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Instructor Manual

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Chapter Perspective:

This chapter sets up the Social Media Marketing planning cycle which is the core of the book and upon which the social media marketing plan (described in Chapter 14) and example (Appendix) are based. This Instructor's Manual goes into the planning cycle in some detail because of its importance. This is a great place in the course to introduce the client project. Whether you are starting the client project now or working on personal branding, the Google Trends exercise at the end of the chapter is a great way to introduce both projects. This chapter emphasizes listening centers so that is also a good exercise to emphasize how listening centers work.

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Overview of slides:

Slide 1 is a title slide.

Slide 2 outlines the chapter learning objectives:

- 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

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Slide 3 sets up the definition of a social media marketing plan as something that details the organization's goals for social media and the actions to achieve them. Emphasize that social media goals need to follow from corporate and marketing strategies and the importance of planning.

Slide 4 suggests that the students try to 'guess' the goals by looking at a firm or nonprofit. For example, Wendy's, Burger King, and McDonald's all have different profiles on social media. Are their goals, brand-building, to drive sales or to build awareness? See if the students can do research online and link marketing and corporate strategies to their social media marketing strategies.

Slides 5–7 introduce the eight steps of the Social Media Marketing Planning Cycle.

- **Listening** means that to listen 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.

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- **Setting goals** means 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.
- **Defining strategies** involves the whole organization to support marketing goals and must be done on a case-by-case basis, using all available pertinent information.
- **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.
- **Selecting tools, platforms, and channels** means finding the social media platforms where the target audience engages and then focusing the company's social media efforts on those platforms as well the channels on which customers consume content. Tools assist with tracking, posting, and analysis. 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).
- **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.
- **Monitoring** is the process of tracking, measuring, and evaluating an organization's social media marketing initiatives.
- **Tuning** is the constant and continuous process of adjusting and improving the elements of the plan to maximize the chances of success. Doing so often means revisiting the listening step to make sure customer needs are understood.

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Please note that in Figure 2.1 there are eight steps but there are nine separate bullet points in the verbal description in Chapter 2. However, the eight-step model in the figure combines selecting tools with selecting platforms and channels for distribution of content. Tools include those for posting content, like the Hootsuite platform mentioned in Chapter 1, as well as tools to shorten links, like Bitly or TinyUrl. There is a more thorough discussion of tools in Chapter 12 but you can talk about these tools below.

Thanks to Jeannine Morber at Stevenson University for providing this list of tools and the listening exercise below.

Tools for Social Media Monitoring

Google Alerts https://www.google.com/alerts Free

Google Trends https://www.google.com/trends Free

Sentiment Analyzer https://www.danielsoper.com/sentimentanalysis/default.aspx Free Version

Social Mention http://brandmentions.com/ Free Trial

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Tools for Social Media Management

Hootsuite https://hootsuite.com/# Free Version (Different from Hootsuite Student Version)

Tweetdeck https://tweetdeck.twitter.com/ Free

SproutSocial https://sproutsocial.com/ Free Trial

Zoho social https://www.zoho.com Free Version

Please note free trials of the tools listed may require a credit card.

This is a good opportunity to introduce students to some of these tools, particularly if they are getting the Hootsuite Certifications. Students can see what other free tools are out there and explore their usage as well.

Slides 8–11 introduce more details on the importance of listening and includes an example of a social media listening center at Cisco. 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)

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There is also a case around the National Football League which is outlined as an exercise below. It is worth going through the five stages in detail, particularly since listening is also important in developing a personal brand. Company as listed below can also mean a not-for-profit or NGO (non-governmental organization). For example, students can apply these stages in a class exercise to their own University.

Stage #1: Listen to and observe conversations about a particular company. Listen to the conversations taking place on blogs, Twitter, discussion forums, websites, LinkedIn, YouTube, Facebook, Instagram, TikTok, 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.

Stage #2: 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 ways to identify competitors, such as library resources or monitoring certain hashtags.

Stage #3: Listen at the category or industry level to illuminate 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.

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Stage #4: Listen for the Tone of the Community or how consumers naturally interact with each other on social sites to facilitate knowledge of integration and participation in the community. Discuss potential impacts of participating without understanding the Tone of the Community.

