

Marketing and Sales

BMGM5001

Week 6: Social Media Management & Information Management

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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

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Why is this important?

- 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.

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Get a laptop!

- Therefore, we ask you to purchase a laptop if you don't already own one, **by the end of Week 2**.
- Failure to do so within this time period will result in you being reported to the Programme Manager in Week 3.
- The University offers bursaries that can provide a suitable device and/or contribute towards connectivity costs if you need some financial help with this.

[Digital Connectivity Bursary Application Form](#)

[Undergraduate Bursaries](#)

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Table of Content

1. Type of Marketing Channels
2. Role of Social Media Technology
3. How to manage social media platform
4. Ethnical and Regulation
5. Information Management



Aims & Objective

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Aim: Understanding channel and information management

Objectives:

- Understanding the importance of social media & information management
- Able to manage a channel
- Understanding the research methods in marketing

Types of Channel



- Social Media Platform
- Retailer
- Agent
- Mass Media
- Channel



Radio



Social Media



Catalog



TV



Physical Location



Website



Email



Direct Mail



Paid Search

- Digital advertising
- Events
- Influencer marketing
- Search Engine Optimization (SEO)
- Word-of-Mouth(WoM)

Definitions of Digital Marketing

- Digital marketing is the marketing of goods and services via digital technologies.
- Achievement of marketing objectives through the use of digital media and technology.
- The use of digital technologies to create **integrated, targeted and measurable communications** that help to acquire and retain customers while **building deeper relationships** with them (Digital Marketing Institute, n.a.).

Difference Channels between Traditional Marketing & Digital Marketing

Traditional Channels	Digital Channels
■ Television ■ Radio ■ Periodicals (magazines) ■ Leaflets ■ Billboards ■ Exhibitions	■ Search systems ■ Social media ■ Web sites ■ Video games ■ Mobile applications ■ E-mail ■ Digital art

Role of Digital Marketing

- Digital marketing is unlimited in time
- Two-way communication between the company and its clients
- Attraction of the target audience to the processes
- Simple access to the resources

(Girchenko and Ovsianikova, 2016)

Social Media Platform Management

Why it is so important?

Build the Customer Relationship!

Principle of Social Media Management

- Constantly Update
- Create a response plan
- Understand what they want
- Trend

(Adams, 2022)



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

Ethnical 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.

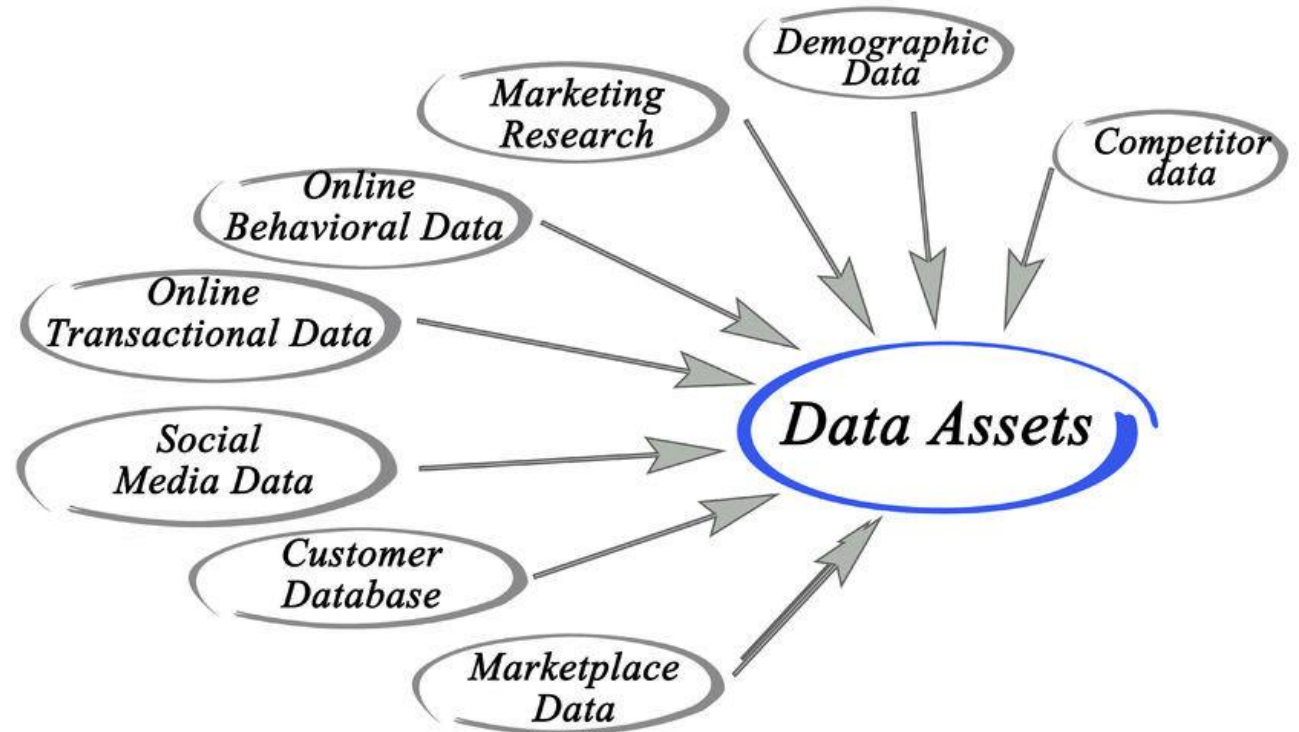
Starbucks reserves the right to delete postings that we believe are inappropriate or offensive or otherwise violate our Starbucks Facebook Terms of Use. Repeat offenders may be removed from the community.

