

# MECS3016 Commercial Uses of Social Media

- The module
- Marketing defined/marketing theories
- Social media and marketing
- Module Outline

# What is marketing

- Definitions. Marketing is:-
  - the management process responsible for identifying, anticipating and satisfying customer requirements (UK Chartered Institute of Marketing)
  - the activity, set of institutions and processes for creating, communicating, delivering and **exchange offerings** that have value for **customers, clients, partners** and **society** at large (American Marketing Association).
- Giving customers what they want

# Relationship marketing

- Buyer and seller (traditional)
- Networks of connections and contacts/interactive process
- Loyalty and technology
- Fitness clubs

# Wider definitions of marketing

- No longer single exchange (seller-buyer)
- Relationships
- Marketing is to establish, maintain and enhance relationships with customers and other partners, at a profit, so that the objectives of the parties involved are met. This is achieved by mutual exchange and fulfilment of promises, (Gronroos, 2004).
- Often long term, partnership focused.

# Development of marketing

- Elements of marketing (selling/advertising)
- Scarce goods – didn't need marketing
- Competition for products
- History of Marketing <https://youtu.be/qojrZZaq0Vo>



# Orientations

- Product orientation – affordable and available/price sensitive
- Product orientation – quality of the product
- Sales orientation – consumers need encouragement to purchase
- Marketing orientation – satisfying the needs/wants of the buyer
- Marketing orientation philosophy – customers at the centre

# Emergent Marketing Philosophies

- Corporate social responsibility – wider communities, local and global
- Definition: Corporate social responsibility is the voluntary integration of social and environmental concerns into business operations and into their interactions with stakeholders (European Commission).
- Wellbeing



# Sustainable marketing

- Meeting needs without compromising the ability of future generations to meet their own needs
- Social, economic, cultural development of society
- Fair distribution of economic benefits, human rights, community involvement, product responsibility.
- Consumers today cannot be allowed to destroy the opportunities for society tomorrow
- Marketing – costs, legislation, recycling, consumer education



# Social Media and Marketing

- Difference between social brand and social business strategy
- Social brand= uses technology to communicate with their audiences
- Social business strategy= plan of action to evolve and transform an organisation using social media, making collaborative connections.

# Youtility

- Creating long term trust between the company and customers
- Transparency, giving answers and information before they are asked for
- Relationships are key
- Organisations that have lied often lead to a crisis of trust
- Communication needs to be humanised



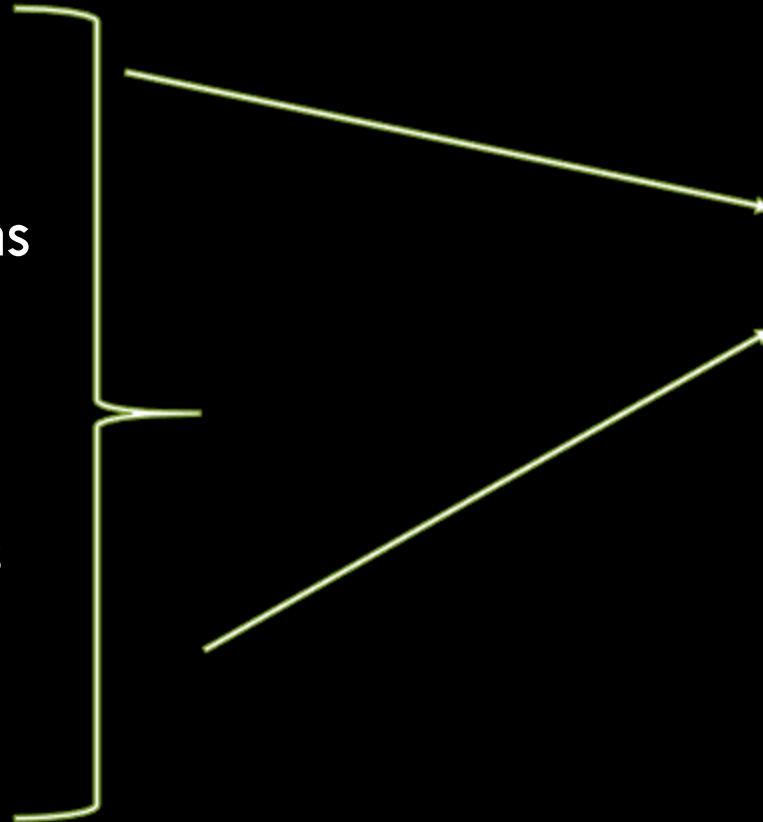
# The social principle

- A key part of social media is relationships
- The social principle is about how social media is designed for two way communication
- User initiated, user created and user driven
- Social communities=non-geographically bound groups.
- Shared interests.
- Why join virtual communities?
- Information exchange, social support, friendship, recreation

# Successful interactions

- Depend on

- Identity
- Conversations
- Sharing
- Presence
- Relationships
- Reputation
- Groups



Relationships and  
Perceptions

# Summary

- Definitions of marketing
- History of marketing and wider definitions
- Developments marketing
- Relationships – and social media
- Emerging marketing philosophies

# References

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