Overview of Social Media Marketing and Starbucks' Social Media Marketing Strategy

Hong Nguyen Thi
Faculty of Accounting – Auditing
Hanoi University of Industry
Hanoi capital, Vietnam
nguyenthihong@haui.edu.vn

Abstract—The article is published to study some last research about social media marketing and its conceptualization. Besides, this study categorizes social media and social media marketing. Likewise, the article also studies the methods were applied social media marketing in Starbucks coffee. Therefore, the paper identifies gaps in previous studies so that the authors can continue to expand their study on this field in the next research projects.

Index Terms—social media; social media marketing; strategy; sufficient, e-word-of-mouth; Starbucks

I. Introduction

IN MODERN society, social media is one of the essential factors in a media sector and marketing. It is said that social media is a new measure for media over the world, which has a vast difference with public media.

Most entities need offer precise benefits links between their buyers, as well as other owners. Therefore, one of the many positive features of the online and digital progresses obtain a better chance to interact, communicate between companies and their consumers. Social media is such a good method to interaction between the entities and targeted customers.

DIAGRAM I

COMMUNICATION MODEL FOR MARKETING THOUGHOUT SOCIAL MEDIA

Social media is a major of concern of both academics and administrators. There is a wide array of studies which check a social media marketing from numerous opinion that shows purposes these relationships. For example:

Simona Vinerean (2017) studied a number of marketing usages and themes applied [1]. His study illustrated to an existent information on social media marketing (SMM) (Wang and Kim, 2017) and rises the acknowledgment of the strategic consequences of these definitions for companies that purpose to offer new products consciousness or new consumers from internet sources [2]. Likewise, his research had tackled variation among the definitions of social media and SMM. Moreover, the paper gives a total background to expand the major chances for strategic SMM in online instruments.
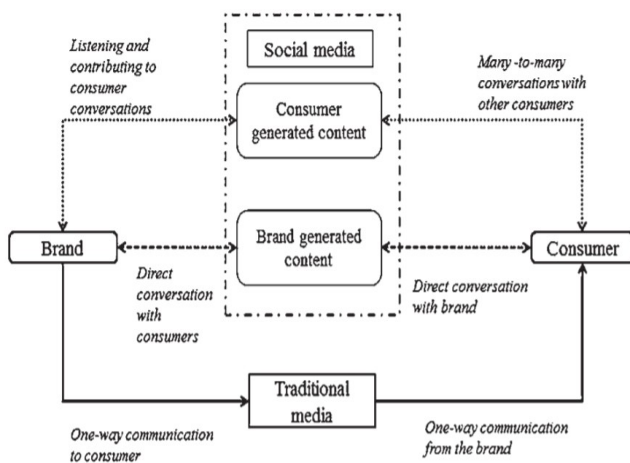
There is an important to explore the impact to sort and concept of social media platform (like Facebook, YouTube, Instagram, Twitter) on advertising actions to peak at the potential consumers. Likewise, Filo et al. (2015) [3] namely for extra concern to identify how consumers' behavior could be varied and relied on the types of Facebook promotion. Furthermore, Wang and Kim's (2017) [2] achievement argued that entities that are more social media activities can increase their brand' well-known.

Electronic Word of Mouth (E-WOM) and Customer Relationship Management (CRM) have concerned a noticeable the amount of concern from a value number of SMM research. This paper argues the links between SMM and their purposes, specially those involved in CRM, e-WOM and consumer equity. Expert Journal of Marketing, 5(1), 28-35. 33 explained that It is important to check the online marketing concept and have a meaningful recognition of social media for these purposes (Alalwan et al., 2017) [4]. As same as word-of-mouth, a sort of suggestion or assessment from people relatable is more likely to get concerned and appreciated in online settings. As companies saw this movement, they have contributed a part of their online marketing finance to bellwethers.

According to Morrison (2017) [5] from Adweek suggested in the beginning 2017, bellwethers marketing is growing into an elemental part of SMM and it applies the advertising and selling items through people (influencers) who have a huge base of famous people. Further, the major purpose of influencer marketing it to identify certain effects, in the way of consumes or tend to buy of their followers. Even if bellwethers marketing has a close similarity to well-known people marketing, its difference as anyone who spend much time following of varied social media applications can turn into an influencer for an item. Companies should also contribute budgets to monitor social media argu-

ment about their products and services and examine the general tendency about their goods and services and inspect which introduced content (by the entities or by other buyers) is producing precise word or mouth or has fundamental movements.

II. The Concept of Social Media and Social Media Marketing (Smm)

A. The concept of "social media"

In modern society, "social media" is one of the terms which is immensely popular among citizens, specially in media and marketing. It is said that social media is a new method for international's social and differ with public media. Although social media obtain much concern and interest of people, the definition of "social media" still be a secret for researchers.

Today, there are a variety of researchers made afford to identify the concept of "social media". However, this term has not yet taken a comprehensive definition. Some views of researchers about "social media" will be mentioned below.

According to Dr Andreas Kaplan and Michael Haenlein at ESCP Europe University "Social media is a group device on the internet and based on the idea and technology of Web 2.0, It allows to create and exchange the content by user-generated" [6].

A concept of "social media" which appealing to interest from people is definition by Joseph Thorley – CEO of Thorley Fallis "Social media is a method of online social and have a flexible movement between the author's role and individual participants. To tackle that issue, they used social software which permit non-professional authors make edition, publish, comment, or alter the content to introduce the same interest.

In conclusion, although there are several viewpoints about SMM, it still has some basic characteristics:

Firstly, SMM is a method of media based on web 2.0 platforms and it uses internet gateway to announce information.

