

Marketing and Sales

BMGM5001

Week 6: Social Media Marketing Market Research & Information Management

Ruth Taylor-Davies

ruth.taylor-davies@uwtsd.ac.uk

Ground Rules

Please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

You should attend every class and have a private space to work so that you can concentrate fully on the lesson.

You should not be at work, shopping, driving or caring for children.

Your camera must be always on during lectures please. - Use the Teams university background to protect your privacy.

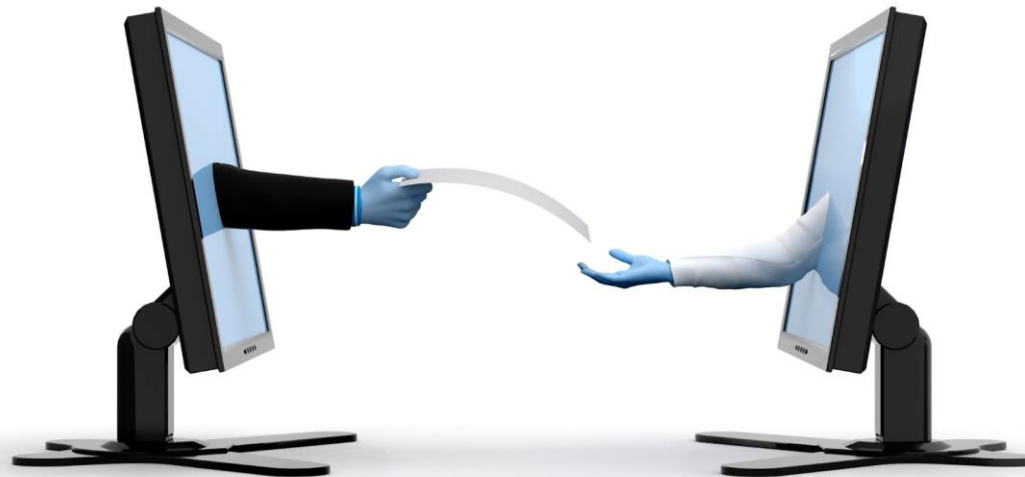
YOU must join via a laptop or PC/MAC – No attendance permitted on phones or tablets

You will be removed from the session and logged as absent if you fail to adhere to these criteria.

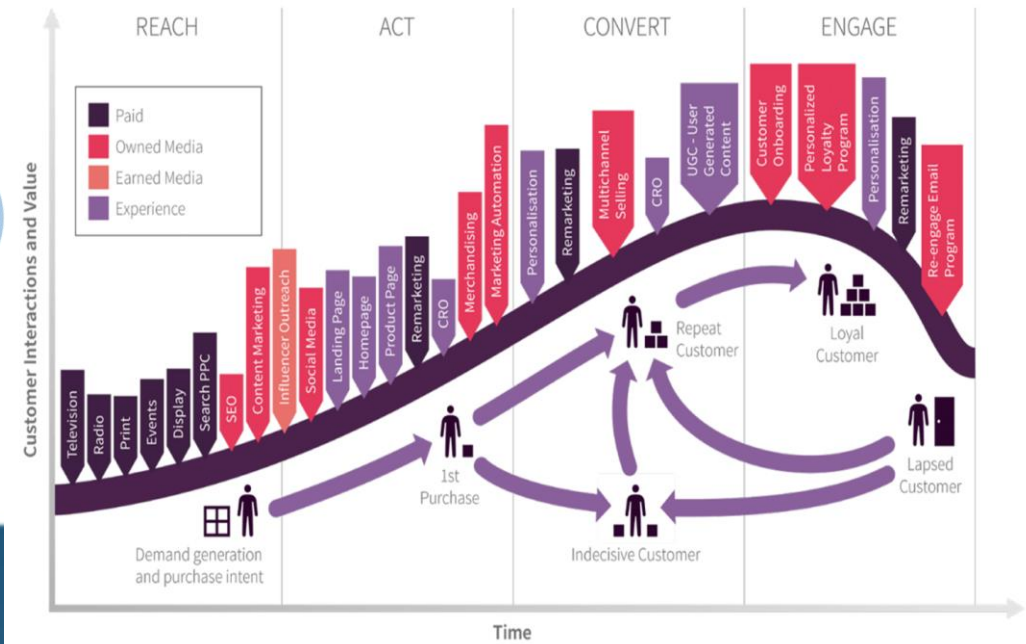
This and all sessions will be recorded so that you can watch them again



