Strategy Setting

#WSMC08

• Ask questions that give social marketing answers
  – 4 questions
    • Why this message?
    • why now?
    • why then?
    • why you?

  – Lagarde (2008) via @drstephendann
# WSMC08

• Where's the product?
  – Enough with the awareness
  – More with the solutions and products

  *Twitter as a channel for idea products*

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## The Tool kit

• Social Marketing Methods

• Your objectives

• A Categorical Framework
Where do you want to tweet?

Tweet for…

• Price
  – Social confirmation
  – Affirmation
  – Barrier Reduction

• Place
  – Check-in
    • Location
    • Activity
  – Channel Notifications
Marketing mix

Conversational
Uses an @statement to address another user

Status
An answer to “What are you doing now?”

Pass along
Tweets of endorsement of content

News
Identifiable news content which is not UGC

Phatic
Content independent connected presence

Measuring the inputs and outputs

Measurement and Coding
Questions

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