

MECS₃₀₁₆ Commercial Uses of Social Media

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



WHAT IS MARKETING

MARKETING IS:-

1. the **management** process responsible for identifying, anticipating and satisfying **customer** requirements (UK Chartered Institute of Marketing)
2. 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).
3. 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, 2004:101).



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> (5.36)



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 (6.13 mins)

- 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



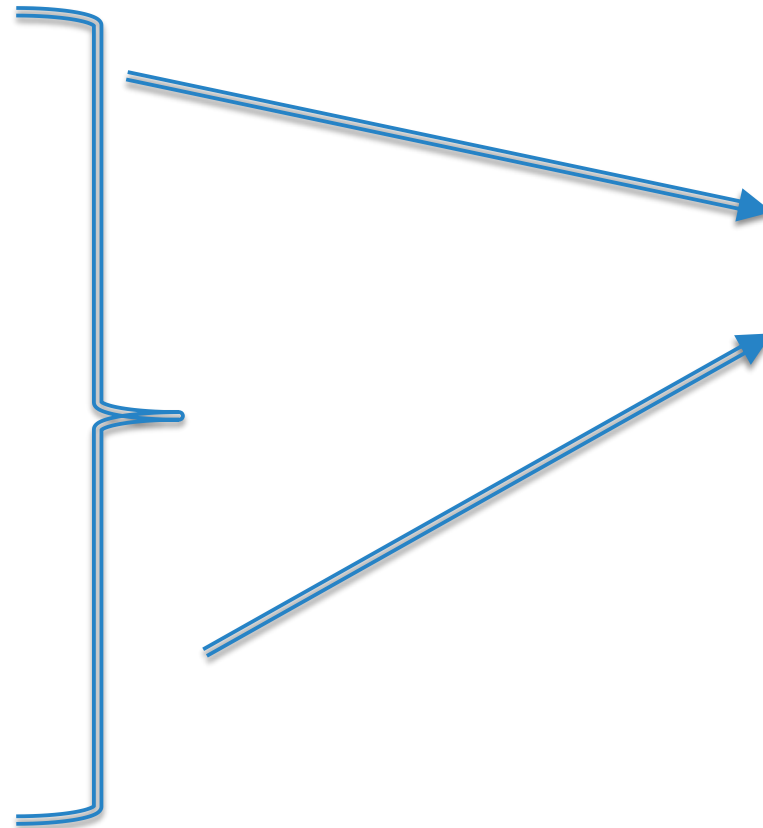
The social principle

- A key part of social media is **relationships**
- The social principle -how social media is designed for **two way communication**
- User initiated, user created and user driven
- Social communities=non-geographically bound groups with **shared** interests.
- **Why** join virtual communities?



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

- Brassington, F. and Pettitt, S. (2013) *Essentials of Marketing*, Harlow Pearson Education Ltd.
- Gronroos, C. (2004) The relationship marketing process: communication, interaction, dialogue, value. *Journal of Business & Industrial Marketing*. Vol. 19(12), pp. 99-113.
- Kim, C.M. (2016) *Social Media Campaigns*. London, Routledge.
- Narver, J. and Slater, S. (1990) The Effect of a Market Orientation on Business Profitability, *Journal of Marketing*. Vol. 54(4), pp. 20-35.