

港大專題工作坊: 如何有效使用Web及Web 2.0接觸社群?

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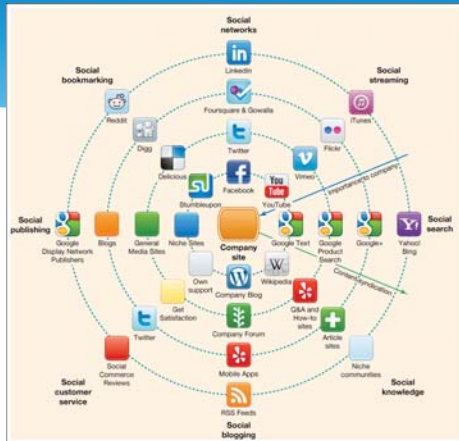


Figure 1.11 Social Media Marketing Radar (Chaffey, SmartInsights.com, 2011)

Chaffey et al., Digital Marketing : Strategy, Implementation and Practice, 5th Edition Pearson Education Group 2013

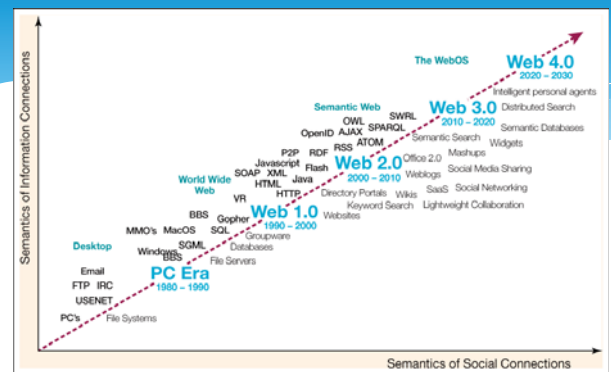


Figure 1.12 Evolution of web technologies

Source: Adapted from Spivack (2007)

Chaffey et al., Digital Marketing : Strategy, Implementation and Practice, 5th Edition Pearson Education Group 2013

Web 2.0

- * Tom O'Reilly (2005)
- * Interact tools and social communication techniques
- * E.g. Blogs, podcasts and social networks
- * High speed broadband, rich media
- * Customers: Viral Effect
 - * Discuss online and offline and more people are aware of
- * Case Study: Will it Blend

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Case Study for SME: Will It Blend ? by Blendtec



Ref: http://www.youtube.com/watch?v=S8sxpK4_iA&f

Blendtec

- * Blendtec produced actual destructive testing videos and then posted them on YouTube.
- * Featuring the company founder - Tom Dickson
- * Well known in the business market for supplying commercial blenders to large chain stores e.g. Starbucks.

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Strategy

The company produced two types of “Will It Blend?” video

- * Try this at home
- * Don't try this at home

E.g. [Will It Blend ?- iPhone4](#)

http://www.youtube.com/watch?v=S8sxpK4_iA&f

- * A video was broadcasted on youtube and Blendtec's microsite WillItBlend.com having the company CEO, Tom Dickson putting anything but ordinary even an iPhone into the blender.

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Execution

- * Aiming to build awareness for a **new high quality blender** for the consumer market
- * Each video costs less than \$20 to produce
- * The video received **5 million views** in a year
- * A **500 percent increase** in retail sales in the first year after the video series released !!
- * Total annual sales in 2008 were projected to be **> \$40 million**

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Campaign Outcome

- * A successful case of viral marketing – Video series
 - * Strong strength of consumer conversation (**>12000 viewers** posted responses to the video series)
 - * Marked as favorite by around **10,000 registered YouTube visitors**
- * Connecting with consumers VS interrupting them with unwanted advertising
- * All in all, the product was benefited in a **relevant, humorous and engaging way**

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Will It Blend? – iPad (June 13, 2013)



15,899,905 views

[Will it blend? iPad](#)