Stage #5: 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, Instagram, YouTube, Twitter, and LinkedIn, and the various target audiences that might exist on those channels.

Slides 12–23 talk about setting goals and objectives to determine strategies. Again, a good exercise is to this of a company or NGO and try to determine what their goals might be for SMM. The five goals of customer service, brand awareness, brand preference, acquisition, and loyalty can be themes throughout the course. The Valid Metrics frameworks shows how to use goals to build brand advocates, the ultimate goal of social media marketing. The hierarchy is exposure, engagement, influence, impact, and advocacy. Business goals should flow through the specific campaign objectives.

And no discussion of goals is complete without The SMART acronym, which is a standard for judging goals and objectives. Make sure that as you coach students through a social media plan project per Chapter 14 and the Appendix that they set SMART goals that can be measured. This is a good time to go through examples in class to reinforce the concept, perhaps related to their personal branding goals. An example would be to obtain five new followers on Twitter each week for five weeks.

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S pecific

M easurable

A chievable

R ealistic

T ime delimited

Goals should be linked to a Call to Action. Dr. Zahay always says a good call to action asks these three questions of the customer: 1) what do you want me to do, 2) by when, and 3) why. Another good class exercise is creating an effective call to action. Calls to action are used throughout digital marketing, also in paid search and email, for example, so it is good to practice here in class.

The eight C's of strategy development are intended as broad guidelines for marketers and are 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.

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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.

Slides 24–25 emphasize that creating advocates, the final step in the Valid Metrics Framework is really the goal, or should be the goal, of most social media marketing programs. It is also wise to be aware of differences in decision-making across cultures and countries when developing a social media marketing plan.

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Slides 26–27 outline best practices for developing a social media marketing strategy, which always begins with the target audience and listening before interacting. These slides summarize the chapter content nicely. As always, these strategies develop over time and require flexibility to be effective.

Slide 28 includes a personal branding exercise that can be conducted in class. A more detailed exercise that can be given as homework is outlined below.

Slide 29 summarizes the material covered in the chapter. I would emphasize the eight-stage social media marketing planning cycle, the importance of listening, linking goals, and objectives to overall corporate and marketing strategies and SMART goals. These principles can all be used in personal branding.

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Additional activities:

Case Study Exercise: NFL and the Super Bowl

This case ties in with the social listening example from Cisco.

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

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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. This information was updated in the text for this edition to include the movement to boycott the 2019 SuperBowl.

Discussion Question 1: Did you participate in the 2019 boycott and how?

Students may have had some experience with this event. This is a good place to talk about 'cancel culture' and the power of consumers in social media marketing. Obviously, negative social media sentiment can affect even the largest of commercial franchises.

Discussion Question 2: How can the NFL overcome the recent negative sentiment?

A good answer would be to put a plan in place that starts with listening to the customer. The bad sentiment did not develop overnight and will take some time to overcome. You can walk the students through the steps of a plan to correct the situation.

Discussion Question 3: What is the sentiment now regarding the NFL and the Super Bowl?

Students can answer from their personal experience. They can also search hashtags in various social media platforms and analyze the sentiment on the fly. Another option is to use one of the free tools listed above for their analysis. Sentiment Analyzer is an easy tool to use if students want to cut and paste and series of Tweets into the tool, they can get an idea if sentiment is positive or negative.

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Students can analyze current Tweets about the NFL in class and categorize them as positive or negative and track them in a spreadsheet and report the results in class.

Discussion Question 4: What would be good goals for the NFL to set in its social media plan given the current situation?

Going back to slide 12 and the key objectives of SMM, perhaps building brand preference would be a good goal, although there may be others. Students can list ways to build back brand preference, whether it be a campaign whereby the NFL shows its awareness of social issues or a contest to get fans 'back in the game.' There can be many creative answers. It is a good question as to how to get out of this type of situation. The NFL has said it was wrong in not allowing a peaceful protest to occur, but is this enough?

Marketing Lecturer and Business Owner Jeannine Morber's Social Listening Exercise: Using Google Trends

Assign students in the class various industries such as a massage services, a hair salon or a sporting goods store. Ask them to do the following in class.

