Social media and human need satisfaction: Implications for social media marketing

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Purpose
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- A product that combines the concepts of social media and human need satisfaction
- It is designed to help people find products they need
- It uses social media platforms to connect with customers

Implications
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- Social media can create a direct relationship between the customer and the product
- It can help businesses understand their customers better
- It can increase sales and customer loyalty

Self Media: Leveraging the Power of Celebrities

- Celebrities are best used for this type of social media. 9 out of 10 of the top most followed individuals on Twitter are celebrities.
- This is better for lesser-known brands.
- Authenticity is key

Collaboration & Creative Outlet: Targeting & Aesthetics

- This accounts for a large amount of social media traffic.
- 6 billion page views from nearly 30 million unique monthly visitors

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- It is organized around various topics, themes and is customizable to the person's needs.
- Advertising on collaboration type social media needs to refer to what is being discussed in the particular thread.

Human Needs
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- Needs: Human needs are based on social connection and self-actualization.

References


"Although the tumbling journey may be difficult, the glory of victory will be worth the effort"
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Purpose

1. Identify two essential characteristics of social media and propose a typology based on them (classification scheme). What is social media? How do we classify it?
2. How each type of social media service caters to human needs. Why do we use it?
3. Provide implications for social media marketing based on a need-consequence lens. How can we market better as a result of gaining knowledge on the first two?

Implications

Self Media: Leveraging the Power of Celebrities

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Purpose

1. Identify two essential characteristics of social media and propose a typology based on them (classification scheme). *What is social media? How do we classify it?*

2. How each type of social media service caters to human needs. *Why do we use it?*

3. Provide implications for social media marketing based on a need-congruence lens. *How can we market better as a result of gaining knowledge on the first two?*

Implications
Implications

Social media reaches 82% of the world's internet population aged 15+ & accounts for nearly 1 out of every 5 minutes spent online globally.

$5.1 billion spent on social media advertising in 2013 & projected to grow to nearly $15 billion in 2018.

Users have a negative attitude towards ads and they are highly adept at tuning out brand-related content.

2012 study by Forrester Research revealed that only 15% of consumers trust social media marketing which has led to dismal campaign outcomes as advertisers attempt to reach the population using social media.

* The authors outline the best marketing strategies for each of the four groups from the classification matrix and which social media platform a business should use according to the classification matrix.

* Congruence of user need satisfaction.
Social Media Typology

There are distinct differences across social media in information, purpose and how users connect.

- Profile-based social media
- Content-based social media

Another way to distinguish types of social media is level of customization in terms of what types of messages a user can post.

- Customized messages - intended for a small audience
- Broadcast messages - intended for everyone

Using a quadrant matrix, the authors could successfully classify each social media platform into four groups. Within these groups, each type is divided into two groups - Posters and Followers. Followers are the passive group but more followers = more effective social media.
Figure 1. Social media matrix

<table>
<thead>
<tr>
<th>Customized Message</th>
<th>Broadcast Message</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Relationship</strong></td>
<td><strong>Self-Media</strong></td>
</tr>
<tr>
<td>Allowing users to connect, reconnect, communicate, and build relationships. (e.g., Facebook, LinkedIn, Line, Whatsapp)</td>
<td>Allowing users to broadcast their updates and others to follow. (e.g., Twitter, Weibo)</td>
</tr>
<tr>
<td><strong>Collaboration</strong></td>
<td><strong>Creative outlets</strong></td>
</tr>
<tr>
<td>Allowing users to collaboratively find answers, advice, help, and reach consensus. (e.g., Quora, Reddit, Yahoo! Answers)</td>
<td>Allowing users to share their interest, creativity, and hobbies with each other. (e.g., YouTube, Flickr, Foodily, Pinterest)</td>
</tr>
</tbody>
</table>
### Table 4. The basic needs for social media services

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autonomy</td>
<td>Feeling like you are the cause of your own actions rather than feeling that external forces or pressures are the cause of your actions.</td>
</tr>
<tr>
<td>Competence</td>
<td>Feeling that you are very capable and effective in your actions rather than feeling incompetent or ineffective.</td>
</tr>
<tr>
<td>Relatedness</td>
<td>Feeling that you have regular intimate contact with people who care about you rather than feeling lonely and uncared for.</td>
</tr>
<tr>
<td>Physical thriving</td>
<td>Feeling that your body is healthy and well taken care of rather than feeling out of shape or unhealthy.</td>
</tr>
<tr>
<td>Security</td>
<td>Feeling safe and in control of your life rather than feeling uncertain and threatened by your circumstances.</td>
</tr>
<tr>
<td>Self-esteem</td>
<td>Feeling that you are a worthy person who is as good as anyone else rather than feeling like a “loser.”</td>
</tr>
<tr>
<td>Self-actualization</td>
<td>Feeling that you are developing your best potential and making life meaningful rather than feeling you are stagnant and that life does not have much meaning.</td>
</tr>
<tr>
<td>Pleasure-stimulation</td>
<td>Feeling that you get plenty of enjoyment and pleasure rather than feeling bored and under-stimulated by life.</td>
</tr>
<tr>
<td>Money-luxury</td>
<td>Feeling that you have plenty of money to buy most of what you want rather than feeling like a poor person who has no nice possessions.</td>
</tr>
<tr>
<td>Popularity-influence</td>
<td>Feeling that you are liked, respected, and have influence over others rather than feeling like a person whose advice or options nobody is interested in.</td>
</tr>
</tbody>
</table>

*People need social media for four things:*

1. Communicating about personally relevant matters
2. Participating in shared activities
3. Feeling understood and appreciated
4. Participating in pleasant or otherwise enjoyable activities
Biogen donates $5M to ALS fund to spark competitive drug research

*MedCity News-Feb 11, 2016*

Another notable fundraising effort, of course, for ALS is the Ice Bucket Challenge – which in 2014 raised more than $100 million for the disease.

- The reason marketers fail using this type of social media is because they do not focus enough on the social - people use this to connect, therefore ads should be geared toward helping people improve on existing relationships or build new ones.

- Companies need to know their brand connects with the interests, attitudes and opinions of a group or culture.

Examples: Ice Bucket Challenge, Kohl's school campaign ("which garnered 1.6 million new Facebook fans in 6 weeks for Kohl's, as if facilitated people's self-expression of being kind and caring"), social games such as Candy Crush as well as discounted offers (10% off for your friends).
This accounts for a large amount of social media traffic - 5 billion page views from nearly 86 million unique monthly visitors

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It is organized around various topics, threads, themes and is customizable to what content the user wants

Advertising on collaboration type social media needs to relate to what is being discussed in the particular thread.

"Redditors generally click on things that is more like content than an ad and stands out enough to catch their eye. If you try to just sell them something, they tune it out. But solve a problem for them in a relatable way and they will click."