Starbucks Facebook Terms of Use

The Facebook pages and applications created or administered by Starbucks are for you to enjoy. We welcome your comments, pictures, videos and other content ("User Content") so long as your User Content complies with these Terms of Use and Facebook's Statement of Rights and Responsibilities (<https://www.facebook.com/legal/terms>).

Information Management

- Customer Data
- Marketing Insight



Customer Database

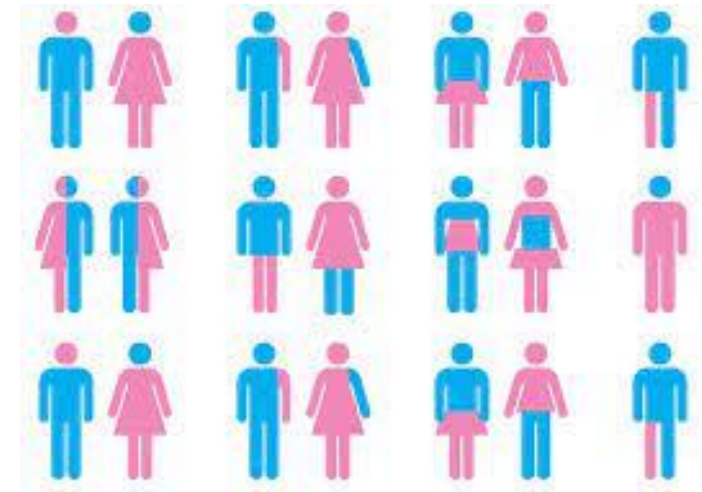
- Basic data
- Interaction data
- Behavioural data
- Attitudinal data



Basic data / Descriptive Data /Personal Data

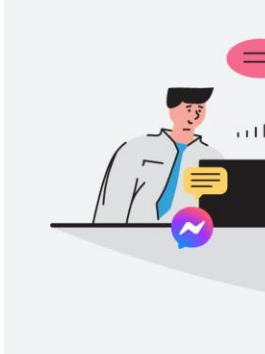
- First and last names
- Phone numbers
- Email addresses
- Age
- Gender
- Marital status
- Household composition

≈ ?



≈ 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
- 
- An illustration of a person with dark hair, wearing a light blue shirt and a dark tie, sitting at a desk and looking at a laptop. A yellow speech bubble with three horizontal lines is positioned above the laptop. A purple and blue WhatsApp icon is on the desk in front of the person. In the top right corner, there is a pink speech bubble with an equals sign. The background is a light gray gradient.



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



What is the value of your data?>

Fraud - Charlie Javice

Forbes 30 Under 30 list in finance in 2019



- Created 4.265 million **fake customer accounts**—for which Javice paid a data science professor \$18,000
- May be exploit students' data for profit

Fraud \$175 million

Data = Money

(Alexandra and Iain, 2023)

Research Methods

- **Primary Research**

Qualitative & Quantitative

- **Secondary Research**

Competitive information

White papers

Analyst reports



HERE IS WHY!

Activity – Presentation

- Prepare a presentation
 - A Market Segmentation example of the target market

Next Week...

- Stakeholders in Marketing
- Stakeholder Management

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I look forward to seeing you next week.

If you have any questions in the meantime, please send an email from your student account to

k.chong@uwtsd.ac.uk

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