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Winter 12-4-2016

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### Recommended Citation

Tsai, Tina Pingting; Lin, Jyhjong; and Li, Jiaru, "Enhancing Social Media Marketing with A Brand Post Management Process" (2016). *ICEB 2016 Proceedings*. 21.

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## Enhancing Social Media Marketing with A Brand Post Management Process

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### ABSTRACT

In recent years, enterprises are increasingly using social media to enhance the marketing effects about their brands and services. As such, brand pages on social media sites with brand posts placed are commonly used for effecting desired marketing features such as advertisement of services and assistance of customers. Therefore, it has become an important objective for enterprises to enhance the effects of their brand pages via sufficient management mechanisms. For this purpose, we present in this paper a management process that focuses on the organization, execution, and control of brand posts to enhance their marketing effects.

*Keywords:* Social media, marketing, brand page, brand post, management process.

### INTRODUCTION

In recent years, social media have been popular for their well supports on the connection, production, and sharing of interested contents among individuals [1]. The growth and popularity of social media have then made enterprises to consider the potential of using these media to promote their marketing features into a word-of-mouth (WOM) model [2] where many benefits can be expected [3]. As such, enterprises are increasingly using social media nowadays towards these benefits by exploring their intrinsic social perspectives that include, for instances, communities and their network structures among users [4], characteristics and personalities of users [5-7], social interactions and their patterns and motivations among users [8-13], identities and brands of users [14,15]. Afterwards, brand communities (or brand pages) are found to be a successful platform for increasing sales [16,17]. In addition, they are also useful for improving the relationship with participant customers and enhancing their perception about brands and services [18,19]. Since brand pages facilitate the interactions among customers for exchanging opinions about the brands or services, they promote these customers into a WOM model and hence become a powerful tool for marketing. Therefore, more recent research has focused on empirical studies about the effects of brand pages. For instances, [20] explores the factors that could attract customers into loyal brand fans, while [21] discusses the popularity of brand posts and their effectiveness on marketing. In addition, [22] addresses the online engagement factors on brand pages and [23] estimates the preferred features of the contents of brand posts.

In summary, there are already many studies about the use of social media and among which specific discussions about the effectiveness of using brand pages on marketing have been presented. However, while these presented works have conducted the success of marketing activities on social media, little attention has been paid on the management issues about the use of brand pages and the popularity of brand posts for obtaining their enhanced effects on marketing. Therefore, to address these deficiencies, we present in this paper a management process that focuses on the organization, execution, and control of brand posts for obtaining their enhanced effects on marketing. In general, the process starts from the identification of the desired features for achieving the marketing goals of brand posts, through the creation of the actual posts for realizing these features, and finally ends with the execution of placing these posts on brand pages and then the control of these posts for enhancing their effects on the goals.

This paper is organized as follows. Section 2 presents the management process with four specific steps. The process is illustrated with an example of two posting goals and the desired features for their achievement. Finally, Section 3 has the conclusions and future works.

### THE MANAGEMENT PROCESS

In general, as shown in Figure 1, the brand post management process has the following four steps:

#### ***Step 1—Identifying Desired Features about Brand Posts***

The first step is to identify the desired features about the brand posts to be posted for enhancing their effectiveness on marketing. Initially, consider the many existing studies in [20-26] about the brand posts for marketing, three types of typical features may be considerably included in brand posts as follows.

1. The characteristics of posts – that addresses the distinguishing features or distinctive qualities of the posts. This for instances may include (1) vividness that reflects the richness of the posts for stimulating the different senses [27] and hence may contain such internals as dynamic animations, contrast colors, and bright pictures; (2) interactivity that emphasizes the interactions among customers and the brand where customers may initiate or react for a communication by means of interactive media such as browsing links and question/survey options; and (3) Categorization that addresses the intrinsic attributes of the posts underlining the category these posts belong to such as brand-specific entities (e.g., name, logo, address, etc.) and the layouts of these entities.