<http://www.youtube.com/watch?v=IAIz8d6tbko>

Web 2.0 – Main Characteristics

Web services or interactive applications hosted on the Web such as Flickr (www.flickr.com)

- * Supporting participation – Build Community
- * Creation of User-generated Content
 - * Blogs, Wikipedia (Collaborative encyclopedia)
- * Enable rating of content and online services
 - * Rating and tagging (categorising) content help indicate
 - * Relevance
 - * Quality of content
- * Advertising funding of neutral sites
 - * Google mail based on contextual advertising - Google AdSense

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Use of Web 2.0

- * Data exchange between sites through XML
- * Use of Rich media or creation of rich internet application (RIA)
 - * Download for Second Life(www.secondlife.com)
- * Interactive Technology Approach
 - * “Ajax” Asynchronous JavaScript and XML
 - * E.g. Google Map

Heart of Web 2.0

- * Participation
- * Interaction
- * Own User Generated Content

Social Media

- * Participatory online media
- * News, photos, videos and podcasts are made public via social media websites through submission
- * Accompanied with a voting process to make media items become “popular”



Social Media and Marketing

You can create a **significant** and **defensible** market position based on solid social acceptance

- * A complementary extension of all of your other marketing efforts
- * The Social Web
 - * What your community of supporters can do to help you build your business

facebook

YouTube

Example of social media software

- * Social media can take many different forms including
 1. Communication (E.g. Micro-blogging and social networking)
 2. Collaboration (E.g. Wikis and social bookmarking)
 3. Multimedia (E.g. Photography and art sharing)
 4. Reviews and options (E.g. product reviews and community Q&A)
 5. Entertainment (E.g. Virtual worlds)
 6. Brand monitoring (E.g. Social media monitoring and analytics)

Microblogs and Tagging

- * **Microblogs** is simply a word, a phrase, or a number
 - * Injected into a stream of similar content and add meaning, clarification, or information to the stream
- * **Tags** are single words or very short phrases
 - * Attached to social content to make it easy to find (increased utility) and easy to share (increased value)

Example of tagging

Example of microblog

From Lookbook: stop dreaming and move back to reality <http://dld.bz/kUBQ>

Really Simple Syndication (RSS)


- * Make your life on the Social Web easier
- * One of the most important advancements on the Social Web
- * Provide two basic benefits:
 1. Allow you to **control what you receive**
 2. **Attract what you want** rather than blocking what you don't
- * Allow content to be scheduled for delivery



Icon of RSS

Why set up RSS ?

- * Social sites are updated whenever participants feel like updating them
- * How would you keep up with this?
- * Would you really want to log into each of your social sites every day or every week just to see if something had changed?


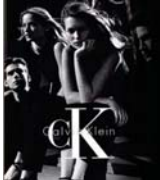


Importance of RSS

- * Instruct each site to ping you when something changes
- * Without RSS,
 1. None but perhaps a handful of blogs would have survived
 2. A blog, to the external audience, is no different than any other website
 3. Only the most popular blogs would have maintained any sort of traffic flow

Exercise Guide and Wrap-up

- * RSS enables
 - * The **scheduled delivery** of the content you want
 - * Freeing you from having to go out
 - * Search for it again after you or someone in your social circle has located it once
- * RSS is a sort of **digital labor-saving device**

Social Networking

- * Top trafficked sites in the world
- * Emerge as a **powerful** and **sophisticated** new kind of marketing channel
- * Give marketers new abilities to
 - * Hyper target campaigns using profile information
 - * Engage community members by tapping into social capital within friend groups
 - * Systematically cultivate word-of-mouth marketing across their existing customer base.



