

CONTENTS IN SOCIAL MEDIA USING IMC APPROACH

SOCIAL MEDIA

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.

There are four main categories of SM:

- Social Networking Sites (Facebook, LinkedIn, Google+)
- Microblogs (Twitter)
- Content Sharing (Youtube, Instagram, Pinterest)
- Online Communities (forums, blogs)

Companies use SM to build direct relationships with customers, increase traffic to their websites, identify new business opportunities, identify trends and keep up with competitors, create communities, distribute content, demonstrate product, collect feedback from customers and generally to support their brand.

IMC

Integrated Marketing Communications (IMC) defines an approach to achieving the objectives of a marketing campaign, through a well coordinated use of different promotional methods that are intended to reinforce each other.

The role of SM within the IMC is to provide support to the traditional forms of advertising, public relations, word-of-mouth marketing and direct marketing. Using SM, the IMC becomes faster, cheaper and more efficient at delivering the message of the brand to the targeted audience. SM can reach wider audiences than traditional ways, in less time and for a fraction of the cost.

MAIN STEPS:

TARGET THE AUDIENCE

The first (and most important step) consists in clearly identify our target group, both demographically and psychographically, to identify the best communication channels to reach them and to develop the key messages.

This research must include elements like age, gender, provenance, attitudes, interests and behaviors. All these elements can be easily deducted doing market researchs but also analyzing social networks, blogs and online communities.

It includes current and potential clients.

PICK THE CHANNELS

When we have clear in mind to whom we are talking and what are their habits, we can start to choose the best channels to talk with them, in order to have the most effective results possible.

CREATE CONTENTS

Create clear, consistent content that can easily be adapted or repurposed to suit different media or channels.

All the contents that we share with our customers must be consistent with our brand image, they must reflect the brand and the products. Obviously, also contents in different channels must be consistent between them.

It's not all about consistency in words, but also in images, colors, style. Our aim is to create interesting, original and catchy contents that our customers will gladly share, in order to create a WOM.

The most contents are shared, liked and positively commented, the most they have visibility and credibility, and it's proved that consumers are more inclined to trust other consumers than to "official" advertising and informations.

The contents must be regularly published and constantly monitored, to find strenghts and weaknesses of our communication and, most important thing, to answer and solve problems in real time.

THE CASE: STARBUCKS COFFEE

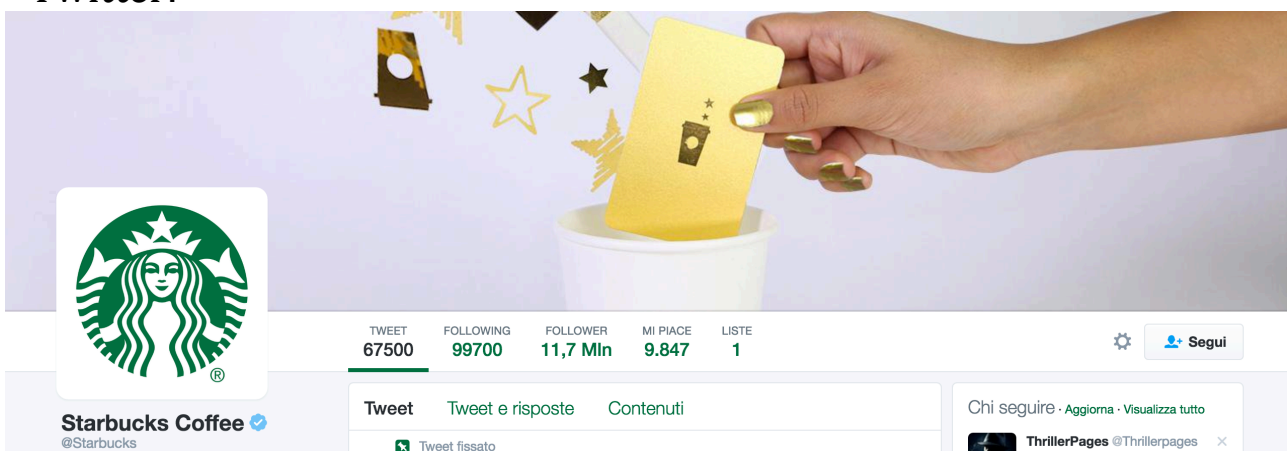
Starbucks is one of the masters of social networks in the world, with an incredibly effective strategy. The brand is present in all the main Social Networks. Some examples with numbers:

- Facebook:



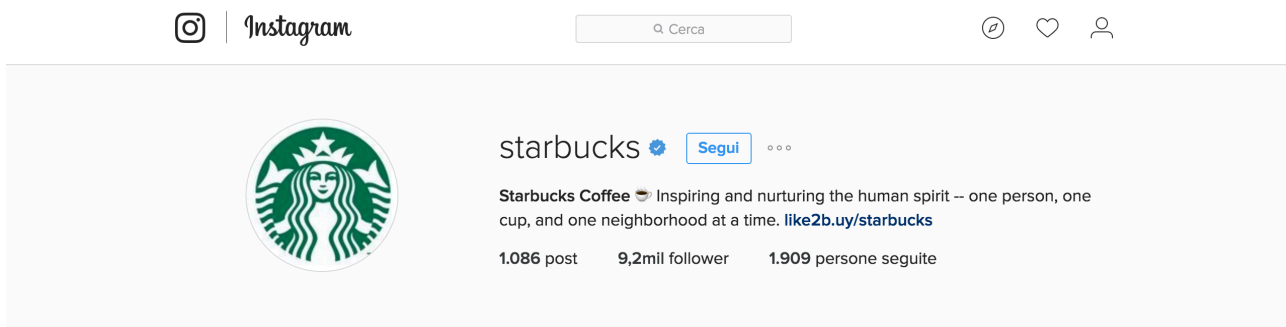
94% of the worldwide Facebook community have at least one friend who is fan of the Starbucks page or are themselves fans of the brand.

- Twitter:



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- Instagram:



- Pinterest:



Some of the most interesting aspects of its presence on SM

- Tries to convert its customers in ambassadors

Starbucks tries to create as many non-transactional relationships as possible: the brand has realized that positive experiences will generate commitment from the consumers and enthusiastic speech on social media.

- Social events

Starbucks favors actions based on sharing and generosity. This type of operation works very well and generates many messages on social networks.



Starbucks ha aggiunto 4 nuove foto datate 14 aprile
all'album: Starbucks Global Month of Service.
14 aprile · 🌐 · 📷

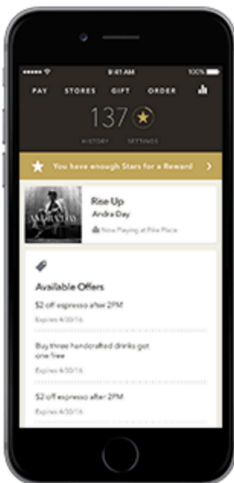
275,000 volunteers, 8,000 community service projects— Thank you for helping to make a positive change. #ExtraShotOfGood



This post about a volunteer project was shared 1113 times and has 46k likes

- Use of mobile apps

Our apps let you conveniently pay for purchases, collect Stars and earn rewards with Starbucks Rewards™, find stores, and so much more. Click below to download an app.



Starbucks® app for iPhone®

The **Starbucks® app for iPhone®** makes it fast and easy to pay for your favorite drinks and food. Order ahead and pick up your drink without waiting in line with Mobile Order & Pay. You can also tip your barista digitally, and download our free Pick of the Week, right in the app.

Get the app now at the App Store.

