Preface

The marketing environment battlefield is evolving from just offline battles to online offences. Organisations cannot expect to win and become successful by staying in the offline physical environment, the need for online presence is now an imperative for successful business performance. The issue is how to navigate the online environment successfully, which requires digital marketing strategies that evolve and sustain companies in the 21st Century. Digital marketing strategies need to acknowledge and incorporate social media techniques and activities in their marketing portfolio and link to the strategic planning process.

Social media activities and techniques span the whole business environment and thus can be leveraged by any size of business. Businesses now have social media tools that allow them to change the business and competitive landscapes to their advantage. Social media is a tool to enable change, but particularly disruptive change, leading to sustainability of the change. The marketing environment is becoming more volatile due to businesses need to adapt proactively and effectively to competitor actions. Social media is evolving, and has the potential counteract changes in the marketing environment and to a degree limit uncertainty and discover new business opportunities. Environmental scanning is one area that social media has a role that could facilitate marketing and strategic planning. Firms that fully engage with social media have a real opportunity to steal a march on their competitors and develop a sustainable advantage.

Competitive Social Media Marketing reference textbook is targeting marketing professionals, undergraduate and postgraduate students in business, marketing, digital marketing, and others students that want to understand the scope and potential of social media marketing. Furthermore, the other target groups are universities, libraries, business and management consultants, professional institutions, and individuals with an interest in digital marketing and in particular social media.

Scope of the book includes the use and application of user generated content (UGC) in a marketing and strategic context, affinity marketing progression e-affinity marketing for digital marketing, dialogue marketing in the context of Local Area Marketing (LAM), social media as a facilitator of building customer loyalty in the digital environment, service failure and recovery strategies in the Internet environment, social media as a tool to engage stakeholders in emerging and developing countries, smartphone phenomena and its influence on consumer consumption in the digital shopping landscape, social media as a mechanism to manage brands in a global marketing environment, search engine marketing human-computer interface in relation to the tourism marketing, social media as a competitive advantage tool, and social media platforms and their effectiveness in the cosmetic industry.

Chapter 1 argues that digital marketing must be an integral part of business strategy, but not all businesses realise the importance and as a lever of success. Affinity marketing is a resource to improve organisational financial performance by enhancing participation and improve retention rates all properties that are beneficial to the organisation and the partnerships. Although affinity marketing has a degree of
popularity it has not been sufficient to propel its implementation. Traditional affinity marketing is being replaced by e-affinity marketing, which is more suited for the digital age. E-affinity marketing requires a digital marketing strategy, which is the aim of the chapter.

Chapter 2’s role is to promote the discourse on Local Area Marketing (LAM) in the area of Dialogue Marketing, which is not clearly defined. Dialogue marketing focuses on structured interactive communications in marketing and LAM on digital marketing relationship building. One area that a LAM approach is of particular benefit is in the franchise businesses, because of the need to build relationships and maximise community-wide interaction and at the same time build relationships. This study develops the application of social media as a LAM technique in Dialogue Marketing. To this end one end product of this paper is the development of an integrated framework to identify adoption levels of social media within the LAM context and its potential to enhance franchising businesses.

Chapter 3 suggests that the internet is a transformational technology the changes social processes such as behaviour and communications. The nature of the technology, which is interactive enables it to substitute for face to face situations. To compensate for decrease in social interaction, this chapter maintains that user-generated content can be a proxy to perceived customer value. Specifically, the aim of the chapter is to broaden the scope of previous research in this area from the organisation and customer to consumer to consumer user generated content. There is a role for this type of user generated content in mediating in consumer decision making.

Chapter 4 makes the point that organisations are always looking for opportunities to innovate and social networks provide a method to achieve this. This chapter also further suggest users of social networks are another target for retailers to evolve and grow their loyalty base. Social networks allow firms to leverage social CRM to develop relationships programs and communicate. Social CRM is a strategy, but it needs to sit on a technology platform and use methods to interact. The strategic nature of social CRM requires users to interact across a wide range of internet tools such as Facebook, Twitter etc. The nature of this interaction is aim of this paper and how to manage customer relationships across these tools, but in the context of emerging countries.

Chapter 5 discusses the concept that social media is not only a marketing tool, but has potential to facilitate strategic decision making. The user generated content from blogs or consumer feedback are rich areas to analyse with a view to aid strategic decision making. The strategic decisions made on the basis of user generated content will still be influence by the prevail business and organisational environment, but improved quality of data collected will streamline the decision making process. Single stage decision making produces lower quality decisions than multistage decision making. However, the quality of the decision making is directly linked to the number of stages in the decision making process. Such decisions that are multi-stage are more controversial, but utilise information more effectively. Good quality information that has richness and a multi-stage approach to decision making are the ideal ingredients to making more robust strategic decisions.