- This is a Full Time University course and as such the University definitions of engagement and decorum apply as they would in a physical classroom.
- Your Cameras must remain 'On' for the duration of the session in order to ensure equal engagement and for your lecturers to observe your full attendance of the session which is a condition for student loans/maintenance to be authorised.
- You should be using a **desktop or laptop device** with a camera, speakers and a microphone so that you will be able to engage in the session on equal footing with your classmates.
- You will be asked to share your screen and “present” your work, access documents, engage in writing activities use websites and create presentations which are either difficult or impossible on a phone.



Recap



Aims For Today



- To look more closely at social media marketing
- To explore marketing information systems
- To understand what market research is
- To understand the importance of data management

Social Media – delving a bit deeper

- Constantly Updatable
- Responsive
- Understand what the customer wants (algorithms)
- Picks up on trends

And it is
free!!!!

(Adams, 2022)

Social Media

Marketing



NB strong language from section 3 on, so only watch the introduction if you think you might be offended.





Marriane Guevarra

Yes! Yes! Yes! Love it! ❤️



13

1 w

"Most relevant" is selected, so some replies may have been filtered out.



Author

Starbucks



1 w

"Most relevant" is selected, so some replies may have been filtered out.



Jose Nieto

Lesly I wasn't going to go to Starbucks but Ed Sheeran just convinced me to go get a drink



13

1 w

"Most relevant" is selected, so some replies may have been filtered out.



Lewis Brave

Coffee time



8

1 w

"Most relevant" is selected, so some replies may have been filtered out.



Author

Starbucks

Cheers to that! ☕️💚

1 w

Marketing Information Systems (MIS)?

They could be described as:

The people and procedures involved in assessing information needs, developing the needed information, and helping decision makers to use the information to generate and validate actionable customer and market insights.



Marketing Information Systems are used to..

Create value for customers and build meaningful relationships with them, by enabling marketers to gain fresh, in-depth insights into what customers need and want.

Companies use such customer insights to develop **competitive advantage**.



Although customer and market insights are important for building customer value and relationships, these insights can be very difficult to obtain.

Customer needs and buying motives are often anything but obvious -

Consumers themselves usually cannot tell you exactly what they need and why they buy certain things!



Today's marketers have ready access to plenty of marketing information

With the explosion of information technologies, companies can now generate information in great quantities.

Consumers themselves are now generating 'bottom-up' marketing information

What do you think that phrase 'bottom-up' means... how are they generating it?

