

**Solution Manual for Social Media Marketing A Strategic Approach  
2nd Edition Barker Bormann Roberts and Zahay 1305502752  
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**Instructor's Manual Materials to Accompany  
SOCIAL MEDIA MARKETING, 2E**

**CHAPTER 2  
Goals and Strategies**

**LEARNING OBJECTIVES**

After completing this chapter, students will be able to:

- **Define a social media plan**
- **Explain the SMM planning cycle**

- **Describe each step in the SMM planning cycle**

- Identify ways to listen and observe the social web
- Describe the Valid Metrics Framework and its role in setting SMM objectives
- Explain how to create social media strategies
- Detail how to link social media goals to actions
- Explain the importance of word of mouth as advocacy in SMM
- Identify best practices in developing social media strategies

## TEACHING NOTES

### I. What is a SMM Plan?

**NOTE:** A social media marketing plan details an organization's social media goals and the actions necessary to achieve them. Discuss with students other plans they have encountered, perhaps even their program of study, and how plans are essential to success.

### II. SMM Planning Cycle

**NOTE:** The Social Media Marketing Planning Cycle is a nine-step model for developing a social media marketing plan through a continuous process of listening, setting goals, defining strategies, identifying the target audience (market), selecting tools, selecting platforms and channels, implementing, monitoring, and tuning. Discuss each step in the process with students and how tuning leads back to a new cycle beginning with more listening.

**NOTE: Listening** to what people are saying about a company enables the organization to determine its current social media presence, which in turn guides the setting of social media goals and strategies to achieve them.

**NOTE: Setting goals** is done by pinpointing the location, behavior, tastes, and needs of the target audience and conducting a competitive analysis to determine an organization's strengths and weaknesses and the opportunities and threats in the environment.

**NOTE: Defining strategies** must be done on a case-by-case basis, using all available pertinent information.

**NOTE: Identifying the target audience (market)** enables a company to organize its marketing strategies to efficiently reach those most receptive and likely to become customers and even brand advocates.

**NOTE: Selecting tools** is accomplished by finding the social media sites where the target audience resides and then focusing the company's social media efforts on those platforms.

**NOTE: Selecting platforms and channels** identifies the paths by which content will be transmitted to the target audience. Social media platforms are the websites on which social media communications take place (i.e., Facebook, Twitter, others). Channels are broader entities composed of multiple platforms and other technologies (i.e., mobile.)

**NOTE: Implementing** is the process whereby the goals, strategies, target market, and tools are taken into consideration in creating actionable social media platform-specific marketing tactics.

**NOTE: Monitoring** is the process of tracking, measuring, and evaluating an organization's social media marketing initiatives.

**NOTE: Tuning** is the constant and continuous process of adjusting and improving the elements of the plan to maximize the chances of success.

### III. Listen and Observe: Five Stages

**NOTE:** During the listening and observing stage, marketers should follow conversations about a particular brand and company, its competitors, and the relevant industry on as many social media platforms as possible. Discuss with students the process for establishing accounts on various social media platforms and strategic selection of platforms for listening.

**NOTE:** It may also be useful to discuss tools within platforms such as search features and groups that make listening to conversations more targeted to the specific business.

**NOTE: Stage #1: The first stage is listening to and observing conversations about a particular company.** Listen to the conversations taking place on blogs, Twitter, discussion forums, websites, LinkedIn, Facebook, etc., to understand how the company is perceived. Both positive and negative remarks can show where opportunities may lie. Discuss with students how negative remarks can be useful to a business.

**NOTE: Stage #2: Next, listen to what people say about a company's competitors,** and what those competitors are saying about themselves. Assessing the competitive landscape on social media sites will show how buyers are meeting sellers on social media and may provide insights that can be leveraged when later building a strategy. Discuss with students ways to identify competitors.

**NOTE: Stage #3: After observing the competition, begin listening on a broader scale: the overall industry. Listening at the category or industry level** will help one understand what the consumers in that industry are really interested in talking about. Discuss with students how this information can be useful in other business decisions or identifying industry trends related to products and services.

**NOTE: Stage #4:** The next stage is to **listen for the Tone of the Community**, or how your consumers naturally interact with each other on social sites. This knowledge will facilitate integration and participation in the community. Discuss potential impacts of participating without understanding the Tone of the Community.

**NOTE: Stage #5:** Finally, when **listening to social media, be sure to access multiple social media channels** to identify where target audiences hang out and what they do there. Since the users on each site and the social networking structure are different, it is important to listen to conversations across a variety of social media channels. Discuss the common social media channels, such as Facebook, Twitter, and LinkedIn, and the various target audiences that might exist on those channels.

#### **Listening as Part of Personal Branding Strategy**

**Note:** Listening is also the first step in developing a personal brand.

#### **IV. Listen and Observe: Listening Centers**

**NOTE:** The National Football League listens to Super Bowl Conversations. In 2012, the NFL established an early social media listening center for Super Bowl XLVI. A team of over 20 “strategists, analysts and techies” monitored fan conversations on the Monday before the game and during the game, tweeted everything from parking directions to information about Indianapolis’ attractions. The command center delivered some 1.8 million online impressions each day. For the 2015 Super Bowl, statistics are reported in Figure 2.2. Ask students whether they participated in these communications.

