



Co-funded by the  
Erasmus+ Programme  
of the European Union



### Training materials:

Vocational training center for undergraduate university students and teachers in Jordan (VTC)  
project

P 8: Al-Balqa Applied University (BAU)

### E-marketing 2: Social media marketing

Time of conduct: Feb. 1-2, 2017

Duration: 4 hrs

Trainer: Instructor Noor Qteishat

Participants: 25 graduate students

Language: English

#### Introduction:

- In 2010: \$125 billion in revenue 150 countries, 75 million men and women are network marketing distributors
- Almost 20 years of consecutive growth
- Fewer than 1% of the population involved so far
- 175,000 new people in the US and another 300,000 = around the world join a network marketing company every week
- 2009 through 2011: The top 7 publicly traded network marketing companies averaged 268% increase in share value

#### Objectives:

Identify students using social networking methods to market products and train them to use it

## What is social media?

-“Social media is online content created by people using accessible and scalable publishing technologies. It's a fusion of sociology and technology, transforming monologues (one to many) into dialogues (many to many) and is the democratization of information, transforming people from content readers into publishers

-Social media: is an umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words, pictures, videos and audio

### -Social media is online:

- ▶ Social media is online
- ▶ Social media is user-generated
- ▶ Social media is highly accessible and scalable
- ▶ Social Media: A Way to Diffuse Information
- ▶ Social media is a shift in how people discover, read, and share news, media, and content
- ▶ Social media is a fusion of sociology and technology

Social media is a dialogue

- ▶ Social media is the democratization of information
- ▶ Social media is people connecting with others
- ▶ Social media is content readers become content publishers

Social media is forming relationships for personal, political, and business use

### Social media strategy:

- ▶ Get buy-in
  - ▶ Listen and understand the landscape
  - ▶ Analyse
  - ▶ Set objectives
  - ▶ Create an action plan
  - ▶ Implement
- Track, analyse, optimize

### Why users participate in Social Networking:

- ▶ Why audiences engage in social networking?:
- ▶ Meet people -78% join to *communicate with existing colleagues or develop new acquaintances*
- ▶ Be entertained -47% join in order to find *entertaining content such as photos, music or videos.*
- ▶ Learn something -38% join to get *information from other people about topics that hold particular interest to them*

- ▶ Influence others -23% join to *express their opinions in a forum where their ideas can be discussed or acted upon*

### Why should you care about Social Media Marketing?

Social media marketing is the art and science of building relationships throughout every phase of the business cycle. The goal is to present you with the tools, resources and information that supports your own goals and applies to your niche



- ▶ social networking websites bring your company *directly into the* Internet user's world.  
**There are over 4,000 social networking sites**

#### Content creation:

- ▶ Image sharing
- ▶ Video sharing
- ▶ Blogging
- ▶ Micro-blogging
- ▶ Podcasting

**There are some core components to creating an authority presence through social media, such as:**

- ▶ blogs
- ▶ news feeds,
- ▶ forum creation,
- ▶ article marketing,
- ▶ automated and manual bookmarking,
- ▶ online infomercials and video

### **What Makes a Viable Social Network?**

- ▶ Common Purpose.
- ▶ Make It Scalable.
- ▶ Critical Mass of Users.
- ▶ Make it Attractive.
- ▶ Networks Need Leaders.
- ▶ Make it Indispensable.
- ▶ Networks Need Data.
- ▶ It Must Have Integrity:
- ▶ Make it Easy To Use:
- ▶ What's interesting to note is that most Search Engine Optimization (SEO) specialists have a completely different view on what it means to be an 'Authority' website as compared to Google.
- ▶ Many search marketing firms (*including my own: <http://www.chaosmap.com>*) stress the importance of inbound links to build credibility. They think in terms of the 'authoritative sites.'

The bottom line is that the success of your social media marketing campaign is connected to your efforts in creating an authority presence

### **Brand Awareness and Social Media Marketing:**

- ▶ Building your website authority for your social media marketing campaign has several correlations to traditional marketing such as "Branding."  
*These instinctive brand associations are built through your participation and representation in social media, making them easy ways to make your brand persistent. The collective result of your social media marketing activities is that your branding message seeps into your audience unconscious*

### **What are branding associations?**

They are the images, keywords, phrases and ideas that you use to identify your business and website

### **Public Relations and Marketing:**

- ▶ How do I find my audience?
- ▶ How do I get the word out?
- ▶ What is a viral marketing campaign?
- ▶ What are the components of a viral marketing campaign?
- ▶ What are some tricks that help sites, posts, and videos go viral?

### **Customer Services:**



Co-funded by the  
Erasmus+ Programme  
of the European Union

- ▶ Why do customers want service support via social media?
- ▶ Should my company have a separate account for customer service issues?
- ▶ How can my company monitor and manage reputation with social media?
- ▶ How does my company handle bad publicity on social media?

**Expected outcomes:** Students are able to use social networking tools such as Facebook to market the products

**Quality control:** training was controlled and then analyzed at the end. According to the attendance lists, more than 75% of the participants were answered the evaluations. The surveys contained questions (5-point Likert scale), in which respondents had to give a grade between 1 and 5, with 5 being the highest (fully agree) and 1 the lowest (fully disagree). All the evaluation items in the training were above good.