



Two Hearts In Three-Quarter Time: How To Waltz The Social Media/Viral Marketing Dance

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Social Media and Marketing

Main themes covered:



- Social Media and Marketing
- Brand Equity
- Customer Equity
- Reputation

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BMAN20892: Let's Blog!

- **Summary of blog**



- Covered studies investigating different brands and their blogs
- Found social media 'plays a key role in protecting brands' (Neilson, 2011)
- 70% of consumers have visited social media sites to get information (DEI Worldwide, 2008)
- Through social media, the company can repeatedly reinforce the brand.
- Conclusion: As social media continues to grow, its impact in the world of marketing will increase further.

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The Toulmin Model

- **Claim:** Social Media can have a dramatic and positive impact on a brand's reputation

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- **Warrant:** A survey by Kim and Ko (2011) found that: 36% thought more positively about companies that have blogs.
 - A study by DEI Worldwide (2008) also found that 70% of consumers have visited social media sites to get information.
- **Backing:** Main purpose of marketing communication is to improve customer equity - effective social media activities are a common marketing communication method

Blog Comments Review



everything that could positively or negatively manage a brand's reputation will end up back on the internet! So I can understand with the trouble you might have encountered when it came to formulating a rebuttal. Overall great job.

the Kim and Ko (2010) study only analysed luxury brands therefore perhaps results regarding consumer favour-ability towards blogs cannot be generalized to all types of brands.

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Further Research: Supporting the Claim

- Another report by Mohr (2013) found that:
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 - Customer interactions in Social Media builds the brand by increasing awareness
 - Social media sites helps brands capture a wider audience
 - For example, Gucci captured a larger audience in Social Media for it's new sunglasses collection

Further Research: Supporting the Claim

- A study by Kaplan and Haenlein (2010) found that:
 - Social media can also be used for marketing research in the context of netnography
 - To promote the movie 'Fred Claus', Warner Bros. created a Facebook profile which visitors could watch trailers, download graphics and play games
 - This medium allowed the company to promote the film to a wider audience, thus strengthening their brand image

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