29th International Lab Meeting of the
European/International Joint Ph.D. in Social Representations and Communication
24th - 27th January 2016 Winter Session
"Advanced Training in the meta-theoretical analysis of the specialised literature on Social Representations and Communication"

European / International Joint Ph.D. in
Social Representation and Communication

Personal and organisational branding strategies through the web 2.0:
focus on the social representations of people and organizations in the digital world

Seminar on transferable skills from an entrepreneurial
SoReCom Joint-IDP associated partner

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Social Media Marketing and its relationship with Society

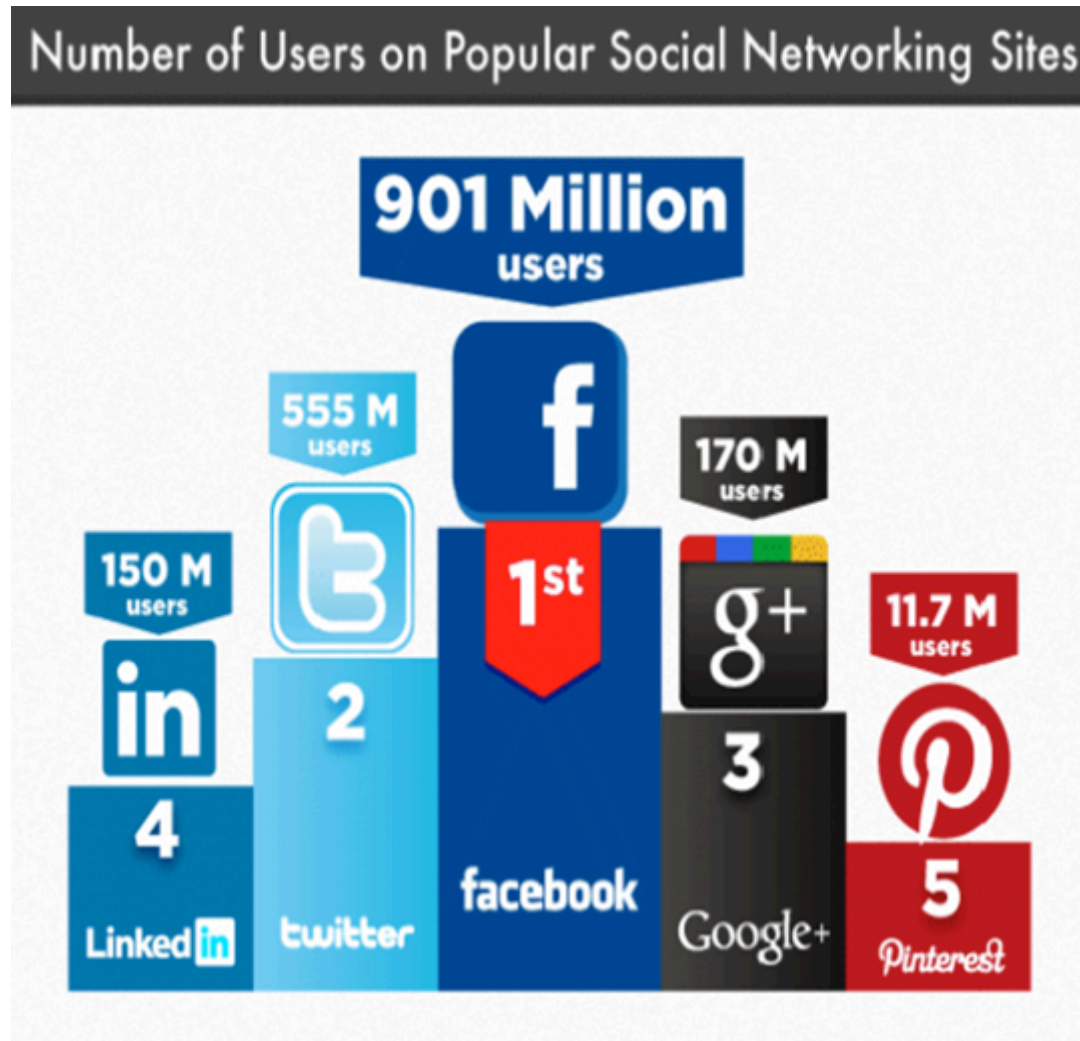**4 drivers of post-modernity**

Identity at the core

Globalization

Diversity

Virtual Revolution

The social network figures

Number of Users on Popular Social Networking Sites

Social Media Marketing and its relation with Businesses

From Traditional to Non-conventional Marketing

- **From brand-DNA to viral-DNA:** projecting the viral nature of your brand into everything
