Instructor’s Manual Materials to Accompany

Social Media Marketing: a strategic approach, 2e

Chapter 1

The Role of Social Media Marketing

# Learning objectives

After completing this chapter, students will be able to:

* **Explain why social media is important to business around the world**
* **Define SMM**
* **Explain the 7 myths of SMM**
* **Relate a brief history of SMM**
* **Explain characteristics of SMM and ways in which it differs from traditional offline marketing**
* **Describe typical positions that are available in SMM**
* **Discuss the characteristics of a successful social media marketer**
* **Identify best practice for SMM**

# Teaching notes

1. Introductory paragraphs

**NOTE**: Due to the growing number of social media sites, without goals and direction, businesses can become exhausted and find social media marketing ineffective and costly. Marketing budgets are increasingly focused on digital, and the jobs of marketing professionals have changed as a result.

**NOTE**:While Figure 1.3 lists a number of popular social media sites as of August 2015, many other sites may have been created or grown in popularity since publication of this text. Consider discussing which social media sites your students are already using or familiar with as a basis for discussion.

**NOTE**: This book is organized into two core sections: the first four chapters will lay the foundation for engaging in social media, while the remainder of the book will encompass more detailed elements of SMM, and how to adapt the strategy to specific platforms and international audiences.

1. **What is SMM?**

**NOTE:** Many variations on the definition of social media marketing exist including the one provided from Mashable. Ask your students to contribute to the definition, explore and possibly word map key words and phrases contributed by the class to see if their perception matches the definitions provided in the text.

**NOTE:** The important aspects of SMM include:

**1.** Creating buzz or newsworthy events, videos, tweets, or blog entries that attract attention, and have the potential to become virtual in nature. This point reports the “United Breaks Guitars” video and its result. Ask students to report other similar videos they have seen.

**NOTE:** This is a “David versus Goliath”-type story. Discuss how social media has made it possible for individuals to challenge big business.

**NOTE:** Have students consider the statement “Every interaction with the customer is a marketing event”. What does this mean for traditional business? for new businesses?

2. Building ways that enable fans of a brand or company to promote a message themselves in multiple online social media venues. Ask students whether they have ever done this, or know someone who has, and what happened.

3. It is based around online conversations. SMM is not controlled by the organization. This may be the most significant difference between SMM and traditional marketing.

4. Social media is part of a larger media ecosystem of owned, paid, and earned media, which represents a way for marketers to leverage their own brand efforts. (See Figure 1.2.)

1. **The Seven Myths of SMM** 
   1. **Social Media Myth #1: Social Media is Just a Fad**

**NOTE:** Discuss reasons some businesses would question the longevity of social media as a marketing and communications tool. In what ways may this concern be justified? In what ways is such a concern unfounded?

**NOTE:** The authors state that the underlying premise of social media is “that people are social and want to connect with other people”. Discuss with students their opinions of the accuracy of this statement.

**NOTE:** The authors note that social media platforms change considerably over time and therefore suggest that the focus rather be placed on core trends and behaviors that remain relatively stable over time than on specific sites and technologies. Have students consider what these core trends and behaviors include.

* 1. **Social Media Myth #2: Social Media is Just for the Young**

**NOTE:** The statistics presented support the statement that older users are among the fastest growing demographics on most social media sites. Discuss possible reasons behind this trend. How does this trend impact business adoption of social media marketing?

* 1. **Social Media Myth #3: There is No Return on SMM**

**NOTE:** Although ROI (return on investment) is typically measured as a monetary value, and many businesses are successful in assessing monetary returns on their social media marketing efforts, much of the benefits of these efforts can be measured in other ways. Discuss examples of both monetary and non-monetary returns from social media marketing. Consider other benefits not listed in the text.

* 1. **Social Media Myth #4: SMM Isn’t Right for This Business**

**NOTE:** This misconception is one typically held by business-to-business (B2B) firms. The reality is that the businesses on both ends of the transactions are made up of people who use social media and therefore, even in B2B firms, there are opportunities in social media marketing.