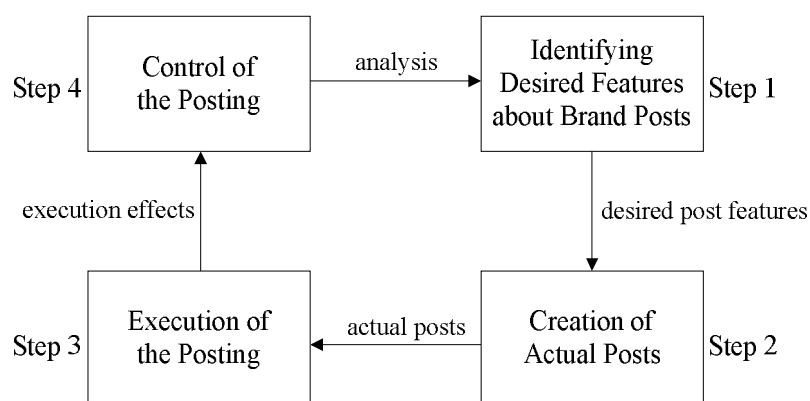


Figure 1: the brand post management process

2. The contents of posts – that refer to the contents of the posts for motivating the participations of customers. This for instances may include (1) informative that focuses on the presence of information (e.g., knowledge, reference, keyword, value, etc.) for stimulating the information-seeking desires of customers; (2) responsiveness that addresses the response of requests (e.g., question, complaint, suggestion, etc.) for satisfying the expectations from customers; (3) entertainment that emphasizes the use of sophisticated media (e.g., photo, video, link, etc.) for customers to perceive fun, exciting, and cool; and (4) remuneration that reflects the use of compensations (e.g., sweepstake, coupon, etc.) for motivating the participations of customers in the contents of the posts.
3. The posting of posts - that addresses the distinguishing features about the actions for the posting. This in general may include (1) timing that refers to the (e.g., scheduled or occasional) times of the posting where all designed posts are placed on the brand pages in accordance with the scheduled times (e.g., place a scheduled post for advertisement) or occasional times (e.g., place an occasional post for priority response); (2) position that addresses the locations (e.g., top, middle, bottom) of the posts on the brand pages (e.g., on the top for more notices or on the middle for succeeding previous posts), and (3) repetition that refers to the repeated (e.g., regular or irregular) posting of the posts (e.g., repeat a regular posting for an advertisement).

To identify the desired ones from these above considerable features, it is not uncommon to think of the posting purposes of the brand posts where the achievement of these purposes is measurable. For instance, increasing the engagement of customers on the brand is a common purpose of posting designed posts on brand pages and its measurement is taken by the average number of likes divided by the number of customers who ever like the pages. Therefore, the identification of desired features may be achieved by adapting the many existing goal-oriented requirements elicitation approaches [28-30] with the following steps:

1. Identify and ensure the desired posting purposes (i.e., marketing goals) of the brand posts. With the method in [30], this may be achieved by first identifying relevant stakeholders such as brand owners and customers. A selected group from these stakeholders is interviewed for driving and clarifying the purposes of the posting.
2. Normalize and prioritize these identified goals for their considerable achievability. Since the scales or extents of all identified goals may be quite contradicted or redundant, normalization is thus necessary for adjusting their scales or extents to balance their considerable achievability. After then, these normalized goals can be prioritized for scheduling their achievement.
3. Identify the desired features about these posts for achieving such normalized and prioritized goals. As one may conceive, this can be achieved by identifying from those considerable features the desired ones that have well-recognized capabilities to contribute on the achievement of these goals.

As a result, the desired features can be identified by exploring the desired posting purposes (i.e., marketing goals) of the brand posts. Figure 2 illustrates an example of two posting goals and the desired features for their achievement:

1. Increasing # of Click-Through – causing the interests of customers to click on the posts for exploring their contents; this is hopefully achieved by anchoring in these posts (1) the vividness/interactivity characteristics; (2) the knowledge/reference/keyword-addressed and photo/video-featured contents; and (3) the scheduled posting of these posts on the top of the brand pages with specific times of repetition.
2. Increasing Customer Engagement – causing the engagement of customers on the brands; this is considerably achieved by

imposing in these posts (1) the vividness characteristics; (2) the knowledge/value-addressed and photo/video-featured contents; and (3) the scheduled posting of these posts on the middle of the brand pages with specific times of repetition.