Chapter 6 reflects on service failure and recovery strategies in an Internet environment and how it changes in the conventional environment. One consequence is that service failure is didactic experience (customer and provider) in the conventional environment, but is a multidimensional experience in the Internet environment, because of web quality variables. Conventional environments maintain that service failure and recovery strategies are engineered to the customer requirements and is assigned to marketers. There is a paucity of research on service failure and recovery strategies in the Internet environment and the multidimensional nature of service failure and the application of social media to recovery strategies.
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The aim of the paper is to add to the literature on service failure and recovery strategies in the online environment, but with particular reference to the use of social media in this context. At the same time it will also provide a broad conceptualisation of service failure and recovery strategies.

Chapter 7 reviews the situation where governmental functions are in short supply, which is a familiar situation in developing countries, such as Nigeria. Consequently, stakeholder engagement and stakeholders’ voice were less important. This paper argues that state fragility and inability to provide and distribute basic goods sustains the situation identified. Thus amplification of stakeholder engagement and stakeholder voices are facilitated when basic services and government services are functioning effectively. To overcome the lack of stakeholder engagement and stakeholders’ voice an opportunity to apply social media in this context is a possible solution. Social media is an interactive communication tool and is more challenging to control than traditional media (old media). Social media democratises the space of stakeholder non-engagement and enables corporate – stakeholder engagement, raising corporate social responsibility, and corporate accountability. To achieve the interaction communications to minimise the non-engagement space a framework based on Stakeholder Voice Amplification Method (SVAM) is suggested based on research from the petroleum industry.

Chapter 8 considers the rapid growth in internet-enabled devices, with particular reference to smartphones. Internet-enabled devices facilitate online activities and an important area is shopping. Online shopping via smartphones is re-designing the shopping landscape and encroaching on the traditional shopping approach and experience. The shopping consumption landscape is undergoing change due to the digital arena and consequently, affecting shopping consumption in physical shops. This chapter is evolving the literature from just about smartphones in the marketplace to how the digital mobile phones can enhance and facilitate the move away from physical shopping and offline landscape to the digital mobile phone online landscape.

Chapter 9 discusses the role of social media marketing and brand management in a global marketing context. Its emphasis is on the theoretical and practical aspects of social media marketing on brand management in a global marketing environment. Social media marketing and brand management are becoming imperatives to serve suppliers and customers, thus enhancing organisational and business performance, leading to increasing competitiveness. Strategic plans need to incorporate ideas and activities relating to social media marketing and brand management, with the benefit that organisations that take this approach have improved promotional performance and are proactive in their response to customers’ social media marketing and brand management needs. Thus the application of social marketing and brand management in a global marketing context will lead to improved organisational performance and align strategic goals in a digital age.

Chapter 10 focuses on how companies can develop effective social media strategies. Many companies understand that social media is beneficial to their business, but it is moving beyond this to developing innovative social media strategies. How to use platforms such as Facebook to reach their target market and build sustainable relationships is a sticking point for businesses. Companies do not allocate sufficient resources or there is fear of the unknown are factors, which affects the successful implementation of social media marketing. Firms need to set guidelines and develop successful social media marketing plans so the long-term benefits can be exploited. To this end a central aim of this paper is to assist companies to analyse and develop social media marketing strategies that add value to the firm and their customers.

Chapter 11 debates Search Engine Marketing (SEM) with reference to pay-per-click to conceptualise the human - computer interaction (HCI) in marketing. In SEM three actors are active simultaneously: the service provider, the search engine platform and the individual user. This study examines the SEM
conceptualisation in relation to the HCI theory in tourism marketing. Underpinning the discussion is that technology will be the dominant factor in future marketing channels. The overarching assertion is that strategically a congenial and acceptable level of interaction is required between users and service providers. Also the assertion that the customisation of SEM can occur in the tourism industry by the application of the Unified Theory of Acceptance and Use of Technology (UTAUT) is part of the discussion.

Chapter 12 discusses the use of social media and customer retention in the beauty industry has stirred many debates. There is a feeling the social media has no place in the luxury industry such as beauty. Social media is felt to interfere with the exclusivity of the product by limiting the physical and sensual contact between the brand and the customer. The chapter aims to provide insight into how social media affects the cosmetic industry. Furthermore, the chapter provides evidence that the application of social media to the beauty industry can lead to wider market share and customer retention. Finally, the chapter concludes with marketing communication strategies for the beauty industry based on social media platforms.

Social media has a broad range of applications for business be they small, medium or gigantic. However, the application of social media to a business or industry will need refining to take account of their marketing environment. The challenge for marketers in the digital industry is to adapt, develop and engage with the new ideas and applications in social media to enable businesses to gain and maintain a sustainable competitive advantage.