

What's the diddly-o: Social Media Marketing Influence – *a very basic introduction to the field*

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With Dr Mariann Hardey

Social marketing influence

- Two important issues:

- **1. How effective is social media to capture and track the opinions of consumers at large?**

- Based on the observation and analysis of consumer activities across a range of social media platforms e.g. Facebook, Twitter, blogs etc.

- **2. How may social media be implemented to forecast future trends?**

- Track persistence and measurability of brand presence and product diffusion




New skool marketing: Digital Word of Mouth (WoM)

Pre-dating the internet, WoM is a familiar phenomenon. As ordinary and widespread as *cheese on toast*.

The toast

- Social media has added two important dimensions:
 - 1. *Unprecedented scalability and speed of social diffusion.* One individual, one tweet, one Facebook post can now reach thousands, or even millions of friends. And friends are consumers.
 - 2. *Presence and stickability.* Offline WoM easily evaporates into thin air. Across social media WoM becomes embedded and is publically available at any time across review sites, forums, blogs, SNSs...



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Welcome to **Wikipedia**,

Brand

From Wikipedia, the free encyclopedia

For other uses, see *Brand (disambiguation)*.



This article **needs additional citations for verification**.
Please help improve this article by adding reliable references. Unsourced material may be challenged and removed. (December 2008)

The word **brand** began simply as a way to tell one person's cattle from another by means of a hot iron stamp. The word evolved to become synonymous with a trademark, where a brand could be thought of as a name, sign, symbol, or device used to identify and distinguish a specific **product, service, or business**.^[1]^[page needed] A legally protected **brand name** or **word brand** has continued to evolve to encompass identity - in effect the personality of a product, company, or service.

using visual signals and through calls and **songs**, and participate in social behaviours including cooperative breeding and hunting, **flocking**, and **mobbing** of predators. About 120–130 species have become **extinct** as a result of human activity since the 17th century, and hundreds more before then. Currently about 1,200 species of birds are threatened with extinction by human activities, though efforts are underway to **protect** them. (**more...**)


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Did you know...

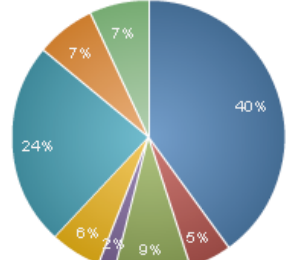
From Wikipedia's **newest articles**:

- ... that the blood of ***Serpula*** tubeworms (***pictured***) appears green when deoxygenated, though it is light red when oxygenated?



Twitter Reaction to Inglorious Basterds

Result Summary from Aug 21, 2009 to Aug 23, 2009



Choose a category for details:	
Loved It!	40%
Pitt was Great!	5%
Vintage Tarantino	9%
Not Tarantino's Best	2%
Unimpressed	6%
Have to see it!!	24%
Should I see it?	7%
What did you think?	7%

As things happen

Social media analysis provides the opportunity to build up an accurate picture of specific social media buzz worldwide and brand presence. With the ability to react quickly and correctly, and *as things happen* (see Twitter reaction to film *Inglorious Basterds*) this provides valuable information and is essential to monitor **brand** impact.

I propose a social media analytical standing



Emerging aspects of consumer behaviour

- Social media provides the opportunity to consider what consumers say. This is just the start of the conversation and the role that consumers have to play:
 - Consumptive experience
 - Co-production of knowledge in brand/trend encounter
 - Consumer resistance
 - Consumer led collaborative innovation e.g. recipes, YouTube, Flickr uploads
 - Consumer empowerment and positive brand/trend associations*In the long-term this will lead to:*
 - Creation of consumer tribes and strength of consumer agency

Hello. Starting the conversation

Consumers talk, every time they update Twitter and Facebook, upload content, or just indicate that they *Like*.

This isn't the end of the conversation. Consumers interact, with one another and (often) with well known brands.

Consumers pursue personal purposes, for satisfaction, for pleasure, commitment etc.





The final word

What I do as a 'social media analyst' is designed to acknowledge the richness of consumer content. This vision is innovative and seeks to reveal more than top-line analytics. The main objective is to give *in-depth* insight to consumer penetration.

In short, to uncover what's the diddly-o? as consumers continue to talk, share and poke.

End.

With thanks. You have been reading Dr Mariann Hardey.

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