5 Selling more

- social media marketing strategies
- attitudes to social media marketing

5.1 About business Social media marketing

Discussion

1 **Read the definition of social media marketing (SMM) below. Then, with a partner, discuss your reactions to the examples of SMM strategies as a) consumers and b) users of social networks.**

Social media marketing (SMM) programs introduce products or companies to social networking services like Twitter, Facebook, Google+, YouTube and blogs. They encourage social media users to interact with the product or company, developing loyalty and spreading the message to other users. The promotional message then appears to come from a trusted, third-party source as word of mouth, rather than from the brand or company itself. Such programs are most effective when online marketing platforms are combined in a digital marketing mix.

Some examples of popular SMM strategies are:

- Monitoring brand image by tracking key words in blogs and discussion forums.
- Inviting customers to participate in games and competitions.
- Giving users points, badges or discounts for visiting stores or scanning products with their smartphones.
- Having employees represent the company on Twitter or in LinkedIn® and Facebook groups.

Listening for detail

2 2:01 **Listen to a podcast interview with Michelle Hudson, a marketing blogger, and answer the questions.**

1 What SMM practices does Michelle object to?
2 Why does Michelle feel these practices are damaging?

3 2:01 **Choose the correct answers, then listen again and check.**

1 Michelle says that *all / some / no* digital marketers are breaking the law.
2 The interviewer says that paying to place viral videos is *new / wrong / normal.*
3 According to Michelle, social media users are *trusting / honest / naive.*
4 Sponsors pay more for tweets with *a large following / expert knowledge / loyal friends.*
5 Selling friends on social media is *not detected / not forbidden / not allowed.*
6 To be paid to use Twitter you need *a fake account / a made-up name / a real account.*

Scan reading

4 **Scan the text opposite to find out what these names refer to in the article.**

1 Vegas 2 Revinate 3 TripAdvisor® 4 ScanBuzz™ 5 Radian6

Reading for detail

5 **Read the article carefully and mark these statements *T* (true) or *F* (false).**

1 Good customer feedback encourages hotels to give good customer service. ☐
2 Revinate has many competitors that pick up on keywords in the hotel industry. ☐
3 Online travel agents and review sites represent a threat that hotels have no idea how to deal with. ☐
4 ScanBuzz helps pharmaceutical companies to know which physicians and institutions to lobby. ☐
5 Radian6 provides a control panel of key data in several different business sectors. ☐
6 Socially-reactive marketing uses social networks to respond to what customers are saying. ☐

Discussion

6 **In small groups, discuss your reactions to what you have heard and read. What guidelines should marketers be given? Explain and justify your views.**