**NOTE:** Regardless what industry a business is part of, people are searching for information about products and brand reputation to help guide their purchase. Search results frequently include social media sites on the first page.

* 1. **Social Media Myth #5: SMM is New**

**NOTE:** Most of the marketing principles, based on social, behavioral, and economic concepts, have been around for many years, but new technology and media are changing the role those concepts play in modern marketing efforts.

**NOTE:** The newest aspect of social media is the technology which enables open and transparent online conversations. Some companies don’t want to “get on” social media because they are afraid of what consumers might say about them. Discuss with students why this approach can create more problems than it prevents.

* 1. **Social Media Myth #6: Social Media is Too Time-consuming**

**NOTE:** The time and resources required to manage social media marketing depends on the size of the business. Discuss ways that businesses of various sizes can limit the time investment in social media marketing.

* 1. **Social Media Myth #7: Social Media is Free**

**NOTE:** While most sites do not have a fee for usage, social media isn’t really free. Discuss indirect costs such as time and resources, costs for producing content, and fees for consultants involved in the social media strategy that exist.

1. **The History of SMM**

**NOTE:** Social media marketing in the most relevant sense for this book became viable with the development of the Internet in the late 1960s. Discuss with students the key changes in the late 1990’s and early 2000’s that enabled the development and adoption of what is commonly recognized as social media platforms today, such as Facebook, MySpace, Twitter, Delicious, Second Life and YouTube.

1. **Why SMM is Different**

**NOTE:** A common misconception is that social media marketing just means using new online social media sites to do traditional marketing. Discuss traditional marketing practices. Ask students to identify elements of traditional marketing that apply to social media marketing as well as those which are less significant or not applicable in this approach.

**NOTE:** Audience contribution is a key component to social media marketing. Discuss how this component impacts marketing methods as well as other business practices.

1. **Careers in SMM**

**NOTE:** Spending on social media has grown phenomenally since virtually nothing in 2003. The growth has been in billions of users and billions of dollars, and the number of jobs in the field has grown tremendously. Discuss the fact that many such jobs are part time and why that is so. Also, discuss various jobs in the field and strategies for preparing to be competitive in that job market after graduation.

**Developing Your Personal Brand Online:** “We are CEOs of our own companies: Me, Inc.. To be in business today, our most important job is to be head marketer for the brand called YOU.” Ask students to discuss this concept, how they would go about it, and whether they have already started. Dan Schawbel’s model has four stages:

**1.** **Discover**: Learn about yourself and the distinctive characteristics that make your brand unique.

2. **Create**: Create a personal marketing portfolio to support your brand.

3. **Communicate**: Now you are ready to distribute and promote this content to the important stakeholders in your career space.

4. **Maintain**: In the final step, you will continue to create and disseminate content that supports your brand.

1. **What are the Characteristics of a Successful Social Media Marketer?**

**NOTE:** Technical and personal traits are discussed relative to a successful social media marketer with a presented argument that personal attributes are more important than technical abilities. Have students consider whether they agree with this argument. If so, discuss ways that students have been taught the skills related to those personal attributes of significance. In what ways can these traits be developed?

**NOTE:** The British website WeAreSocialMedia has a set of suggestions that would benefit all job seekers. They are:

* Stay on top of social media trends.
* Be prepared to think and act quickly.
* Be comfortable with analytics.
* Learn to write for social media.
* Establish and maintain your social media presence.
* In all you do, show yourself to be an effective user of social media.

1. **Best Practices for SMM**
   1. Begin with a strategy backed by a SMM plan.
   2. Be honest and transparent in all your social media efforts.
   3. Identify your target audience and understand its media behavior before you begin.
   4. Welcome participation and feedback from your audience.
   5. Remember that what you know today may not be valid tomorrow.