



S O C I A L M E D I A

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The most exciting thing to happen to marketing and promotion in recent years is the increasing use of online technology to promote brands, particularly using social media. Social media have changed the way that marketers can communicate with their brands—from mass messages to intimate conversations. As marketing moves into social media, marketers must remember that for most people, social media are meant to be a social experience, not a marketing experience.

“Interaction and engagement [on social media] is something that you don’t necessarily see in traditional media. That’s why we [at Ford] continue to accelerate our digital advertising investment to more than 25% of our media dollars.”⁴

—JIM FARLEY, FORD GLOBAL SALES AND
MARKETING VICE PRESIDENT

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How Consumers Use Social Media

Social commerce a subset of e-commerce that involves the interaction and user contribution aspects of social online media to assist online buying and selling of products and services

Social commerce generated almost \$24 billion in sales in 2014, with nearly half of all online sales coming through social media sites.¹⁸ There are seven types of social commerce:

- Peer-to-peer sales platforms (like eBay and Etsy)
- Social networking websites driven by sales (like Pinterest and Twitter)

Blogs

Blogs have become staples in many social media strategies and are often a brand's social media centerpiece.

Microblogs

Microblogs are blogs that entail shorter posts than traditional blogs. Twitter, the most popular microblogging platform, requires that posts be no more than 140 characters in length.

Social Networks

Social networking sites allow individuals to connect— or network—with friends, peers, and business associates.

- **Facebook** originated as a community for college students that opened to the general public as its popularity grew
- **linkedin** is used primarily by professionals who wish to build their personal brands online and businesses that are recruiting employees and freelancer

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Media sharing sites allow users to upload and distribute multimedia content like videos and photos. YouTube, Flickr, Pinterest, Instagram, Vine, and Snapchat are particularly useful to brands' social marketing strategies because they add

Mobile and Smartphone Technology

- **SMS (short message service):** 160-character text messages sent to and from cell phones. SMS is typically integrated with other tools.
- **MMS (multimedia messaging service):** Similar to SMS but allows the attachment of images, videos, ringtones, and other multimedia to text messages.
- **Mobile website (MOBI and WAP website):** website designed specifically for viewing and navigation on mobile devices.
- **Mobile ads:** Visual advertisements integrated into text messages, applications, and mobile website. Mobile ads are often sold on a cost-per-click basis.
- **Bluetooth marketing:** A signal is sent to Bluetooth-enabled devices, allowing marketers to send targeted messages to users based on their geographic locations.
- **Smartphone applications (apps):** Software designed specifically for mobile and tablet devices

YOUR TASK !

Buat PAPER (WAJIB) maksimal 5 halaman dari materi yang sudah dijelaskan

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THANK YOU!

ANY QUESTIONS?