Market Your Service on Facebook

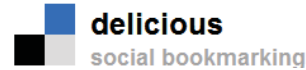
- * Facebook Pages
 - * Give your business/Service an identity on Facebook which **strengthens your brand**
 - * Share your company information
 - * Post photos, videos and message
 - * Every time someone becomes a fan of your page
 - * All of their friends see that they have become a "fan"
 - * Attracts other followers as well as creates a buzz



Social Bookmarking

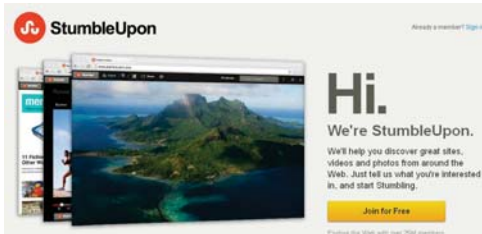


- * Tagging services
- * Users can
 1. "Tag" their favorite websites
 2. Add them to their **personal remotely stored bookmark list**



StumbleUpon

- * Basic, free tagging and bookmarking site
- * Discovers web sites based on your interests
- * Learns what you like
- * Brings you more



StumbleUpon

- * Fellow Stumblers can benefit from your recommendations then they look at similar sites
- * Combines a basic recommendation system with a website index



Photography and art sharing

- * A photo or video can
 - * Convey very precise meaning
 - * Engage an audience in ways that words alone will sometimes fail to do
- * As a marketer, you can simply show your products
- * Example
 - * Flickr
 - * Photobucket
 - * SmugMug
 - * Zoomr



Reviews and options

- * The most useful and problematic application in social media marketing
- * Information rich
 - * Provide great detail (Thoughts, suggestions and comparisons)
- * Tapped and used by both you and your customers in evaluating a purchase option



Amazon review

- * Example of product review website
- * Submit user reviews to the web page of each product
- * Rate the product on a rating scale
- * Monitored for indecency, but do permit negative comments



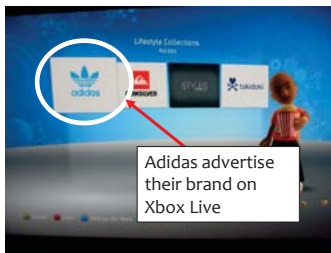
Virtual Worlds

精美的礼物, 美好的祝福, 送给特别的TA!

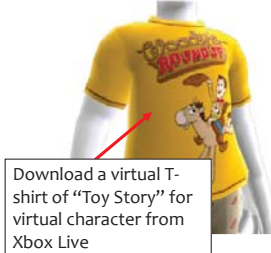


Xbox Live

- * Disneyland and Adidas advertise their brand on Xbox Live in touch with Xbox gamers



Adidas advertise their brand on Xbox Live



Download a virtual T-shirt of "Toy Story" for virtual character from Xbox Live

Brand monitoring

- * Provide instant access to all social media conversations from
 - * Blogs
 - * Social networks
 - * Renren and Sina Weibo to forums
 - * Video sites
 - * Media sources
- * Better understand
 - * Where conversations are taking place
 - * The topics being discussed



Brand monitoring

- * Learn more about your customers' needs, wants, issues and frustrations
 - * Integrate these findings into your search marketing program
- * Example
 - * Sysomos
 - * Social Mention
 - * Yalert
 - * Alterian



socialmention*

Media Analysis Platform (MAP)

- * Offer customers the ability into key conversations by
 - * Listening
 - * Measuring
 - * Understanding
 - * Engaging



MEDIA ANALYSIS PLATFORM
POWERED BY sysomos

Reference:
<http://sysomos.com/products/overview/sysomos-map>

Facebook Page for Business

- * Robust features for connecting people to a topic you care about
 - * Your business or organization
- * On business page, you can:
 - * Upload pictures and videos
 - * Create and maintain discussion threads.
 - * Install applications on your Page.
 - * Create new Wall posts for which your Fans can comment or create their own posts.
 - * Join relevant Facebook groups.



Web 2.0 Targeting Youth

- * **Case Study :**
- * **The Best Job in the World**



Case: THE BEST JOB IN THE WORLD Strategy:

- * Tourism Queensland asked to launch a new brand,
- * the Islands of the Great Barrier Reef to Global Experience Seekers across eight key international markets.
- * Drove people to an engaging website, initially through online recruitment listings and classified.
- * Gathered user-generated content and supported the interactive campaign with a presence on social networking sites.

