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BUS346: Advertising and Sales Promotion

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Module 5

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

Social media is defined as any digital tool or venue that allows individuals to socialize on the web. Social Media platforms are Facebook, Instagram, Twitter, Pinterest, and YouTube. Social media marketing involves the utilization of social media and/or social networks to market a product, company, or brand. Brand managers develop social media marketing campaigns for many reasons. Two frequently reported rationales are to stay engaged with customers and increase brand exposure to potential customers. To do so, most brands appear on multiple social media networks.

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.**

Two social media goals are increasing traffic and enhance brand image and improve search rankings. Social media can drive traffic to a brand's website when visitors click on a URL embedded on a site. Marketers utilize social media to entice people to visit retail locations, such as restaurants or car dealerships. In business-to-business programs, social media generates leads to be followed up by members of sales staff, including field salespeople, telemarketers, or the email sales force. Marketers design social media programs to enhance a brand's image. This approach involves becoming more than just a customer sounding board. Social media can boost organic search rankings with search engines. Increased rankings occur for two reasons. First, individuals more frequently mention the brand name on social media networks, because most algorithms on search engines examine numbers of mentions. Second, if content or comments made about the brand fit the search terms, then the quality of those interactions increases, and various search engines assign greater credibility to the brand.

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

Content seeding involves offering consumers incentives to share content about a brand. The incentive does not have to be financial, although monetary incentives tend to be the most frequently used. It can be information, uniqueness, novelty, or anything that engages consumers and motivates them to share with others. Coupons, rebates, contests, and other financial incentives are forms of

seeding. An example is that a Chila 'Orchata Facebook post offered individuals the chance to win Chila lip balm by tagging their "weekend sidekick."

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

Marketing professionals recognize that YouTube and other video sharing platforms present unique opportunities and challenges for social media marketing. Ads embedded in videos can be pre-roll (before the video starts), mid-roll (in the middle of the video content), or post-roll (at the end of the content). Advertisements placed at the end of a video experience better click-through rates, because individuals have finished watching the video content. Ads at the beginning of the video result in more impressions while those in the middle have the highest completion rate. Therefore, when creating impressions or enhancing recall constitutes the primary goal, advertisers often front-load ads. When the company seeks to increase brand recognition or enhance brand image, then mid-roll ads represent a better option, because viewers tend to watch the entire ad. Post-roll ads best match direct response advertising with some type of call to action.

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

Influencer marketing involves an individual endorsing a brand on social media sites. Doing so transmits positive word-of-mouth comments from individuals who are seen as thought or opinion leaders within their social circles or as experts within particular fields. A number of agencies now specialize in matching potential influencers with brands seeking to take advantage of this tactic. For instance, Birchbox worked with lifestyle blogger Emily Schuman to promote a makeup box on Instagram.

- 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 listed in chapter nine are interactive blogs. Interactive blogs permit visitors to send comments or posts, making them another important component of social media. Companies feature three different types of interactive blogs. The first occurs when a company or brand creates a blog. A blog sponsored by a company or brand is the second form. The third type of blog involves individuals who speak about a brand but have no financial connection to it.

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

Alternative marketing relies on buzz, word-of-mouth, and lifestyle messages at

times and in places where consumers relax and enjoy hobbies and events. Integrating these venues into an integrated marketing program that speaks with a clear voice and message will be the goal. The different forms of alternative marketing are buzz marketing, guerrilla marketing, lifestyle marketing, experiential marketing, and product placement and branded entertainment. Developing alternative marketing programs requires creativity and imagination. Marketers identify new places where a consumer's path intersects with a brand's presence or creates a new intersection point. They then prepare attention-getting marketing messages for those points of contact, which provides the opportunity to supplement mass media and digital advertising with more targeted methods.