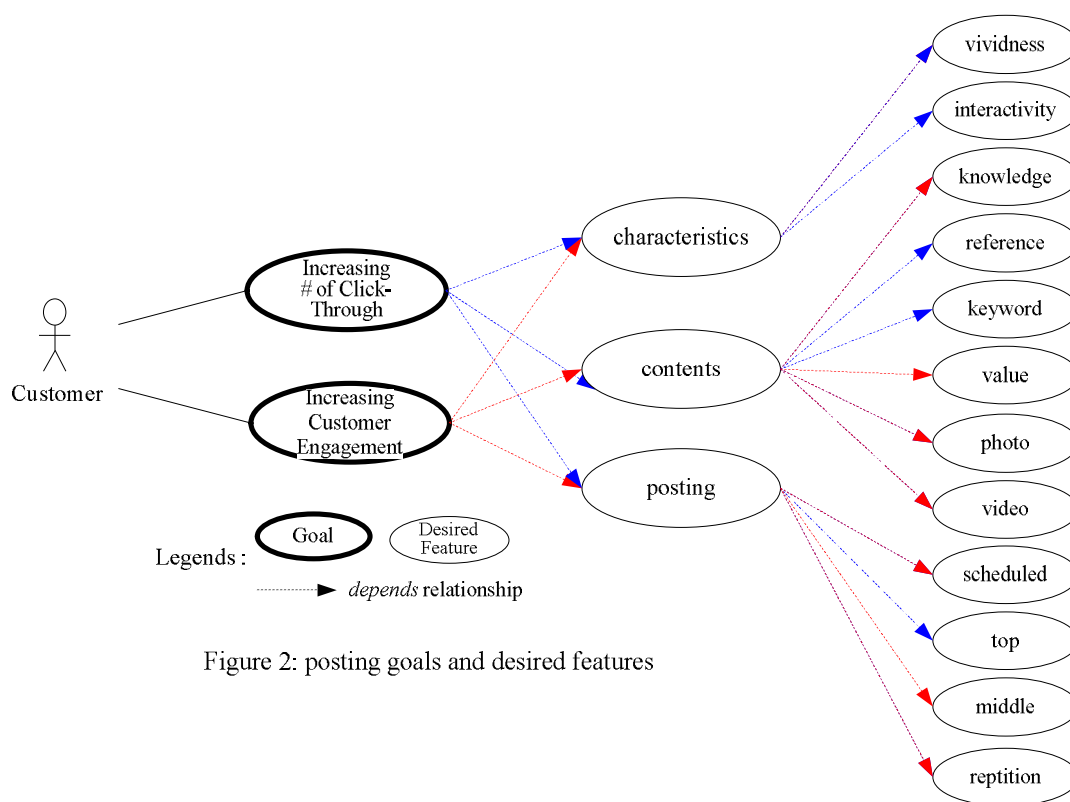


Figure 2: posting goals and desired features

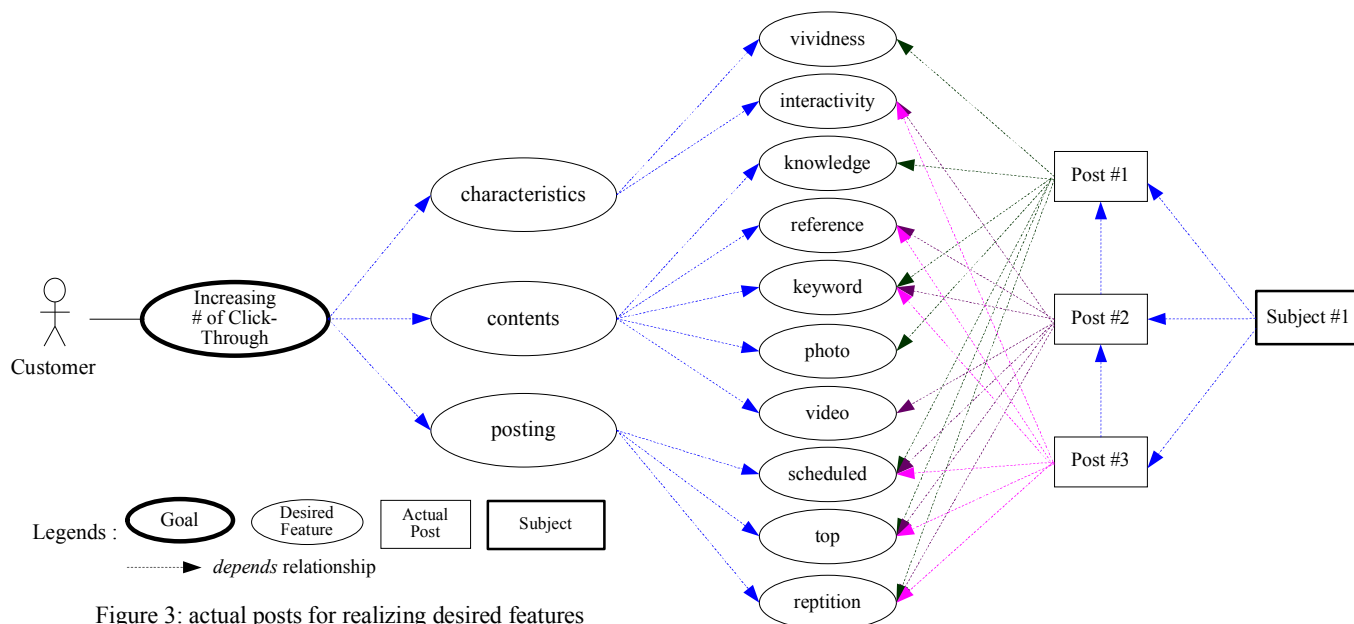


Figure 3: actual posts for realizing desired features

**Step 2 – Creation of Actual Posts**

The next step is to create the actual posts for realizing the desired features identified above. In general, this can be achieved by (1) determining a series of brand-relevant subjects with respect to a desired marketing goal; (2) organizing and designing a series of brand posts around the subjects that collectively realize the desired features (that is, the characteristics, contents, and posting actions of these posts are designed for realizing these features); and (3) creating each post that has its characteristics, contents, and posting actions to realize a designed part of the desired features. It should be noticed that as discussed in the above (2) for organizing and designing a series of brand posts around relevant subjects that collectively realize the desired features, there may have various considerations about the allocation of the desired features into respective posts. For instance, for organizing brand posts around an occasional subject that is expected to be attractive for customers only in a short time period, it is better to create few posts for each of them realizing more desired features such that their posting can be accomplished in a short time period. In contrast, for a stable subject that is recognized to attract customers for a longer time period, more posts may be

created for each one realizing part of the desired features such that their posting can provide a longer period of subject-related contacts with customers.