THE CHALLENGE
Although the Great Barrier Reef
is a world-heritage listed natural wonder

A prize that would capture the imagination
of people all over the world

Execution

- * Tourism Queensland's "Best job in the world" campaign
 - * to find a caretaker for an Australian paradise island has scooped the two top awards at the Cannes Lions International Advertising Festival.
- * The campaign, developed by the Brisbane-based agency of Nitro, began with worldwide classified advertising seeking applicants for an "island caretaker" with a salary of £73,000.
- * Nitro's campaign, which as since been dubbed the world's greatest PR stunt, attracted tens of thousands of candidates who uploaded video applications saying why they should get the job.

USE OF MEDIA

- * Created "The Best Job in the World" – a position that sounds too good to be true, but is a genuine opportunity with Tourism Queensland.
- * The best thing about the job is its location – the Islands of the Great Barrier Reef.
- * Recruitment was driven through online job sites and small display ads, directing traffic to islandreefjob.com.
- * The website featured stunning imagery of the region and drove job applicants to generate content promoting the region.
- * Throughout the campaign a presence on Myspace, Facebook, YouTube and Twitter allowed audience to engage with the brand.



Achievements

- * Two Top Awards at the Cannes Lions International Advertising Festival 2009
- * The campaign won the Cannes Lions PR Grand Prix – the first time public relations has been included in the 56-year history of the festival and the direct marketing Grand Prix.
- * Global news coverage, from CNN stories to BBC documentaries, and Time magazine articles and everything in between.
- * Estimated media coverage is valued at approximately AUD\$332* million.

RESULTS

- Ranked 8th on the international list for the world's top 50 PR stunts of all time by international public relations company Taylor Herring.
- * 34,684, one minute video job applications from 197** countries.
 - * at least one person from every country in the world applied.
- * Web stats of 8,001,900 visits (6,800,046 monthly unique visitors), 53,889,455 page views with an 8.25 minutes average time spent.
- * A Google search for "best job in the world island"
 - * achieves 43,603 news listings
 - * generates 231,355 blogs.
- * Social networks have been established carrying masses of new digital content.
- * Generated more than \$80m (£49m) of equivalent media advertising space.
- * The job went to "ostrich-riding, bungee-jumping" charity worker Ben Southall from Hampshire.

*Value of media coverage estimated by Tourism Queensland at 16/7/09

**Web-coded countries (only 195 countries are recognized by the UN)

YouTube Channel for Business

Need to focus on

- * 1) What is the purpose of your YouTube Video
- * 2) customers (audience),
- * 3) products/services/brand,
- * 4) message,
- * 5) the other elements of your marketing mix.



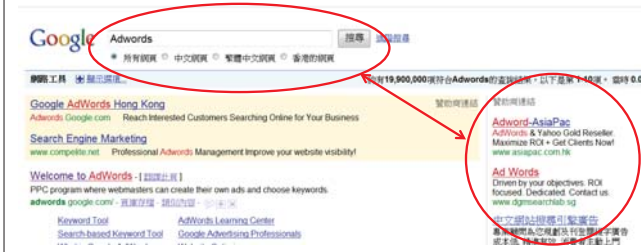
Search Engine Marketing

- * Involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) through:
 - * SE Optimization (both on-page and off-page)
 - * AdWord advertising (Pay Per Click)
 - * E.g. paid placements, contextual advertising,
 - * and paid inclusions



Google AdWords

- * Pay-per-click advertising program
- * Customers pay to have opportunity to place an advertisement in front of Google users who are searching for one of your keywords



Google AdWords

- * Auction-based advertising program
- * Pay on a 'pay-per-click' cost basis within the search engines and within other services such as Gmail
- * With cost-per-thousand payment options available on Google Networks members' websites
- * Including:
 - * Google Audio Ads (ads are placed in radio programmes)
 - * Google Video Ads, user-initiated click-to-play video ads
 - * Google Print Ads
 - * Google TV Ads



Why Google AdWords?