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

Buzz marketing has become one of the fastest-growing areas in alternative marketing. Buzz marketing, or word-of-mouth marketing, emphasizes consumers passing along product information. A recommendation by a friend, family member, or acquaintance carries greater credibility than an advertisement. Buzz is more powerful than words spoken by a paid spokesperson or endorser. word-of-mouth endorsements can be supplied by consumers who like a brand and tell others, consumers who like a brand and are sponsored by a company to speak to others, or by company or agency employees who talk about the brand. Many musical groups have achieved fame through this type of word-of-mouth support by those who have seen them in bars or as part of a small concert or tour.

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

Guerrilla marketing programs obtain instant results using limited resources. guerrilla marketing offers one of the most successful alternative media marketing programs. Its tactics rely on creativity, quality relationships, and the willingness to try unusual approaches. These programs were originally aimed at small businesses; however, now numerous firms take advantage of guerrilla marketing tactics. Guerrilla marketing emphasizes a combination of media, advertising, public relations, and surprises to reach consumers. Guerrilla marketing utilizes alternative tactics and venues to focus on finding unique ways of doing things. To be successful, the marketing department must change its thinking process. An example for guerilla marketing is Fiji Water's Golden Globes photobomb.

10. Define both product placement and branded entertainment.

Most marketers believe getting a product noticed has become increasingly difficult. In response, many firms have increased product placement and branded entertainment expenditures. The planned insertion of a brand or product into a movie, television show, or program, a product placement serves the purpose of influencing viewers. Product placements have been a part of motion pictures

since the beginning of the industry in the 1890s. The integration of entertainment and advertising by embedding brands into the storyline of a movie, television show, or other entertainment medium is branded entertainment.

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

The ultimate demonstration of brand loyalty and brand devotion takes the form of brand communities. In most cases, a symbolic meaning behind the brand links individuals to the brand community and other owners of the brand. Interactions between the customers and the product lead to a sense of identity and inclusion. A set of shared values and experiences that integrate with feelings about the brand becomes the result. Brand communities do not form for every product or company. They cannot be created by the company or product; however, a marketing department can facilitate and enhance a community experience. A company with a strong brand community maintains a positive image, has a rich and long tradition, occupies a unique position in the marketplace, and enjoys a group of loyal, dedicated followers. Reasons why brand communities form are:

- Affirmation of the buying decision
- Social identity and bonding
- Swap stories
- Swap advice and provide help to others
- Feedback and new ideas

12. 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.

Viral marketing seems like magic for marketers. It's an organic, insanely rapid way to spread awareness about a brand, product, or service, yet the chances of creating viral content are very slim. An example for a viral marketing campaign is the "Oreo: Dunk in the Dark" campaign. The Super Bowl is a notoriously competitive time for marketers, with 30-second spots costing upwards of \$5 million dollars. However, in 2013, Oreo completely bypassed the expensive spots with one simple tweet. When the Mercedes Superdome experienced a power outage that lasted over 30 minutes, Oreo was quick on its feet and tweeted this: What ensued next will forever live on as one of the top viral marketing examples of all time. Oreo's quick thinking and wit allowed them to momentarily steal the attention from the game and focus it on their brand. This viral tweet had a huge impact on the marketing world and effectively changed how many marketers viewed the function of social media. Key Lesson: Marketers need to always be ready to take advantage of timing and make it easy for decisions to be made quickly.

https://www.youtube.com/watch?v=1w5tlc0_Qh0

13. 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?

I have recently purchased a pair of New Balance sneakers. The purchase was based on my brother's recommendation. He has the same kind of sneakers and has been happy with it for a while. I trusted him and his recommendation as I was looking for a comfortable shoe that is stylish at the same time. I have seen many people walking around with the same shoe which is why I also trusted my brother's opinion that the shoe is very comfortable. Recommendations are very important in my purchase decisions. I do not like to spend a lot of money and therefore I am asking many different people before I am able to purchase something. I care about people's opinion about the way things look on me as well as about their experiences they have possibly made with the product before.