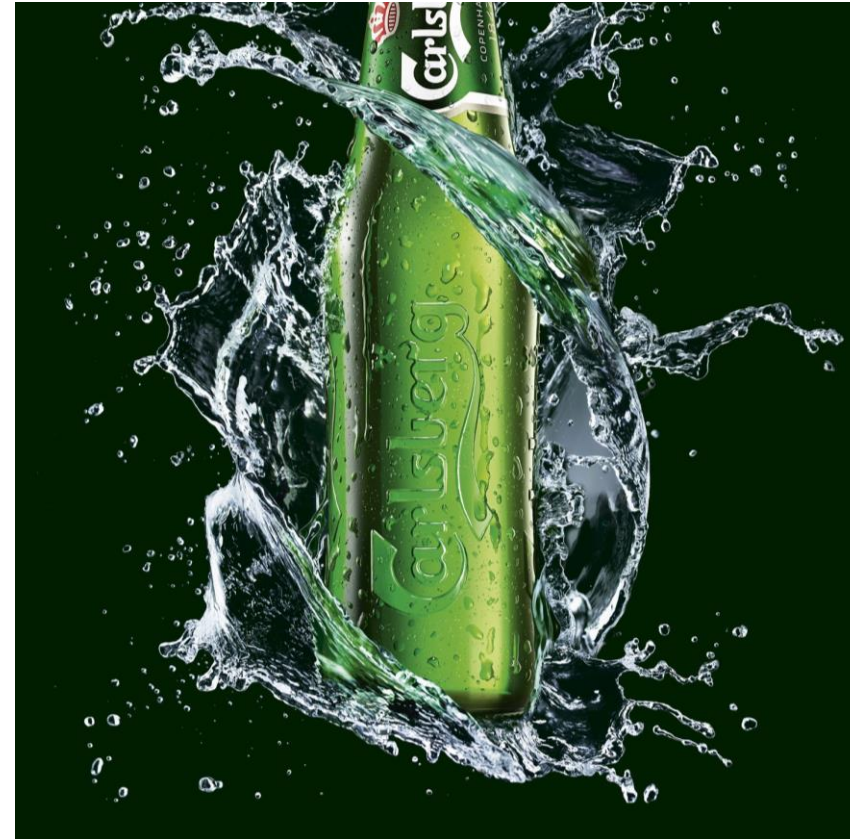


Far from lacking information most marketing, managers are overloaded with data and often overwhelmed by it.

When a company such as Carlsberg monitors online discussions about its brands by searching key words in tweets, blogs, posts and other sources, its servers take in a stunning six million public conversations a day... or more than 2 billion a year.

That is far more information than any one manager can digest...

...and find useful.



Despite the data glut, marketers frequently complain that they lack enough information of the **right kind**.

We do **not** need **more** information;
We need **better** information.

And we **need** to make **better** use of
the information we already have.



So, companies must design effective marketing information systems that give managers:

The
Right information
in the
Right form
at the
Right time

and help them to use this information to create customer value and stronger customer relationships.



Market Research

- ...is how we get the right data





So, we could describe market research as...

At the heart of marketing decision making, and it is important to understand

What it involves

And its place within an organisation.

Marketing research helps managers to understand

- *new or changing markets*
- Competition
- Customers' needs and wants
- Potential customers' needs and wants





15 mins

‘Marketing research is the function which links the consumers, customer, and public to the marketer through information- information used to identify and define marketing opportunities and problems; generate, refine and evaluate marketing actions; monitor marketing performance, and improve understanding of marketing as a process. Marketing research specifies the information required to address the issues; designs the method for collecting information; manages and implements the data collection process; analyses the results; and communicates the findings and their implications’.



(AMA definition as quoted by McDonald and Gates 1996)

Market Research

- Search the internet for an example of restaurant/hospitality related market research – make some notes and report back – 15 mins



Information can help us understand our customers & maintain loyalty

To create and sustain long-lived brands, product ranges need to be managed in sympathy with changes in the customer and competitive environment by **Positioning**

& **Repositioning** concepts.

This may involve changes to marketing strategies, including promotion, packaging or design even changes in the target market profile.

Data and Data Management

Information Management

- Customer Data
- Marketing Insight



Customer Database

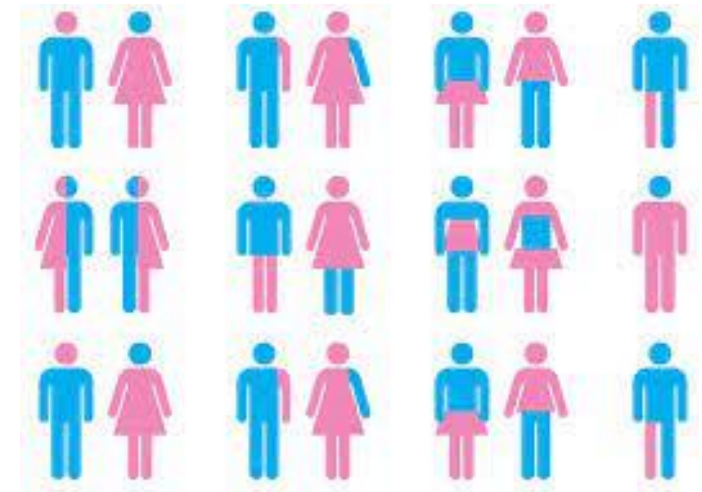
- Basic data
- Interaction data
- Behavioural data
- Attitudinal data



Basic data / Descriptive Data /Personal Data

- First and last names
- Phone numbers
- Email addresses
- Age
- Gender
- Marital status
- Household composition

≈ ?