- * Expand your reach through the content network
 - * The Google content network can reach users all over the web to help you drive conversions.
- * Target the right user in the right context
 - * Using your keywords, Google's contextual targeting technology can automatically match your ads to Webpages in our content network that are most relevant to your business.
- * Measure and optimize your results
 - * With the Placement Performance Report, you have visibility into where all your ads appear.
 - * Review your ad's performance on a site-by-site basis



Case Study:

2010 Cannes Lions International Advertising Festival Grand Price for Good Award Winners:

Web 2.0 for Government targeting Youth

Anti-Knife Crime Campaign

CHOOSE A DIFFERENT ENDING

CHOOSE A DIFFERENT ENDING - Overview

- * Entrant Company: **ABBOTT MEAD VICKERS BBDO London, UNITED KINGDOM** 
- * a Long established as the biggest advertising agency in UK
- * Advertiser/Client: **THE METROPOLITAN POLICE** 
- * territorial police force responsible for policing Greater London
- * Product/Service: **ANTI-KNIFE CAMPAIGN** aimed at 13-15 year-old boys in London



Strategies – Design Concept

Tackle the high street violence and knife crime rate in London by running an interactive film, forum and web site.

- * Viewers of the 21 Choose A Different Ending videos, gets to choose and decide their own destiny by choosing among 10 endings – to live or die.



Execution (1)

- * Dispel the myth that carrying a knife gives you protection
- * Show them the consequences of carrying a knife:
 - * death
 - * shame on family
 - * prison



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- * The anti-knife campaign was launched with:
 - * a 30 sec online trailer promoting the site www.adifferentending.co.uk
 - * a 10 sec web trailer and
 - * a multiple ending TV spot.



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Execution (2)

- * The interactive viral video was shot from a first person perspective
- * Viewers are:
 - * Confronted with different options
 - * e.g. whether to leave home with a knife OR getting in with the wrong crowd
 - * Given the chance to think longer, harder and post their thoughts on the forum.



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Execution (3)

- * To encourage young people to interact with the film, it was promoted through:
 - * relevant online sites
 - * MTV channels
 - * radio

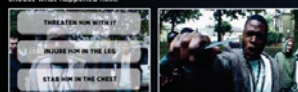


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CHOOSE A DIFFERENT ENDING. 21 films, ten different endings.

London teenagers were carrying knives believing they offered protection. The Metropolitan Police wanted to communicate that the reverse was true.



9 VIDEOS WATCHED PER ENGAGEMENT BY THE AVERAGE USER	Choosing not to take a knife resulted in views only 10% more common	4.61 OUT OF 5 AVERAGE USER RATING
80 COMMENTS A DAY AVERAGE PER FILM	75% AWARENESS AMONG 16-24 YEAR OLD MALES	2,641,147 VIEWS TO DATE

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Result

- 4.6 out of 5 average user rating.
- 2.1% click-through rate on viral video trailers, well above 0.2% industry benchmark for rich media banners.
- Net number of views logged would have required a TV budget 600% the size of our spend.
- Peer-to-peer debate about the videos and knife crime swelled. At peak, more than 80 comments a day were posted, with a total of over 3,000.
- Total views to date, 2,652,012.
- Highest total recall of any Metropolitan Police campaign, ever. 78% among our target.

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Local Case: School of Hip Hop – Youth Outreach



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Street Performance 23 Times fund raising for Exchange Trip in Germany



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Discussion

- * Apply creativity to every campaign and program
- * Don't rely on a single strategy for success
- * Plan your campaign carefully
- * Be authentic
- * Be original
- * Interactive
- * Participation
- * User Generated Content

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