Lexicon & Marketing Essay

Samy Zhang

University of Oregon

Marketing strategy: SNS marketing

Lexicon terms: technology   innovation   connection   communication   choice

1. Introduction

SNS---social networking service is an online platform that allows users to create a public profile and interact with other users on the website. Users could share interests, activities, backgrounds or real-life connections. A social networking site may also be known as a social website or a social networking website.

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media (Social Media Marketing, 2015). It is easily accessible for individual or organizations to broadcast information, improve customer service. Furthermore, social networking service is inexpensive platform, so it is more and more popular to implement marketing campaigns for organizations.

With the advent of Web 2.0 technologies has created many new ways to communicate.

SNS started as early as 1997 with "sixdegrees.com" and grew on. SixDegrees.com allowed users to create profiles, list their Friends. It was the first time to come up with the conception. From 1997 to 2001 a number of community tools began to appear, users can create their own account to put profiles and they also can find friends from Internet connection. In 2003, Friendster.com set off SNS wave. Then LinkedIn appeared and became a powerful business service. In the early of 2004, Facebook, currently the most popular social network set up. In China, after several years of exploration and reference, China SNS industry has formed the embryonic form, now is becoming matures. Renren.com, 51.com, pengyou.com, etc, all of these are famous in China.

Launch Dates of Major Social Network Sites

'97 — Six Degrees.com

'98

'99
AsianAvenue — LiveJournal
— BlackPlanet

LunarStorm (SNS relaunch) —
'00 — MiGente
(SixDegrees closes) —

'01 — Cyworld
Ryze —

Fotolog —
'02 — Friendster
Skyblog —

LinkedIn — Couchsurfing
'03 — MySpace
Tribe.net, Open BC/Xing — Last.FM
Orkut, Dogster — Hi5
Multiply, aSmallWorld — Flickr, Piczo, Mixi, Facebook (Harvard-only)
— Dodgeball, Care2 (SNS relaunch)
'04
Catster — Hyves

Yahoo! 360 — YouTube, Xanga (SNS relaunch)
Cyworld (China) — Bebo (SNS relaunch)
'05 — Facebook (high school networks)
Ning — AsianAvenue, BlackPlanet (relaunch)

QQ (relaunch) — Facebook (corporate networks)
Windows Live Spaces — Cyworld (U.S.)
'06
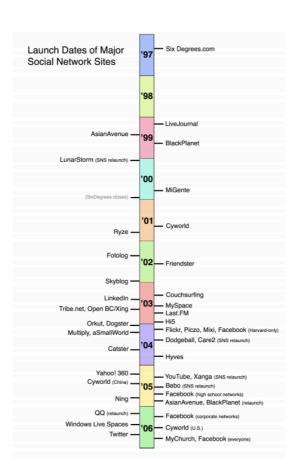Twitter — MyChurch, Facebook (everyone)

Figure 1. Timeline of the launch dates of many major SNS and dates when community sites re-launched with SNS features
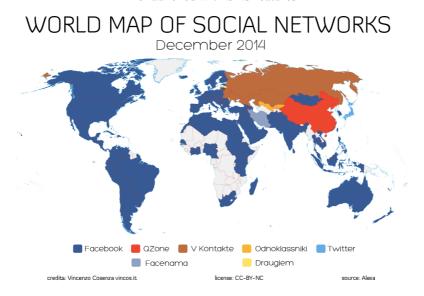

Figure 2. World map of social networks (source: World Map of Social Networks, 2015)

2. Use cases:

McDonald's uses Renren (Xiaonei) calls the young man have offline real meet, consolidate friendship, and they promoted McDonald's is their the best place to meet. Every year in June to August, is McDonald's the most important summer marketing stage. According to survey, this activity attracted more than 21 million users know or participated it, there were more than 50% went to McDonald to consumption, and the direct participation in the activities of users to the McDonald's brand favorability

upgrade 30%.

This is official account of UNIQLO on Renren web. Through the public home page, UNIQLO put activities or the notice of new products. Now it has more than 180 thousand flowers to notice this brand. In 12, 2010, UNIQLO launched online queuing activities with Renren in mainland China. All participants as long as users use Renren account to login UNIQLO's official website, you can choose a cartoon image and delivered a message synchronization to Renren fresh things. Participators use this cartoon to wait line in front of the virtual store of UNIQLO. Each queue has a chance to draw. Everyday, on its Renren home page, they put winners' RenRen photos, which seemed the authenticity of the draw. All of these provided an inexhaustible driving force for this activity. UNIQLO responsible person said, this activity not only earned enough popularity for UNIQLO Renren page, more effective is promoting passenger into store during the Christmas season.

3. Lexicon definitions:

Technology: It is the collection of tools, including machinery, modifications,

arrangements and procedures used by humans (Wiki, 2015). I think technology reflects the progress of the time, it could contains industrial technology, educational technology, computer technology, etc.

Innovation: The act or process of introducing new ideas, devices, or methods (http://www.merriam-webster.com/). I think it means fresh and unique. Innovation can be seemed as better use of existing market needs. By using innovation products or approaches, art organization will improve the quality of service, which will attract more potential audiences to join in.

Connection: It is a situation in which two or more things have the same cause, origin, goal (http://www.merriam-webster.com/). For marketing strategy it is typically the consumer making some kind of emotional connection to the product.

Communication: The act or process of using words, sounds, signs, or behaviors to express or exchange information or to express your ideas, thoughts, feelings, etc., to someone else (Wiki, 2015). It is the essence of life. Effective communication helps us better understand a person or situation and enables us to resolve differences, build trust and respect. I also think it is a reciprocal process, only having feedback between each other communication is complete.

