



DIGITAL MARKETING

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LECTURE 04: SOCIAL MEDIA →



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WHAT IS SOCIAL MEDIA MARKETING?



SOCIAL MEDIA MARKETING DEFINITION

Social media is the term commonly given to Internet and mobile-based channels and tools that allow users to interact with each other and share opinions and content. Social media involves the building of communities or networks and encouraging participation and engagement.

(CIPR,2011)

Social media encourage **audience participation, interaction** and **sharing**.

Social media marketing focuses on social media to achieve marketing objectives.



SOCIAL MEDIA PLATFORMS

List of Social Media Platforms

01. Social Networks

02. Social Publishing

03. Social Bookmarking

04. Social Search

05. Social Commerce



Facebook



Twitter



Snapchat



Instagram



Youtube



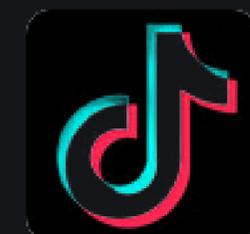
Telegram



Linkedin



Whatsapp



Telegram



Pinterest



SOCIAL MEDIA PLATFORMS

SOCIAL MEDIA MARKETING PLATFORMS

	PEOPLE	CONTENT	STRATEGIES	CONS
	<ul style="list-style-type: none"> 25-34 Boomers 	<ul style="list-style-type: none"> Photos & links Information Live video 	<ul style="list-style-type: none"> Local mkting Advertising Relationships 	<ul style="list-style-type: none"> Weak organic reach
	<ul style="list-style-type: none"> 18-25 26-35 	<ul style="list-style-type: none"> How-tos Webinars Explainers 	<ul style="list-style-type: none"> Organic SEO Advertising 	<ul style="list-style-type: none"> Video is resource-heavy
	<ul style="list-style-type: none"> 18-24, 25-34 Millennials 	<ul style="list-style-type: none"> Inspiration & adventure Questions/polls 	<ul style="list-style-type: none"> Ecommerce Organic Influencer 	<ul style="list-style-type: none"> High ad costs
	<ul style="list-style-type: none"> 25-34, 35-49 Educated/wealthy 	<ul style="list-style-type: none"> News Discussion Humor 	<ul style="list-style-type: none"> Customer service Ads for males 	<ul style="list-style-type: none"> Small ad audience
	<ul style="list-style-type: none"> 46-55 Professionals 	<ul style="list-style-type: none"> Long-form content Core values 	<ul style="list-style-type: none"> B2B Organic International 	<ul style="list-style-type: none"> Ad reporting & custom audience
	<ul style="list-style-type: none"> 10-19 Female (60%) 	<ul style="list-style-type: none"> Entertainment Humor Challenges 	<ul style="list-style-type: none"> Influencer marketing Series content 	<ul style="list-style-type: none"> Relationship building
	<ul style="list-style-type: none"> 13-17, 25-34 Teens 	<ul style="list-style-type: none"> Silly Feel-good Trends 	<ul style="list-style-type: none"> Video ads Location-based mkting App mkting 	<ul style="list-style-type: none"> Relationship building



Comparison of Social Media Platforms



Monthly Users	2.5 Billion	1 Billion	3 Billion	2 Billion	1.5 Billion	611 Million
Age	Millennials, older adults	Millennials, Gen X	Millennials, Gen X, BB	Gen Z, Millennials	Gen Z	Millennials, Gen Z
Content	Long-form video tutorials, vlogs	B2B marketing, networking, thought leadership	Brand awareness, driving traffic, increasing sales	Visual content, fashion, beauty, travel, lifestyle	Short-form video content, entertainment, trends	updates, thought leadership
Best for	Building brand awareness, educating audiences, driving rrraffic to websites	Lead generation, showcasing company culture, attracting talent	Reaching a broader audience, influencer marketing, promoting events	Influencer marketing, brand building, product promotion	Engaging younger demographic, promoting Video content	Customer service, breaking news announcements building communities



SOCIAL MEDIA MARKETING TOOLS



SEO & KEY WORD



Viral marketing

Influencer marketing

Community marketing

Referral programs



DISCUSSION



Analyse “Lắc xì MoMo 2020” campaign:

- Objectives?
- Message?
- Social media platforms?
- Social media marketing tools?





the end



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