# E-commerce 2014

**business. technology. society.**

*tenth edition*

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# Chapter 7

**E-commerce Marketing Communications**

e Commerce Course :

Parts of Chapters
1.1 & 1.2,
5.1
8.1, 8.2 & 8.3
10.1

Complete Chapters
2, 3, 4, 6, 7 and 9

# Introduction to Social, Mobile, and Local Marketing

- **New marketing concepts**
  - ❖ Conversations with fans and friends
  - ❖ Engagement with the business through conversations

- **Impact of smartphones and tablets**

- **Social-mobile-local nexus**
  - ❖ Strong ties between consumer use of social networks, mobile devices, and local shopping

# Online Marketing Platforms

SOURCE: Based on data from eMarketer, Inc., 2013a.

# Social Marketing

- **Traditional online marketing goals**
  - ❖ Deliver business message to the most consumers
- **Social marketing goals**
  - ❖ Encourage consumers to become fans and engage and enter conversations
  - ❖ Strengthen brand by increasing share of online conversation

# Social Marketing Players

- **The most popular sites account for 90% of all social network visits**
  - ❖ Facebook, LinkedIn, Twitter, Pinterest, Tumblr, Google+, MySpace, Instagram
- **Unique visitors vs. engagement**
  - ❖ Engagement measures the amount and intensity of user involvement
  - ❖ Facebook dominates in both measures
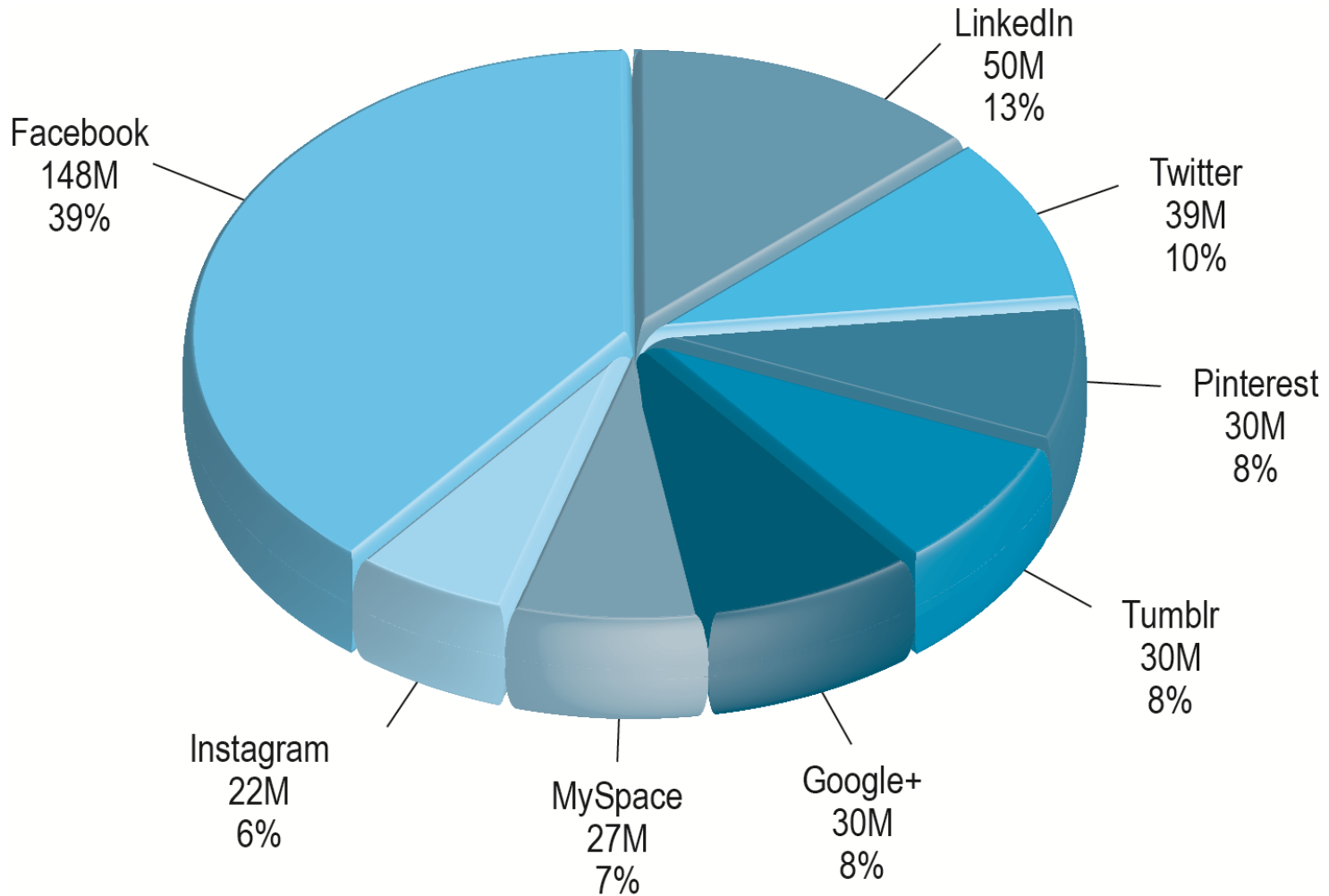
# Social Network Unique Visitors