- **From targets to people:** there are no targets to hit, but people with whom you can build a relationship
- **From life styles to life moments:** leave the office and enter the tribes and their "life moments"
- **From brand awarness to brand affinity:** you cannot be liked by everyone, choose and augment your affinity
- **From brand image to brand reputation:** don't build an image, but, earn a good reputation

- **From advertising to advert, ment:** don't try to persuade, but entertain and stimulate the conversation
- **From media planning to media hunting: change your** media planner with a "Communication Hunter"
- **From broadcasting to narrowcasting:** There aren't just the methods of mass: think of how long the queue is
- **From comunicating to being communication:** loose control and be part of the co-creative flow
- **From market position to sense providing:** don't look for position in the market , but your sense in society

Source: Badot, Bucci, Cova (2007)

Social Media Marketing and its relationship with People

Digital natives: people brought up with digital technology, from 1985(USA) and the start of the 90's(EU), definition coined in 2011 by Mark Prensky
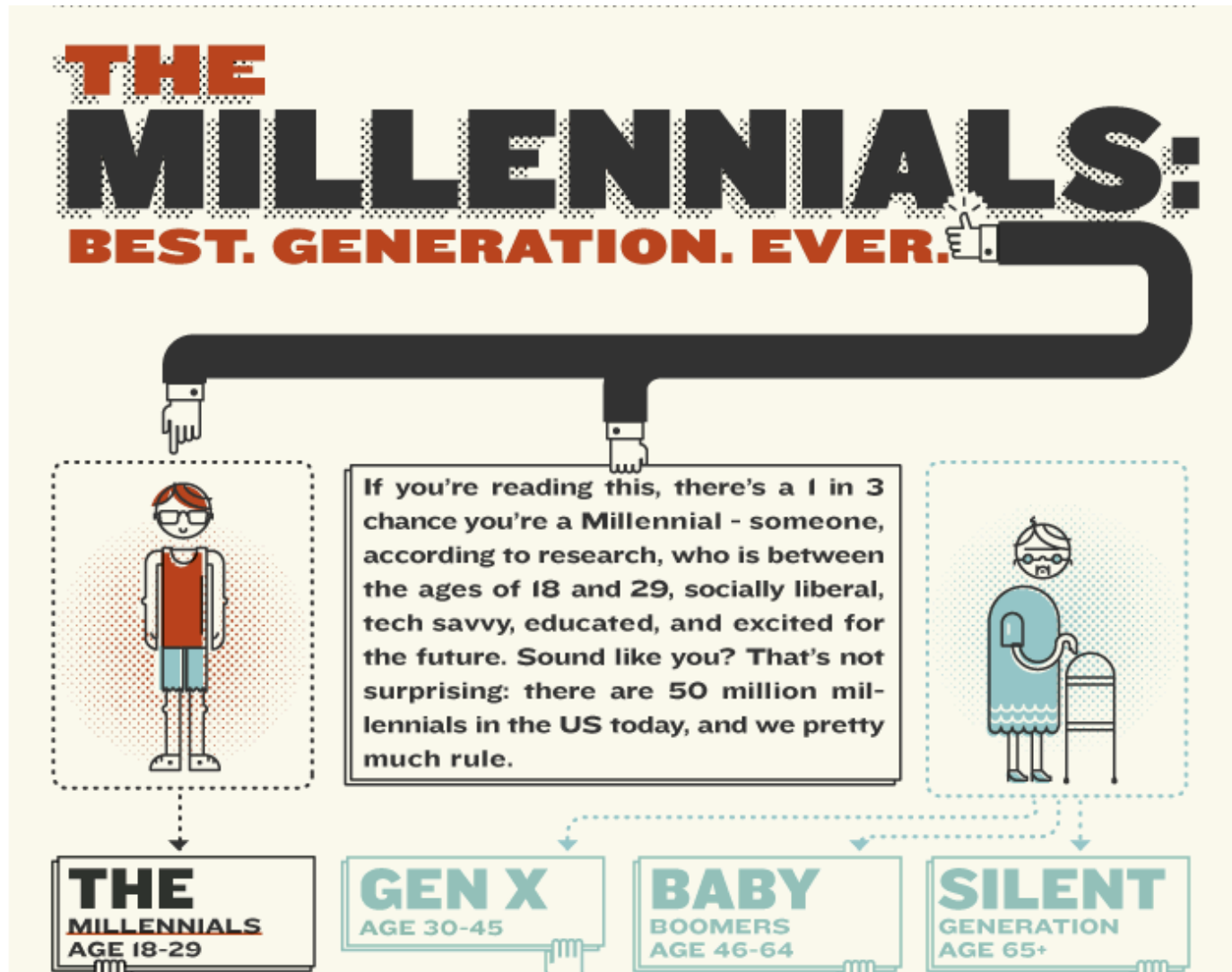

