



Introduction

- Social Media Marketing Theories
- Brands and Trust
- Social media tactics
- Four step process
- Learning Outcome: Demonstrate an understanding of key issues in relation to commercial applications of social media

Brand Communities

- The formation of a group of people in the digital world
- Often around a brand – loyal to the organisation
- ‘specialised non-geographically bound community, based on a structured set of social relationships among users of a brand’ (Muniz and O’Guinn, 2001: 412).
- Brands can develop a brand personality.
- Instead of power and persuasion, committed relationships are now key.
- Commitment and dedication

Trust in brand communities

- Social media allows individual users to spread the message of a brand e.g. [Trust in brands](#) (3.14 mins)
- Twitter: key role in brand perception
- Social media has a dynamic impact on organisations
- Conversations, activities and dialogue are driven by publics and organisations
- Key factors = listening, authenticity, transparency, honesty
- Viral loop = value of customer dialogue, activity, interaction on social sites.
 - Has a flattening effect: gives voice to publics



Social media Tactics

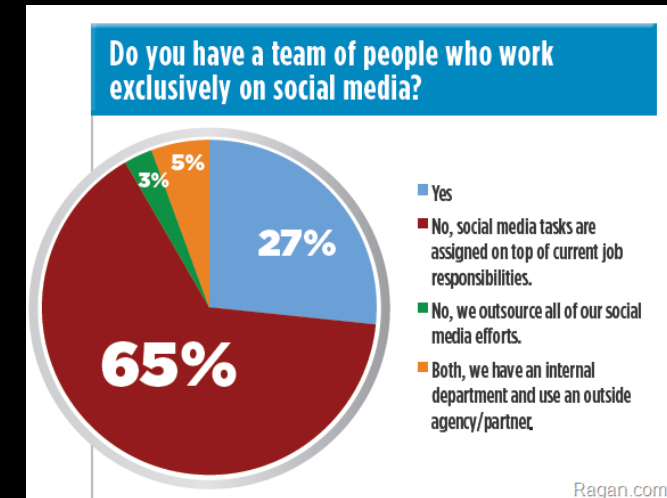
- E.g. Show a behind the scene video, (1.50 mins) launch a contest
- Strategies are needed
- Culture of social media community to influence and create engagement
- Patterns of interaction
- To gain brand value

Four step process

- Listening
 - Research phrase, e.g. competitors, similar websites
- Strategic design
 - Goals, objectives, tactics
- Implementation and monitoring
 - Monitor and engage with campaign during life-cycle
- Evaluation
 - Effectiveness of campaign and growth opportunities

Organisation theory

- Mission statement – why the organisation exists,
- Purpose of organisation
- How it functions – structure of organisation
- E.g. marketing, publications, communication, IT
- Leadership and key players are important e.g. CEO, head of departments, social visionaries
- What skills are lacking/present?



Words and Images

- Word artisans – engaging, punchy, to the point
- Visual engagement through images
- Gather data to influence social media initiatives.
- Visuals in Social Media (3.54 mins)



Summary

- Social Media Marketing Theories
- Brands and Trust – social media brands
- Social media tactics and campaigns
- Relationships are fluid – no longer persuasion and power
- Four step process - Listening, Strategic Design, Monitoring and Implementation, Evaluation.
- Words and images are important

References

- Kim, C.M. (2016) *Social Media Campaigns*, Oxon, Routledge.
- Muinz, A.M. and O'Guinn, T. C. (2001) Brand Community. *Journal of Consumer Research*. Vol. 27(4), pp. 412-432.