Facebook
148M
39%

LinkedIn
50M
13%

Twitter
39M
10%

Pinterest
30M
8%

Tumblr
30M
8%

Google+
30M
8%

MySpace
27M
7%

Instagram
22M
6%

# Engagement at Top Social Sites

Average Minutes per Visitor to Social Media Sites (monthly)



Tumblr 121

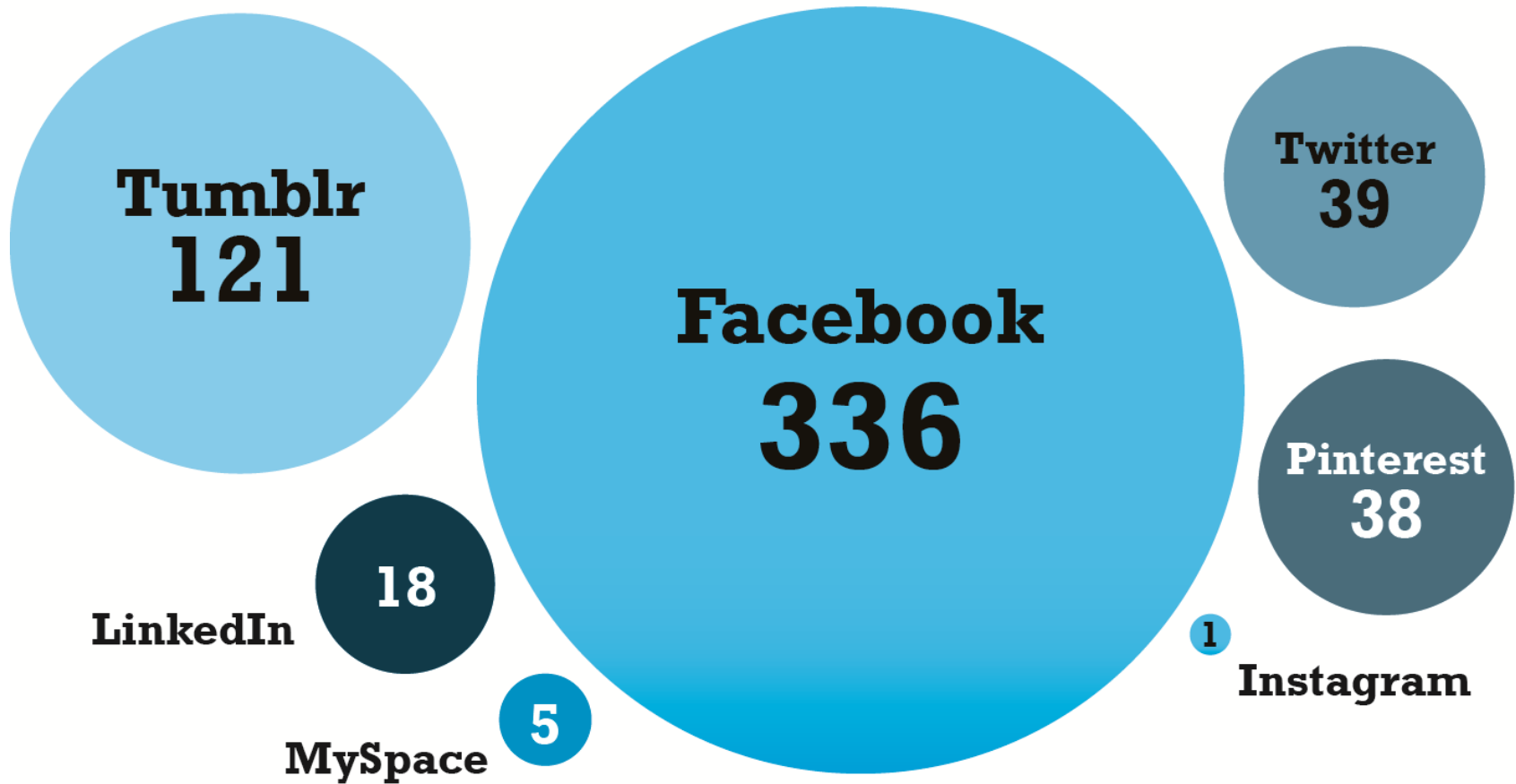Facebook 336

Twitter 39

Pinterest 38

LinkedIn 18

MySpace 5

Instagram 1

SOURCE: Based on data from eMarketer, Inc., 2013x.

# The Social Marketing Process

■ **Five steps in social marketing, also applicable to local and mobile marketing**

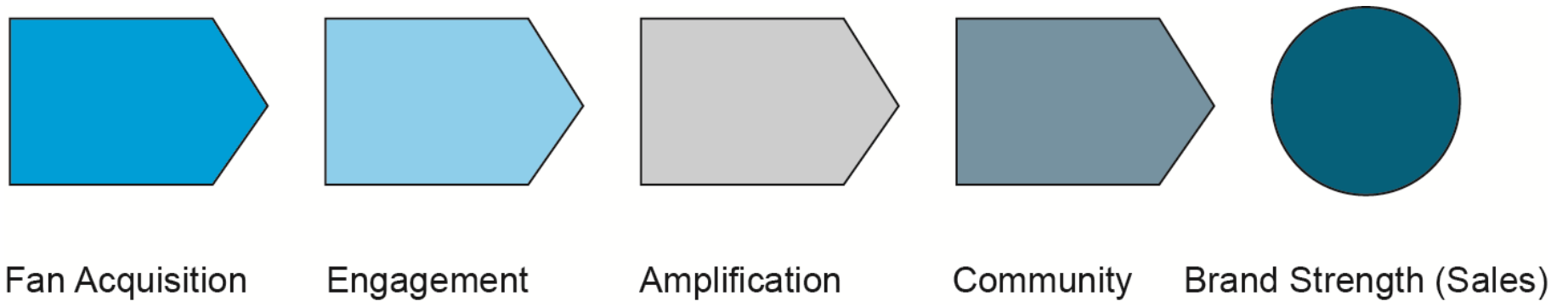| Fan Acquisition | Engagement | Amplification | Community | Brand Strength (Sales) |

Figure 7.5, Page 419

# The Social Marketing Process

- **Fan acquisition attracting people to the marketing message**

- **Engagement getting people to interact with the content and brand**

- **Amplification sharing their likes and comments about the brand**

- **Community is a stable group of fans communicating over a long period of time about the brand**

- **Brand strength is measured by sales**

# The Downside of Social Marketing

- **Loss of control over**
  - Where ads appear in terms of other content
  - What people say
    - Posts
    - Comments
    - Inaccurate or embarrassing material
- **In contrast, TV ads maintain near complete control**