≈ Demographic Data

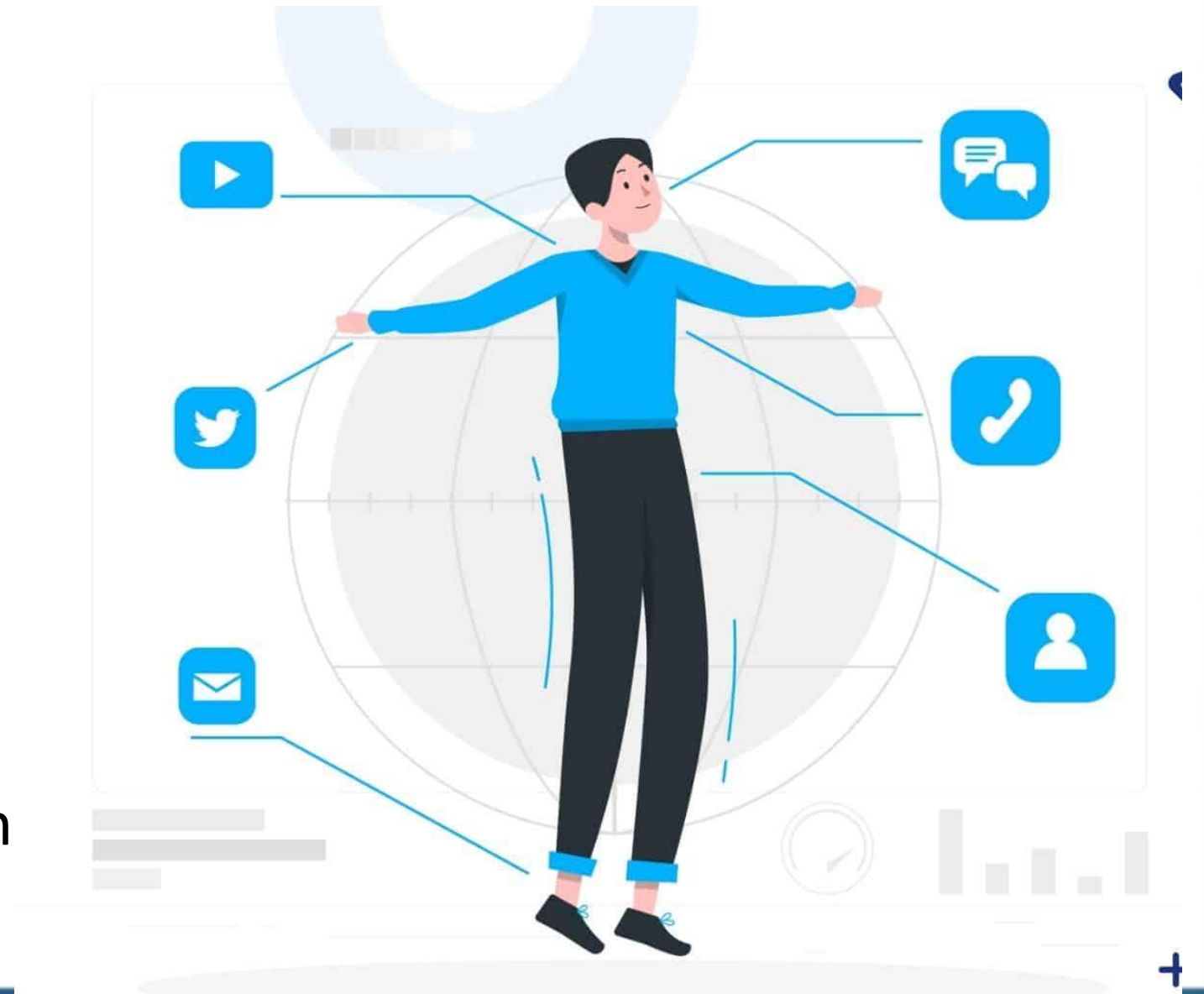
Interaction Data

- Website visits
- User flow
- Native video views
- Email open rate, forwards and bounce rate
- Post likes, shares or replies
- Click-through rate
- Conversions



Behavioural Data

- Subscription details
- Average order value
- Previous purchases
- Devices
- Feature usage and duration
- User attention



Attitudinal Data

- Customer satisfaction or sentiments
- Preferences
- Purchase criteria
- Product desirability
- Motivations and challenges



Individual Activity

What is the value of data?

Watch the following video and then do some research to identify why data is of value to a restaurant.





What is the value of Data?

**Although it does not appear on
the balance sheet**

Data is an ASSET

Like any asset it deteriorates or depreciates over time if it is not properly maintained.

In the same way that a physical asset like a building needs to be maintained

For example, sending a message to people who have died upsets their relative and shows a lack of customer insight, similarly, contacting an enquirer who has opted out within the Register Email Preference service can incur a large fine for an organisation. These are aspects that are protected under GDPR.



Primary and Secondary Data/Research

- Primary

- Collected by you
- Surveys
- Questionnaires
- Interviews
- Direct observations
- Experiments
- Focus Groups
- Direct online interaction

- Secondary

- Market reports
- Industry Reports
- Journals
- Books
- Newspapers
- Documentaries
- Government reports
- Big data
- Etc...

The data base has many functions that must be followed to allow information to be accessed efficiently



Data Quality: Ensuring data is accurate, relevant and kept up to date. Data like any other asset needs to be maintained (cleaned and updated continuously)

Data Security : Ensuring data cannot be compromised by attacks from inside or outside the organisation.

Data Coordination: Specifying exactly who has access to data retrieval and who has access to data input. Too many uncontrolled inputs may result in files being deleted or changes and the database spins out of control.

