

# The Role of Social Media in Branding 1

## Customer Engagement through Social Media

- Consumers seeking discounts.
- Posts that showcase new products and services.
- Posts that teach something.
- Branding through customer service.
  - Social media facilitate the speed and efficiency with which firms can respond to customer service issues.
  - Social media also raise expectations customers have for how quickly problems are resolved.

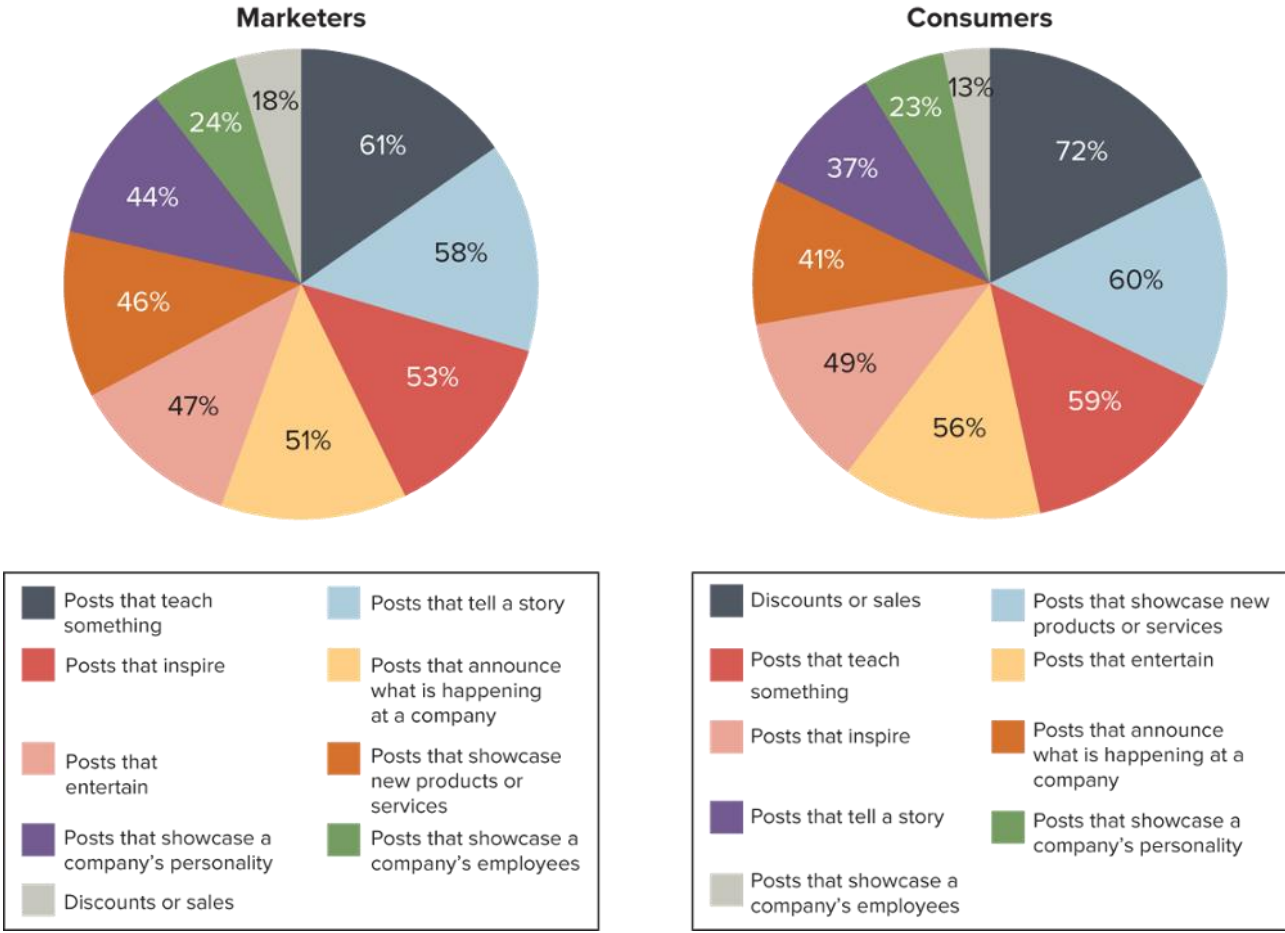
# Customer Engagement

Jell-O engaged consumers with its brand by installing a billboard that analyzes the number of happy and sad emoticons used on Twitter at any given time.



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# Figure 14.2 Primary Reasons Consumers Connect with Brands via Social Media

