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- ▶ Social Media & Technology Conference
 - ▶ May 29, 2014
 - ▶ Niagara University

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- ▶ Social Media & 21st Century Marketing
 - ▶ Concurrent Session 3
 - ▶ 2:50PM-4:00PM
 - ▶ Christopher M. Montpetit

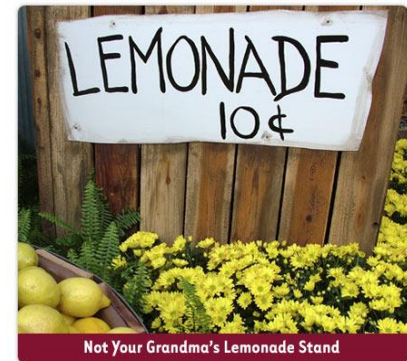
Social Media & 21st Century Marketing

► Marketing

- knowledge of product and knowledge of consumer
- business, arts and education

► One Goal

- selling the product
- putting the right product in the right place at the right price at the right time...to the right people



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▶ Marketing Mix

- ▶ general kinds of choices people or organizations make in bringing the product to the market

▶ The 4Ps

- ▶ product, place, price, promotion



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► Series of Questions

- what do consumers want, what are its features, how is it different?
- where do consumers look, what distribution channels?
- what is true value, how does it compare?
- how to promote it, what is message, what method?

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- ▶ Creating Demand
 - ▶ requires unconventional strategies and techniques
 - ▶ multitude of choices
 - ▶ direct mail, advertising, publicity, promotional partnerships, guerilla marketing, etc.



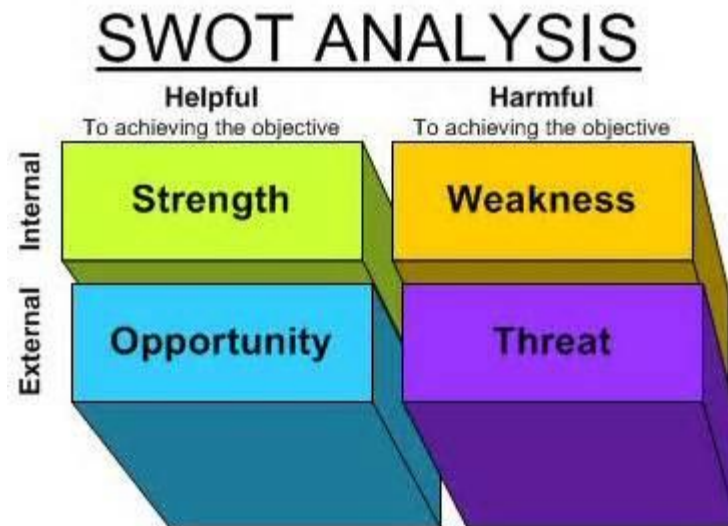
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- ▶ From Research and Planning to Campaign Application
 - ▶ examination and analysis
 - ▶ problems and successes
 - ▶ “think as a customer, not a marketer”



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- ▶ Marketing Analyses
 - ▶ help to build the bigger picture
 - ▶ situation analysis
 - ▶ SWOT analysis

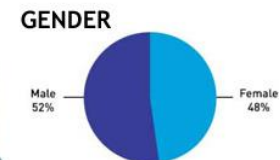
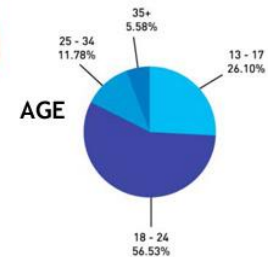


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- ▶ Market Analysis
 - ▶ demographic
 - ▶ psychographic, IAO variables
 - ▶ market segmentation
 - ▶ market penetration



Unique Users:
16 million per month
Median Age:
19 years old



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► Impact of Social Media

- social media marketing = the process of gaining website traffic or attention through social media sites
- transition over time seen
- websites to mobile apps



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- ▶ Social Media Choices
 - ▶ where will audience interact?
 - ▶ how much time should be allocated?
 - ▶ what are our goals?



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- ▶ Social Media Messages
 - ▶ what will be the content?
 - ▶ who will be speaking?
 - ▶ how do we communicate?

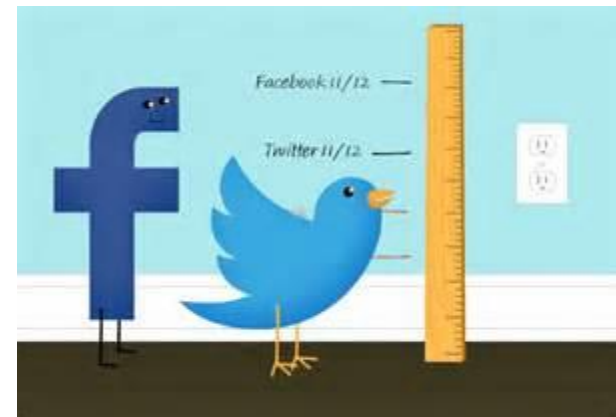


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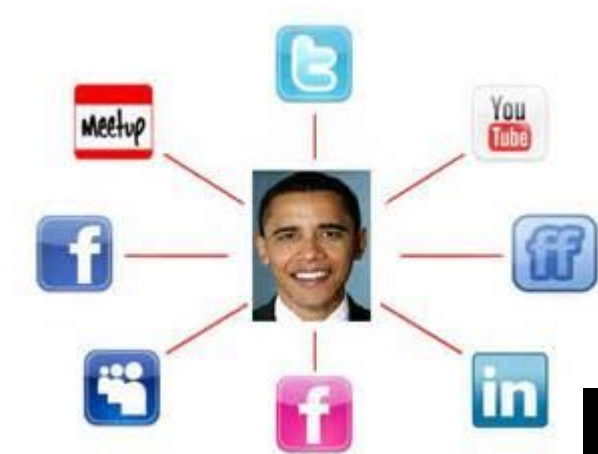
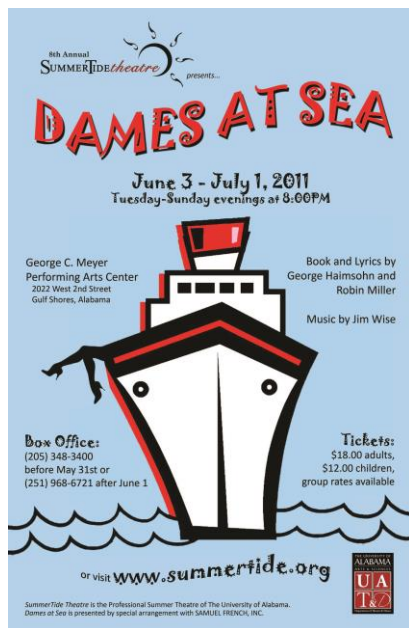
- ▶ *Come to our opening night performance of Romeo and Juliet this Saturday. Tickets are on sale now: 800-555-1212.*
- ▶ *I can't believe opening night is three days away. Everyone here is so excited; there is this feeling in the air. We've never done Romeo and Juliet before, and I've avoided the rehearsal so I can be surprised on opening night! If you still need a ticket, call me at 800-555-1212 and I'll see what I can do to help you. Can't wait! - Ron*

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- ▶ Social Media Results
 - ▶ what role should it play in overall marketing?
 - ▶ how will it be measured/evaluated?
 - ▶ what do we keep or abandon?



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- ▶ Social Media on Campus
 - ▶ empowering others
 - ▶ consistency
 - ▶ “think as a student, not as a marketer”



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