Using Google Trends, see if you can determine if the market is favorable, unfavorable, or neutral regarding opening one of the above new businesses. Be sure to search for multiple phrases and over a 5-year period. For example, for a hair salon you should be searching for highlights, ombre, Balayage, hair straightener, keratin treatment, etc. For a massage center you should be searching for deep muscle massage, stress relief massage and fries, etc., for

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a sporting goods store you should be searching for workout wear, running shoes, baseballs, bathing suits, ski goggles, etc.

Ask the students to identify at least ten search phrases related to this business and answer these questions:

- What direction is the trend for this search term trending? Are all search terms following a similar trend?
- Is there a pattern to the search over the 10-year period? If so, what could it indicate?
- Are there differences in search demand for different ways we might use to describe ourproducts? Are our terminology and wording current enough?
- What products should this business sell?
- Based on your results, what would you recommend?
- Be prepared to share with the class.

This exercise can also be done with a particular client if you are using a client project.

Dr. Chandra Srivastava's Who Do I Want to Be Online? Exercise

This exercise is the next step in building a personal brand and follows from the exercise in Chapter 1.

In this assignment we're going to start brainstorming about your personal, professional brand online. Please answer the following questions.

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What do you want to do?

- What type of job do you want to have (e.g., marketing, accounting, video game designer)? It's ok if you don't know the answer yet. Just get as specific as you can.
- What industry do you want to work in (e.g., tech, fashion, restaurants, etc.)?
- Who do you want to work for (e.g., Dell, Spotify, yourself if you're an entrepreneur)?

What are your current points-of-difference?

- What are your interests and passions? Hobbies definitely should go here!
- What skills and work experiences do you have?
- Anything else you want to mention that sets you apart from your peers?

What do they want?

What skills and job experience are needed to get those jobs? (You will need to check out 1–2 job postings to answer this question).

Connecting the dots online

- What skills, experiences, hobbies, etc. do you have that you want to highlight online?
- Name the three values or traits that you would like to come across online (e.g., authentic, innovative, etc.).

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- Have you had any jobs or volunteer experiences that have highlighted these skills, hobbies, experiences, values, and traits?

Using the information from the exercises above, create an 'elevator pitch' that reflects your personal, professional brand and is targeted to your professional 'ask.'

1. **Watch this video:** **Perfecting your elevator pitch - what to do and what not to do!**
2. https://www.youtube.com/watch?v=O6U9OGpvV78
3. Your turn! **Create a video** of your 30- to 60-second introductory "Elevator speech". Make sure you include the following items:
    1. A short description of who you are (i.e., your name, year in school, and major).
    2. A hook (i.e., anecdote, fact, interesting way to capture attention that indicates that you have expertise in the field).
    3. What you do and why.
    4. What you've accomplished. Make sure you say something about yourself that your audience would consider an asset.
    5. What you are looking for—full time job, internship, promotional advancement, sales leads, etc.—and by what time frame. If you are looking for a job (which most of you will be), make sure you discuss what industry and what type of job.
    6. A career-related task (i.e., maybe a follow-up discussion, informational interview, another contact you can reach out to, etc.)

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Jeannine Morber's Social Media Listening Exercise for a Class Project

Using social media listening tools, the search function on the specific platform, and other research methods discussed in class, conduct your social media listening research for the client for your team project. Summarize your results in no more than 500 words and post your assignment.

Resources:

- Hootsuite Social Media Listening Info & Tools
- HubSpot Social Media Listening & Tools
- Sprout Social Social Media Listening
- Social Media Demographics
- Social Media Monitoring & Listening tools
- Google Trends
- Mention—14-day trial

These apps are great for social media listening and both have limited free trials:

- Keyhole https://keyhole.co
- Buzzsumo https://app.buzzsumo.com

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- TweetReach https://tweetreach.com/

You can (and should) use other social media listening tools that you may discover.

Use the list of questions below as a guideline for things you should be looking for and considering in your analysis:

1. Identify and list at least 20 keywords, phrases, or hashtags that are popular with yourintended audience for your project idea.
2. What are the some of the top topics being discussed and sentiment for each? Is this typical or has there been an increase or decrease in posts about these topics?
3. Describe the media types being used most often. Are they user-generated or brand generated?
4. What brands or products are mentioned most?
5. What questions, complaints, or common issues seem to come up often?
6. Which specific users are influential regarding your topic?
7. Are there any controversial issues? How would your brand jump on this conversation?

