

CONTENTS

List of Figures and Tables	ix
Table of Case Studies	xiii
About the Authors	xvii
Preface	xviii
Acknowledgments	xx
Online Resources	xxii
PART I Foundations of Social Media Marketing	1
1 The Social Media Environment	3
Greetings, Digital Native	4
The Infrastructure of Social Media	7
The Zones of Social Media	11
Monetization and Social Media	16
Social Media Marketing	17
Careers in Social Media	29
2 Social Consumers	37
Segmentation and Targeting for Social Media Marketing	38
Social Identity	44
Motives and Attitudes Influencing Social Media Activities	51
Social Media Segments	56
3 Network Structure and Group Influences in Social Media	71
Community Structure	72
The Characteristics of Online Communities	75
The Rise of Influencers	84
Flow: How IdeaS Travel Online	88
PART II Social Media Marketing Strategy and Planning	103
4 Social Media Marketing Strategy	105
Strategic Planning and Social Media Marketing	106
Social Media Campaigns: The Strategic Planning Process	114
Managing Social Media Marketing in the Organization	130
5 Tactical Planning and Execution	143
Tactical Planning for Social Media Marketing	144
Why: Value-Driven Social Media Marketing	144
Who: Understanding and Honoring the Target Audience	144
Where: The Channel Plan	147
What: Designing the Experience	151
How: Producing and Scheduling Content Posting and Promotion	161

PART III The Four Zones of Social Media	177
6 Social Community	179
The Social Community Zone	180
Marketing Applications in the Social Community Zone	184
Brand Fans	190
Brand Social Communities	196
Paid Media in Social Network Sites	196
"* Social Publishing	213
The Social Publishing Zone	214
Publishing Content	214
Developing Effective Branded Content	223
Distributing and Promoting Content	228
⊥ Social Entertainment	251
The Social Entertainment Zone	252
Social Games	254
Alternate Reality Games: A Transmedia Genre	266
Original Digital Video (ODV) and Branded Video	270
Social TV	273
Social Music	274
9 Social Commerce	283
The Zone of Social Commerce	284
Social Commerce: The Social Shopping Experience	286
Social Commerce Strategies	296
Psychology of Influence	300
Benefits of Social Commerce	305
PART IV Social Media Data Management and Measurement	313
10 Social Media Analytics	315
The Role of Social Media in Research	316
Social Media Listening: The Research Process	319
Caution! Research Errors and Biases	323
Social Intelligence	329
Primary Social Media Research	333
11 Social Media Metrics	341
What Matters Is Measured	343
The Evaluation and Measurement Process: DATA	348
PART V Social Media Marketing in Practice	373
Case Zone—10 Case Studies	375
Case Study 1—Social Advocacy Around the World	376
<i>Karen Mishra</i>	

Case Study 2—Strategic Social Media Plan: First & Main, an Outdoor Shopping Mall <i>Donna C. Wertalik</i>	378
Case Study 3—Strategic Social Media Plan: A University Business School <i>Donna C. Wertalik</i>	383
Case Study 4—Travel and Social Media: The Grand Ole Opry <i>Caley Cantrell and Brad Perry</i>	386
Case Study 5—Native Advertising: Novel or Deceptive? <i>Jennifer Zarzosa and Sarah Fischbach</i>	388
Case Study 6—A Social Media Conference Community <i>Alan J. Seymour</i>	390
Case Study 7—#NikeAirMaxDay: The Creation of a Social Brand Event <i>Emma Reid and Katherine Duffy</i>	391
Case Study 8—Pokemon GO: A Revolution in Social Gaming <i>Clay Gransden</i>	394
Case Study 9—Social Media Is Gateway to eBook Sales Success: Amazon Kindle eBooks <i>Thomas S. Mueller</i>	396
Case Study 10—Mila: Leveraging Social Media for Market Research <i>Ilenia Confente and Paola Signori</i>	399
Sample Social Media Marketing Plan	405
Introduction	406
Situation Analysis	406
Objectives	408
Target Audience	408
Social Media Zones and Channels	409
Experience Strategy	411
Activation	411
Measurement	413
Index	415