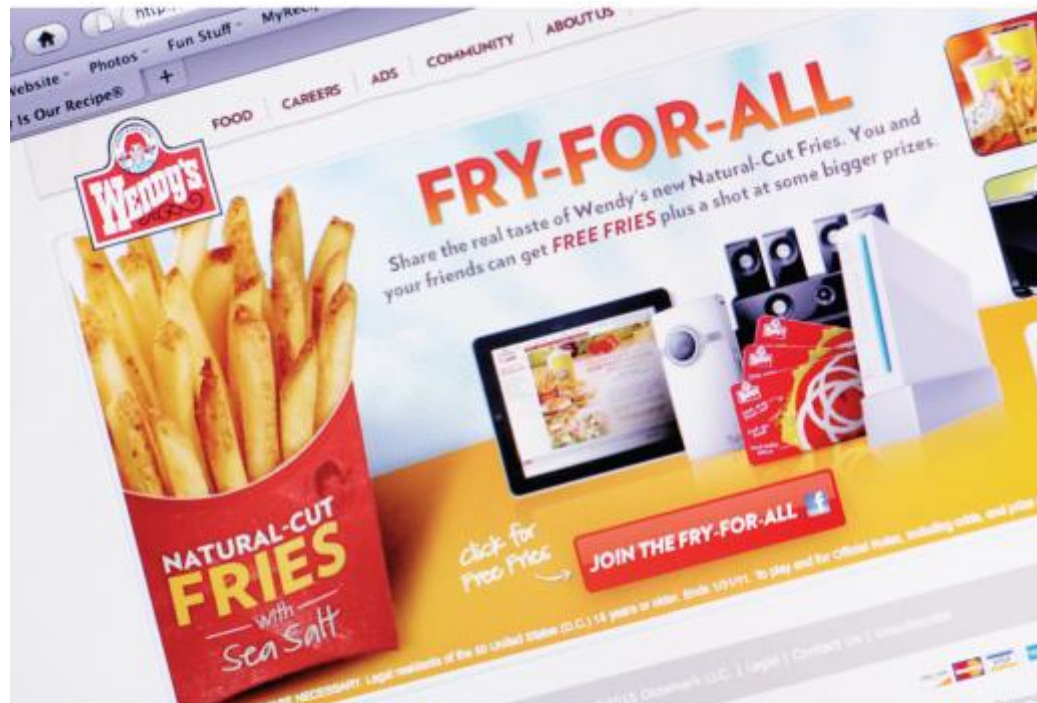


Source: Eric Siu, "The Changing Position of Social Media in 2019: What Does It Mean for Marketers?," *Impact*, September 3, 2018, <https://www.impactbnd.com/blog/changing-position-of-social-media-in-2018-marketers>.

[Jump to Appendix 3 long image description](#)

# Social Media and Customer Savings

Companies like Macy's, Old Navy, and Wendy's offer discounts to consumers on Facebook and other social media sites. While customers benefit from the bargains, the companies benefit from the online endorsement they receive when customers redeem the discount.



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# Using Social Media to Inform



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Videos posted to social media sites demonstrating the ease with which Kryptonite bike locks could be opened with a pen prompted Kryptonite to redesign its product.

# The Role of Social Media in Branding 2

## Social Media Branding Goals

- Allows firm to develop deeper relationships with customers.
- Generates positive word-of-mouth communication across social networks.
- Oreo has developed a robust online following and interacts regularly with followers through a variety of social media platforms.

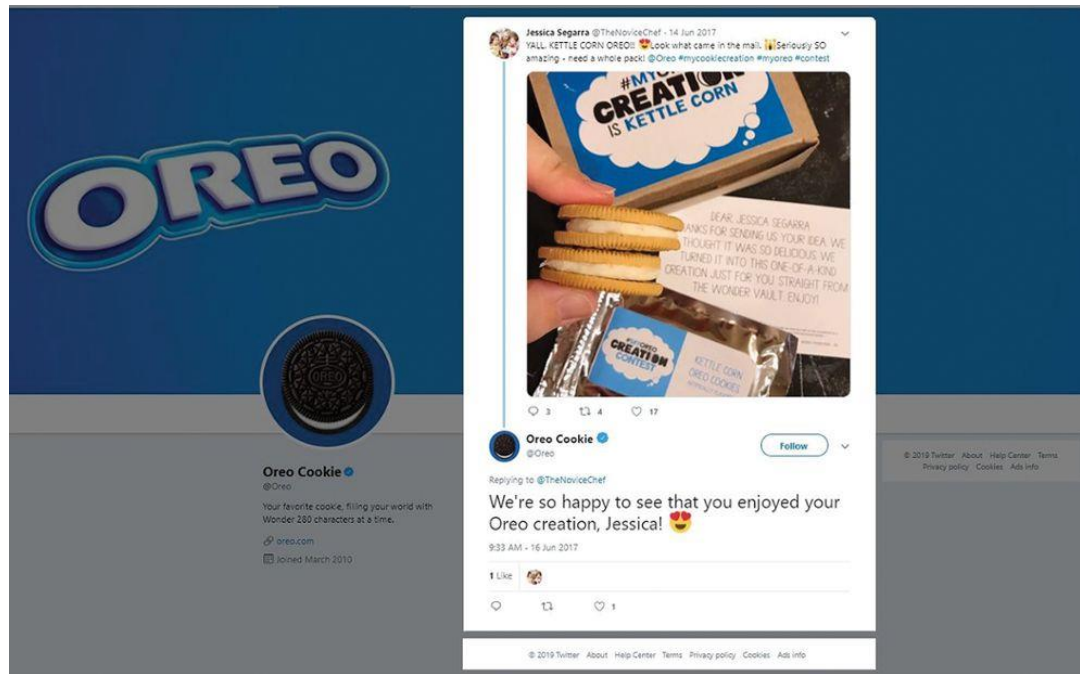
# The Role of Social Media in Branding 3

## Monitoring a Social Brand

- To recognize potential threats to brand equity quickly and develop solutions.
- Common tools:
  - Google alerts.
  - Social mention.
  - UTM parameters.
  - Hootsuite Impact.

# Monitoring Social Media Activity

Social Mention, which monitors multiple social media sites, is one of various tools firms can use to measure social media activity that affects their product, brand, or industry.



Oreo

The Oreo's team responds to a fan on Twitter. Oreo is consistently producing relevant content on its social media platforms.