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Chapter 02: Goals and Strategies

True / False

1. Listening to what people are saying about a brand enables a firm to establish social media goals and strategies.
   a. True
   b. False

ANSWER: True

2. The MOST popular uses for social media are to build brand awareness and to increase customer loyalty.
   a. True
   b. False

ANSWER: False

3. Word of mouth is the leading purchase influence in four different countries.
   a. True
   b. False

ANSWER: True

4. Marketers don't need to focus on the words used to describe specific brands if sales are increasing.
   a. True
   b. False

ANSWER: False

5. A social media marketing strategy should identify strategic opportunities discovered during audience listening.
   a. True
   b. False

ANSWER: True

6. Improving business partnerships is a goal that social media marketing can help achieve.
   a. True
   b. False

ANSWER: False

Multiple Choice

7. Which of these is NOT part of the social media marketing planning cycle?
   a. Setting goals
   b. Tuning
   c. e-commerce
   d. Implementing
   e. Monitoring

ANSWER: c

8. Why is it important for a firm to listen to social media conversations about its competitors?

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Chapter 02: Goals and Strategies

a. To determine how many people buy those products.
b. To reduce its overall product pricing.
c. To create a higher financial ROI.
d. To change popular industry opinion. Company identify those keywords people use for its products.
e. To refine its social media strategy.

ANSWER: e

9. Social media marketing goals must be flexible because:
a. stakeholder values change as industries evolve.
b. products require regular adaptations.
c. traditional media is flexible.
d. firms may discover new information.
e. brand management and sales disagree.

ANSWER: d

10. All of these are stated key objectives of SMM EXCEPT:
a. customer service.
b. brand awareness.
c. web development.
d. brand preference.
e. new customer leads.

ANSWER: c

11. In addition to the primary SMM objectives, other secondary objectives include all of these EXCEPT:
a. leveraging brand positioning.
b. supporting public relations
c. expanding market development.
d. engaging product influencers.
e. creating business partnerships.

ANSWER: c

12. Marketers can learn all of these from social media listening EXCEPT:
a. audience social media behavior.
b. changes in platform acceptance.
c. promotional opportunities for customers.
d. competitor product design plans.
e. None of these is correct.

ANSWER: d

13. A call to action can be defined as a:
a. product positioning message.
b. sales development cycle.
c. competitor engagement technique for the objectives of a social media campaign.

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d. type of social media measurement which is the process of measuring a social media campaign.
e. desired audience response.

ANSWER: e

14. When developing social media strategies, it is important that companies:
a. imitate their competitors.
b. consider internal capabilities.
c. increase their marketing budget.
d. consistently avoid operational concerns.
e. implement a call to action first.

ANSWER: b

15. Which of these is NOT considered a social media marketing goal?
a. Increase customer satisfaction.
b. Generate purchase referrals.
c. Conduct product testing.
d. Manage online reputation.
e. Increase TikTok viewership.

ANSWER: e

16. Which of the 8 C's of strategy development refers to engaging with influencers so that you can enlist them to help shape opinions about your product or service?
a. Convert
b. Categorize
c. Collaborate
d. Connect
e. Contribute

ANSWER: d

17. Which of these can be the greatest asset to a social media team in influencing its audience?
a. Competitive expertise
b. Unpaid advocate
c. Traditional media
d. Product adoption
e. Global presence

ANSWER: b

Subjective Short Answer

18. What is the difference between a business objective and a social media marketing objective? Provide an example of each.

ANSWER: A business objective is financial in nature. Example: achieve a 15% increase in sales annually.

A social media marketing objective is based on audience engagement and is not financial in nature. Example: increase customer satisfaction by 10% in one quarter.

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Chapter 02: Goals and Strategies

19. On which criteria will social media marketing objectives be judged?

ANSWER: Social media marketing objectives will be judged based on their adherence to SMART criteria. The objectives must be specific, measurable, achievable, realistic, and time delineated.

20. Why is it important to have a call to action at every stage of a social media marketing campaign?

ANSWER: Effective social media marketers should already have some idea what their audience's goals, motivations, and communication preferences are (through the listening process). A strong call to action will put that knowledge to work, by designing a compelling message that keeps consumers engaged and coming back for more.

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