Data Back up: And recovery ensuring that data can be restored when there are the almost inevitable system failures or attacks.



15 mins

Ethical and Regulation

- Manage your community



We welcome your ideas, feedback, and constructive criticism. That said, please understand that we will not be able to address store specific customer service issues here. We encourage you to discuss specific issues regarding individual store service with that store's manager. Or if you have a customer service issue, you can contact our Customer Care Center at 1-800-782-7282 or visit: <http://sbux.co/1aU7hIV>.

The comments, videos and pictures that are posted to the Starbucks Facebook page may or may not reflect the opinions of Starbucks, and we do not confirm the accuracy of any postings.

Starbucks reserves the right to delete postings that we believe are inappropriate or offensive or otherwise violate our Starbucks Facebook Terms of Use. Repeat offenders may be removed from the community.

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Take ten minutes to find out what GDPR is... post your findings in the chat, we will then discuss.



The General Data Protection Regulation (GDPR) protects customers from misuse of their data and the customer –sensitive culture that it demands.

GDPR subsequently introduced the ethical demands as an absolute necessity when it became law in 2018.

GDPR insists that marketers gain permission and provide proof that 'permission' has been granted by customers (is it recorded anywhere)?

Furthermore, proof of secure storage, data maintenance, data access and easy deletion (if the customer opts out at any time) must be ensured.



Next Week...

- Sustainable marketing



makeameme.org

List of Reference and links

Adams, C.M. (2022) Social Media Marketing: Social CRM. Carpenteria, CA:
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[The Institute \(digitalmarketinginstitute.com\)](https://digitalmarketinginstitute.com)

[Definition of Marketing Channel - Gartner Marketing Glossary](#)

Girchenko T, Ovsianikova, Y. 2016, Digital Marketing and its Role in the
Modern Business Processes;

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