A human mind bettered, broadened, refined and amplified by technology towards the search for digital wisdom

Digital immigrants: people brought up before technologies, that have subsequently adopted them

Social Media Marketing and its relationship with People

# Social Media Marketing and its relationship with People

A generational view: by 2015

New!

Generation	Seniors	Boomers	Gen Xers	Gen Yers	Gen Zers
Born	1922 ~ 1945	1946 ~ 1964	1960 ~ 1980	1975 ~ 2000	1995 ~ 2009
Training	The hard way	Too much and I'll leave	Required to keep me	Continuous and expected	Playing Life
Learning style	Classroom	Facilitated	Independent	Collaborative and networked	Pocket mobile internet based
Communication	Top-down	Guarded	Hub and spoke	Collaborative	Electro-social, highly connected
Problem-solving	Hierarchical	Horizontal	Independent	Collaborative	Global Tribe / Independent
Decision-making	Seeks approval	Team informed	Team included	Team decided	Sonar / Individualistic
Leadership style	Command and control	Get out of the way	Coach	Partner	RSS Protagonist
Feedback	No news is good news	Once per year	Weekly/Daily	On Demand	Continuous social sonar
Technology use	Uncomfortable	Unsure	Unable to work without it	Unfathomable if not provided	Lifelong use
Job changing	Unwise	Sets me back	Necessary	Part of my daily routine	…