Choice: the opportunity or power to choose between two or more possibilities: the opportunity or power to make a decision (Wiki, 2015). It is a mentally thinking process when we doing things. For media marketing, there also have many strategies, how to choose an appropriate approach is pivotal.

4. How these terms related to each other:

Since the technology development, the modes of communication have changed drastically. Organizations make a choice to decide which approach they will use as marketing strategy. Communication with customers is necessary, customers express their feelings or suggestion about organization's production or services, this is called feedback, I think. Salespeople must know how to best utilize these information to provide customer solutions, which is a connection process. From more innovative prospecting methods to find out more creative ways to satisfying the request of customers and increasing the level of customer satisfactions.
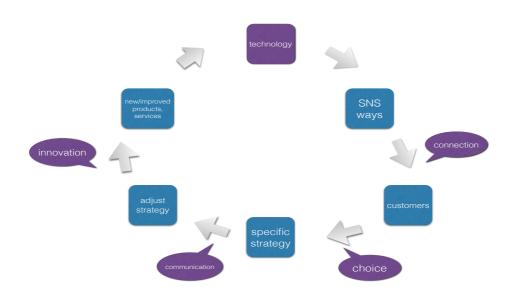
Figure 3. The relationship between each terms

5. How These Terms Related to SNS:

5.1 Technology

Before the advent of the Internet, there were predominantly three ways to market, print, TV, and radio. While today we can use Facebook, Twitter, blog and so on to know a company. All of these changes belong to technology development.

5.2 Innovation

Using new technology, many things are going against the order things, social marketing approaches are no exception. For the traditional marketing, there was no convenient website, and even after has web, social media wasn't used for long time because people thought it is not a marketer's platform. It belongs to consumers.

5.3 Connection

We are social beings. We want others to know us, and we want to know others. Connecting people, that is what social network is. Social networking websites usually have a new user input a list of people with whom they share a connection and then allow the people on the list to confirm or deny the connection. After connections are established, the new user can search the networks of his connections to make more connections. Through kinds of SNS, people see Facebook as a place to display new ad campaign, You Tube as a place for latest commercial, or Twitter as an opportunity to blast special offers. In addition, *Social networks are profile-based sites that encourage users with relatively comparable backgrounds to meet and initiate relationship with another* (Weinberg, 2009, p. 150). SNS can help us to find old friends with whom we have lost contact for a long time. It is really happened to me. When I was in undergraduate, I used RenRen.com found many primary classmates. Because there is

a board called people you might know or interesting, connecting users who have shared interests, family backgrounds, or same views, social networking sites also foster relationships based on sexual orientation, religious beliefs, or racial identities. People also connect by virtue of having similar hobbies.

Facebook Statistics	Data
Total number of monthly active Facebook users	1,310,000,000
Total number of mobile Facebook users	680,000,000
Increase in Facebook users from 2012 to 2013	22 %
Total number of minutes spent on Facebook each month	640,000,000
Percent of all Facebook users who log on in any given day	48 %
Average time spent on Facebook per visit	18 minutes
Total number of Facebook pages	54,200,000

Figure 4. Facebook Statistics until January 27th, 2015 (source: Facebook Statistics, 2015)

5.4 Communication

A social network, trusted network, virtual community, e-community, or online community is a group of people who interact through newsletters, blogs, comments, etc. The network's goal is to build trust in a given community (Safko, 2010, p. 24). SNS change people's communication ways. From ancient cave paintings on the walls to nowadays social media, communication approach have so great change.

5.5 Choice

Nowadays, there are many social network sites such as Facebook, Twitter, LinkedIn, Google+, YouTube. In China, RenRen, QQ Zone, Douban are also popular. Too many ways we can choose, so which SNS is the most useful for company is also an

important issue. It seems impossible use all of SNS approaches to push message on people and dominate the market. So which is the most effective promotion way, what is your specific marketing strategy, the question is every company should consider. There is an interview of Barbara Safani, CareerSolvers.com, *" I use LinkedIn to establish industry relevance, promote my brand, and position myself as an expert in my field. I use Facebook to share career information and post events. I use Twitter to share important tips and links to articles and posts with my audiences. I also use it to follow my competitors and thought leaders in the careers and social media space"* (Kabani, 2013). According to organization's mission, vision, target audience make a good choice to marketing is critical.

Compared with the classical marketing model, the SNS achieved a better platform for organizations to promote their productions or services more effectively.

Reference

Facebook Statistics. (2015). In *Statistic Brain*. Retrieved February 07, 2015, from
    http://www.statisticbrain.com/facebook-statistics/

Kabani, S. H. (2012). *The zen of social media marketing: An easier way to build
    credibility, generate buzz, and increase revenue*. Benbella Books.

Keillor, B. D. (Ed.). (2013). *Marketing in the 21st Century and Beyond: Timeless
    Strategies for Success, Condensed Edition: Timeless Strategies for Success*.
    ABC-CLIO.

Safko, L. (2010). *The social media bible: tactics, tools, and strategies for business*

success. John Wiley & Sons.

Social Media Marketing. (2015). In *Mashable*. Retrieved February 07, 2015, from

http://mashable.com/category/social-media-marketing/

Weinberg, T. (2009). *The new community rules: Marketing on the social web*.

Sebastopol, CA: O'Reilly.

Wiki. (2015). In *Wikipedia, the free encyclopedia*. Retrieved February 07, 2015, from

http://en.wikipedia.org/wiki/Wiki

World Map of Social Networks. (2015). In *VincosBlog*. Retrieved February 07, 2015,

from http://vincos.it/world-map-of-social-networks/