or the products/services in internal or external circles. An example of buzz marketing is when a company sets up a local booth where there is an opportunity to test products. Once consumers try the products, they automatically share their opinion with other consumers. This creates a verbal spread of the company and the products.

9. *From Figure 10.1, pick any one (not discussed above) and describe it. Provide an example.*

Lifestyle marketing is a marketing strategy that aims to represent the company's own values and those of its brand or products through a lifestyle. In doing so, the company focuses on groups that share its values and lifestyle and targets them through advertising based on that lifestyle. This includes the fact that a lifestyle brand can serve consumers in different segments. As an example, I can cite Armani, which has expanded in the fashion sector to the point where there is now luxurious furniture for Armani consumers to buy. People thus identify more and more with the brand and transfer it to their lifestyle, as it plays a role every day.

10. *Define both product placement and branded entertainment.*

Product placement describes the insertion of an advertisement at a suitable time in a video. The advertisement is played at a certain time in a video, because it fits ideally into the situation at that moment. Brand entertainment describes a style of advertising in which the advertising is integrated with the video or film, so that the consumer does not perceive the advertising as extra advertising, but perceives it as part of the entertainment, for example. The advertising is thus brought to the consumer subliminally.

11. Define brand communities. Why do they form (see Figure 10.11)?

A brand community is a community in which lovers of a brand can get in touch with like-minded people and with representatives of the brand. A brand community brings with it various positive aspects. On the one hand, the purchase decision of the individuals is reinforced. Furthermore, the consumer experiences a social identity and bonds with the brand. Other benefits of a brand community include the ability to share stories, give advice, help others, and receive feedback and ideas from different perspectives.

Long Answer (8 to 10 sentences)

- 1. Google 'viral marketing campaign', 'viral marketing campaign example', or something similar to find an example of a viral marketing campaign. Describe the campaign. Was it effective? Why or why not? Provide a link, if possible to the campaign.*

Based on my search for 'viral marketing campaign', I was redirected to a website that showed me various campaigns. One of these marketing campaigns is the "Shot on iPhone" campaign launched by Apple. This campaign immediately caught my eye, as I have seen and heard about it several times. The "Shot on iPhone" campaign is a campaign of Apple, which should emphasize their special camera quality. For this purpose, Apple usually uses an image of its own product, such as the iPhone X, and shows it from the inside, so that the listener can see the image, or the camera quality. At this point, it can be pointed out that Apple shows the photos of the product in sharp quality, and the surroundings, which are photographed, appear blurred. But also classic photos are marketed in the commercials. It is noticeable how good the quality of the pictures is. In my eyes, this campaign by Apple is successful. This is due to the fact that despite the "simple" idea and method of the campaign, the advertising is attractively designed. Due to the ever-changing images that appear in the commercials, the listener is not bored, but internalizes the message.

<https://www.apple.com/newsroom/2022/04/apple-unveils-the-best-photos-from-the-shot-on-iphone-macro-challenge/>

- 2. Consider a recent purchase you made at the recommendation of someone else. Why did you trust that person's recommendation? How important is a recommendation by someone else in your purchase decisions?*

Personally, I recently bought a ticket for an NBA game on the recommendation of a friend. That I trusted my friend's recommendation is due to several reasons. One of the main reasons is certainly that I have a "close" relationship with him and know that he is not after harming me or recommending something bad to me. Another reason is certainly that I have a basis of trust with him, on which the friendship is based. Furthermore, I knew that he has been involved with the NBA for years and therefore has knowledge about various aspects.

BUS346: Advertising and Sales Promotion

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In general, I would say that recommendations from other people do have an influence on my buying decision. For example, if I am between a purchase of the same product but from two different brands and I have a friend who already owned the product of one brand, his recommendation is valuable. Also online reviews of products give a first impression about the product and are helpful in deciding for or against the respective product. In the case of recommendations from others, however, it is always important to form one's own opinion and not to listen fully to the recommendation, as the person in question may have his own and perhaps even fraudulent benefit behind it. Despite every recommendation, it is always important to create your own picture and weigh your own purchase decision.