We Are Prosumers
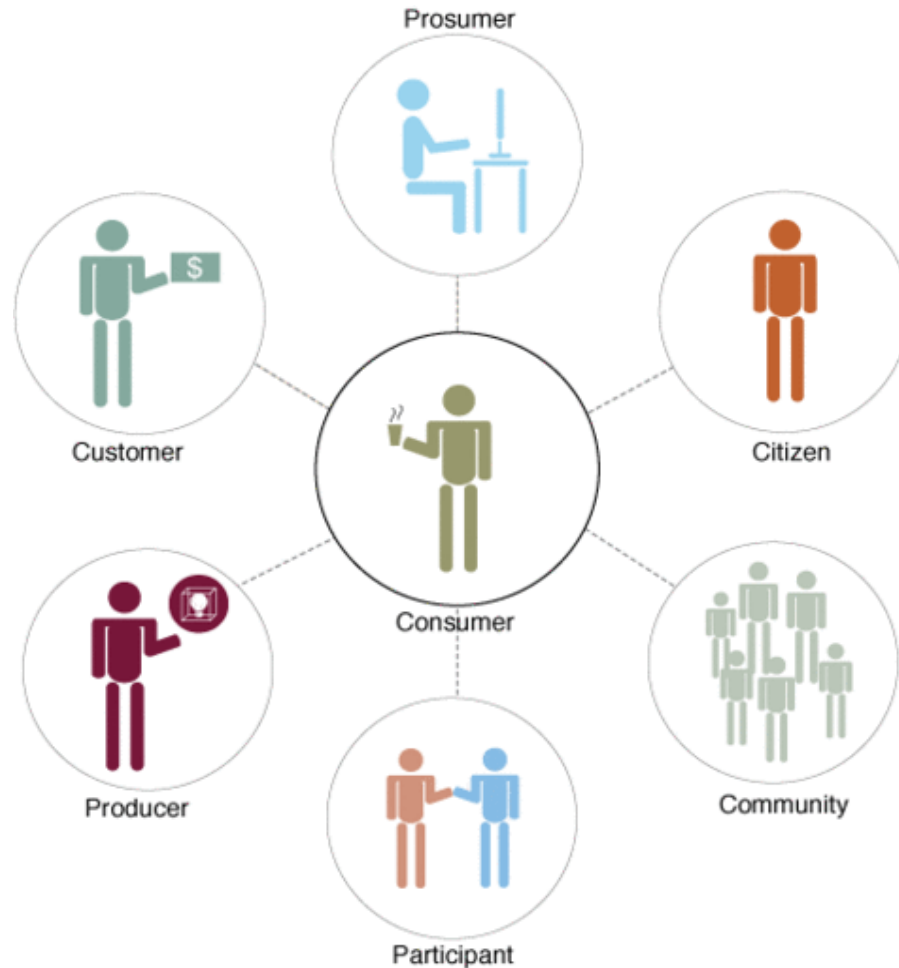
Cit. Alvin Toffler (1980)

Strategic evolution

PRODUCT MARKETING) SALES MARKETING) CUSTOMER MARKETING) SHARING MARKETING

From the marketing of a product to the marketing of condivision

Strategic evolution

Everything started with file sharing and Napster

Strategic evolution

We have gone from sharing files to sharing our emotions

Companies and people choose their objectives

1. Increase **qualified traffic and attract interested parties** to products/services
2. Encourage positive word of mouth between old and new clients/friends *(Social engagement)*
3. Reply quickly and offer support via social networks, microblogging, the creation of forums and support communities *(Social CRM - Customer Relationship Management)*
4. Increase and strengthen the notoriety of the company/products/services *(Brand awareness)*
5. Increase and strengthen the reputation of the company/products/services *(Brand reputation)*
6. Reduce the Time to market, thanks to the constant interaction with Clients and constantly listening to related online conversations
7. Generate income via the internet *(Sale)*

Only content makes the difference

1. **Out standing story**: the story has to be entertaining, provocative, irreverent, subversive, "freaked out" in order to get attention
2. **Stickiness:** The content has to be fresh, something that the user hasn't already seen or better than that which they have already seen
3. **Relevance:** The integration with the persona/"brand" has to be subtle, it has to entertain lightly without references that are too direct
4. **Portability:** The necessity of a format that can be shared on line with their social networks
5. **Shareability:** people share and create conversations when the material offers all the right cues
6. **Timing/Actuality**: references must be relevant to current events
7. **Seeding book:** the payoff has to happen quickly

We must map comunication to monitor its efficiency

- **Brand Activity** – How much does my brand communicate(number of posts per week)
- **Response rate** – How much does my brand respond to my fans' questions
- **Sentiment Index** - How much do my users like my communications