As a result, the actual posts can be created by organizing a designed series of brand posts around brand-relevant subjects with respect to a desired goal. Figure 3 illustrates an example of three consecutive actual posts for realizing the desired features towards the achievement of the Increasing # of Click-Through goal:

1. Post #1 has the Vividness characteristics, the knowledge/keyword-addressed and photo-featured contents, and the posting actions of a scheduled posting on the top of a brand page with specific times of repetition.
2. Post #2 follows then by having the Interactivity characteristics, but the reference/keyword-addressed and video-featured contents, and as well the posting actions of a scheduled posting on the top of a brand page with specific times of repetition.
3. Post #3 follows finally by having also the Interactivity characteristics, but the reference/keyword-addressed contents, and as well the posting actions of a scheduled posting on the top of a brand page with specific times of repetition.

### ***Step 3 – Execution of the Posting***

The third step is to execute the posting by placing the actual posts created above on brand pages. As one may conceive, such a posting (completed by executing the posting actions determined above) for actual posts represents the actual placement of their features on brand pages. It is noticed that the success of the posting can be verified by confirming the consistence between the desired features of these posts and their actual presentation on the posted pages.

Continue on the example of the three actual posts in Figure 3, they shall be posted consecutively on the top of a brand page by a planned schedule (e.g., placing a post per day) and the posting shall be repeated with desired times (e.g., three times of the repeated posting of these three posts in the planned schedule).

### ***Step 4 – Control of the Posting***

With the execution of placing the actual posts, the final step is to explore the execution effects of the posting in terms of the respective measures on the desired goals. As in above, such execution effects (collected measures) represent the achievement of these goals and hence can be used in an analysis for recognizing the strengths/weaknesses of the current posting. After then, with the analysis results, relevant artifacts about the current posting such as the desired goals, the desired features about current posts, and the actual characteristics/contents/posting actions of current posts may need to be revised/adapted and then be used in the next lifecycle of the four-step post management process.

Continue on the example of the three actual posts in Figure 3, their scheduled consecutive posting on the top of a brand page would result in the generation of some quantitative measures (e.g., the number of clicking on the posts for exploring their contents) about their execution effects on the achievement of the **Increasing # of Click- Through** goal. Since the posting shall be repeated three times, the measures collected from these three executions can be used for verifying its effects on the achievement of the desired goal. After then, an analysis for recognizing the strengths/weaknesses of the posting shall be conducted. With the analysis results, relevant artifacts about the posting may need to be revised/adapted and then be used in the next lifecycle of the above four steps.

## **CONCLUSIONS**

In this paper, we present a management process that focuses on the organization, execution, and control of brand page posts for obtaining their enhanced effects on marketing. In general, the process starts from the identification of the desired features for achieving the marketing goals of brand posts, through the creation of the actual posts for realizing these features, and finally ends with the execution of placing these posts on brand pages and then the control of these posts for enhancing their effects on the goals. For illustration, the process is initially applied to the posting of brand posts on the Facebook fan page for the hair treatment product MHM.

In recent years, enterprises are increasingly using social media to promote their marketing features into a well-known beneficial WOM model. To this trend, there are already many studies about the use of social media where the use of brand pages has been discussed a lot for addressing its effectiveness on marketing. However, while these presented works have conducted the success of marketing activities on social media, little attention has been paid on the management issues about the use of brand pages and the popularity of brand posts for obtaining their enhanced effects on marketing. However, in our opinion, such a management mechanism for the use and popularity of brand posts should not be negligible since a well-considered process is critical for directing the use of the brand pages on marketing in a systematic and managed manner. Therefore, the process presented herein provides an effort on this need.

Thereafter, we will continue to explore the practical applications of the process on Facebook fan pages for enterprise brands where its effects on marketing shall be particularly addressed. It should be noted that these practical applications may encompass

various marketing categories such as Foods, Electronics, and Clothes. The usability of applying such a systematic and managed process on the brand posts for enhancing their effects on various categories of marketing will be carefully experienced.

#### ACKNOWLEDGEMENTS

The work in this paper is supported by the Ministry of Science and Technology in Taiwan under the Grant MOST 104-2410-H-130-025.

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