**NOTE:** Cisco demonstrates the importance of social media listening in B2B Marketing. Cisco is listening to:

**Social Media Customer Engagement** (highlighting CiscoLive conversations)

**Twitter-based global heat map** (Where?)

**Social Media influencers** (Who?)

**Product Family Landscape** (What conversations)

**Social Media Word Cloud Highlighting** (current trending topics)

#### **V. Setting Goals and Objectives**

**NOTE:** Listening to a wide range of social media sites and observing the location, behavior, tastes and needs of the target audience is key to successful SMM. Social media marketing goals include brand building, increasing customer satisfaction, driving word-of-mouth

recommendations, producing new product ideas, generating leads, handling crisis-reputation management, as well as integrating social media marketing with public relations and advertising.

**NOTE:** It is important to keep in mind that goals must be flexible in the light of new developments while engaging in social media. Discuss how goals might change based on information from social media engagement. Sometimes, unexpected benefits from social engagement are discovered.

**NOTE:** The Vistaprint example shows that people often seek customer support through Twitter. Vistaprint engaged its customer service department to respond directly to the tweets. Discuss with students what examples they have seen of such programs.

**NOTE:** Brand building goals include: increasing brand awareness, improving brand perception, positioning a brand, and expanding brand loyalty.

**NOTE:** Firms received increased market insight, improving business partnerships, and lower marketing costs as a result of SMM. Figure 2.4 shows other potential benefits.

**NOTE:** Social media has caused significant changes in search ranking. Search engines tend to favor the sites with the greatest number of inbound links from well-respected sites by ranking them higher in search results. Building a strong social media presence increased the number of links to your website content resulting in potential higher ranking on search engines. Of the ten most important ranking factors *seven* were social signals.

**NOTE:** Other objectives of SMM include achieving a desired brand positioning, producing new product ideas, being prepared to handle reputation management in a crisis, and supporting public relations and advertising campaigns.

**NOTE:** There is beginning to be some agreement about the types of objectives that are appropriate for SMM, although many marketers still have their own favorite variant of the ones shown in Figure 2.5. Ask students whether they agree or disagree with these objectives.

**NOTE:** It helps to understand objectives as a cascade. See Figure 2.6. Some generic concepts used in SMM include: **exposure, engagement, influence, impact and advocacy**. This is a progression that may parallel the purchase journey itself.

**NOTE:** There is a standard for judging the quality of goals and objectives at any level. It is the SMART acronym:

**S**pecific  
**M**easurable  
**A**chievable  
**R**ealistic

Time delimited

**NOTE:** Because SMM campaigns vary in duration, it is important to specify the time frame for each objective.

## VI. Determining Strategies

**NOTE:** Social media marketing should not be an isolated part of the marketing strategy; rather, it should link into a broader marketing plan. The building of social media marketing strategies that support the overall strategic goals of a company will also make it easier for the strategies to win support within the company.

**NOTE:** Key considerations when setting SMM strategies:

**What are the Overall Goals?**

**What was Learned from Listening?**

**What Best Practices can be Applied?**

**Goals May Change...Be Flexible**

**NOTE:** The eight C's of strategy development are intended as broad guidelines for marketers as follows:

1. **Categorize** social media platforms by target market relevancy.
2. **Comprehend** the rules of the road on the platform by listening and learning how to behave, successfully spark conversation, and engage and energize the participants.
3. **Converse** by acknowledging and responding to other users of the platform, always remembering to be a contributor, not a promoter.
4. **Collaborate** with platform members as a means of establishing a mutually beneficial relationship with the platform participants.
5. **Contribute** content to build reputation and become a valued member, helping to improve the community.
6. **Connect** with the influencers so that you can enlist them to help shape opinions about your product or service.
7. **Community** participation (and creation) can elicit valuable consumer suggestions for improving products and innovative suggestions for new products or service.

8. **Convert** strategy execution into desired outcomes such as brand building, increasing customer satisfaction, driving word-of-mouth recommendations, producing new product ideas, generating leads, handling crisis reputation management, integrating social media marketing with PR and advertising, and increasing search engine ranking and site traffic.

## VII. Linking Goals with a Call to Action

**NOTE:** With a clear and measurable call to action, it's possible to measure actual conversions due to a social media marketing campaign. Have students create a list of various calls to action that they find by browsing websites and online advertisements. Discuss what makes certain calls to action more appealing. Have students review the examples in Table 2.1.

**NOTE:** Getting to the sale is the final step in a chain of actions. The goal is to increase the level of interaction and engagement through small, incremental steps.

## VIII. Self-Promotion vs. Building an Army of Advocates

**NOTE:** Many businesses focus their social media efforts around themselves and publishing content about the brand, but social media can be even more valuable by building the number of people who are passionate about a business. Discuss the impact brand advocates can have on a business in good times and bad. Review with students the purchase decision influencers shown in Figure 2.7. Discuss whether they have had similar experiences. Discuss the differences in the international community.

## IX. Best Practices for Developing a Social Media Strategy

1. Start with a road map. That is your SMM plan. At a minimum it should specify:
  - a. Who your target audience is and the audience characteristics
  - b. how you plan to interact with the audience
  - c. How you will measure the success or failure of your activities
  - d. how you will adjust to stay on track to meet your objectives.
2. Listen before you start interacting. Just as you would not walk up to a group of people at a party and start talking (even worse, start talking about yourself), you must listen strategically before you engage with your audience. Then offer respect, empathy, and content of value before you ask anything of them.
3. Welcome audience participation, feedback and collaboration, and use these conversations to locate and nurture brand advocates.
4. A successful social media strategy or execution is not built overnight. Give it an adequate amount of time and resources to become successful.



5. Be flexible. Social media itself is constantly evolving.