Secondly, there are a vast difference between mass media and traditional media, which maintained in a long period. Some variation will be mentioned below:

1) Information will be supplied in several ways such as newspaper, magazines, radio, television to audiences. The process of delivering information will form one-to-many in mass media. Meanwhile, social media platforms such as Facebook, blog, forums allow viewers post, share and comment about information. This is many-to-many in social media.

2) Almost all authors take part in making and publishing information on mass media have to participate in training courses. They are professional journalists and reporters. On the other hand, anyone might take part in making and announcing information in social media. This means that users will create content by their selves.

3) In mass media, news often publishes in certain periods, such as a daily basic, weekly basis. Meanwhile, social media information usually gives anytime and anywhere. For example, a blog can create many posters each day.

B. The concept of "social media marketing"

Social media marketing often uses in marketing strategies in enterprises to expose to target customers. There are more experts find to the concept of SMM and several experts argued that SMM will be an innovation for the near future. As a result, concept of SMM will be formed.

On some website, people proposed "SMM is a term which illustrates using social networks, forums, blog, wiki or other online social to pursuit marketing target, selling goods, publication relationships and customer services.

According to Formic Media website "SMM is a form of online marketing and its target is participant in different social networks (Myspace, Facebook, LinkedIn), share networks (Flickr, YouTube), evaluation website (ePinions, Bizrate), blogs, forums, reading e-news systems (Second Life, Active Worlds).

Another website make definition "SMM is a certain online marketing strategy based on using social media websites such as Twitter, Digg, YouTube, StumbleUpon.

Overall, almost all definitions of SMM based on gateways which this type of marketing using. To illustrate clearer this definition, it is necessary to emphasize some details below:

SMM is one of sorts of online marketing because of using websites and other applications of social media on the internet. There are some categories of internet marketing including email marketing, banner advertising (web banner), search engine marketing -SEM. SMM is a young sort of marketing in comparison with other kinds of online marketing. However, SMM is more and more popular in marketing activities in enterprises in modern society.

The purpose of SMM is that creating inspiration for marketing strategies which entities are taking. In general, SMM is a close similarity word-of-mouth marketing implementing in social media platforms. Other aims of SMM helping companies built online instant conversation and enhanced interacted ability between entities and customers.

The major aim of SMM is generating profit, revenue, market share and establish relationship between buyers and companies, introduced brand's corporations.

On the other hand, it is essential to distinguish two concepts "social media" and "social media marketing". Social media is a type of communication to supply and share information to varied users compared to the target of SMM which is serving for marketing activities of enterprises.

III. Types of Social Media and Social Media Marketing

Based on the two unique characteristics of social media shown in Table 1, which are media richness and self-disclosure, Kaplan and Haenlein (2010) categorized social media into six different types: collaborative projects (e.g., Wikipedia), blogs and microblogs (e.g., Twitter), content communities (e.g., YouTube and Daily Motion), social networking sites (e.g., Facebook), virtual game worlds (e.g., World of Warcraft), and virtual social worlds (e.g., Second Life). Currently, the most popular social media platforms

used by companies are Facebook, Twitter and YouTube (Wright and Hinson, 2012).

TABLE I
CLASSIFY SOCIAL MEDIA

| | | Social presence/media richness | | |
		Low	Medium	High
Self-presentation/ self-disclosure	High	Blogs	Social networking sites (Facebook)	Virtual social worlds (Second Life)
	Low	Collaborative projects (Wikipedia)	Content communities (YouTube)	Virtual game world (World of Warcraft)

Source: Adapted from Kaplan and Haenlein (2010)

Social Media Marketing is the most inexpensive and economical way to reach the target market, regardless of your business type. It refers to the process of gaining traffic or audience through social media channels or sites. Social Media channels include Facebook, Instagram, Twitter, Google+, WhatsApp, LinkedIn, Pinterest, Tumblr. These are the most popular used social media channels.

76% of the American has one of the social networking profile and by 2020 the number of global users of social media is expected to reach 2.95 billion. Facebook is the most important platforms over worldwide. Other significant channels are WhatsApp, WeChat, Instagram, Twitter, LinkedIn, Pinterest, and YouTube. According to the B2B community: 90% of adults aged 18 to 30 use social media compared with 35%of those over 65; 84% of Chief Executive Officers (CEOs) and Vice presidents (VPs) say they use social media to help make a purchasing decision; social media is the favorite way to communicate with businesses.

TABLE II
TYPE OF SOCIAL MEDIA MARKETING

Forms of SMM	Characteristic	Platform
1. Sharing of content on social media	Major type of social media marketing	YouTube, Snapchat, Instagram
2. Networking services for social media	Allow the potential for more targeted marketing	Twitter, LinkedIn
3. Building services through community	Forums, Message boards, Yahoo and google groups are the sites which is there for long.	Forums, Message, Yahoo, Google
4. Review Sites	Sites such as TripAdvisor, Make my trip, Trivago provide consumer reviews.	TripAdvisor, Make my trip, Trivago

IV. SOCIAL MARKETING PLATFORMS

A. Social networking sites

Social networking sites are websites introducing based on register account to become participants, as a result form an online community which including people have the same interest or acquaintances. In addition, these people can interact, communicate together throughout social networking sites. There are a variety of social networking sites in recent day (Facebook, Twitter, LinkedIn, Friendster, Orkut, Myspace).

B. Sharing websites:

It allows to participants make sharing information via websites. The content might be formed by pictures, videos, presentations. There are various sharing websites in recent day, including YouTube, Vimeo, Flickr, Picasa, SlideShare, Scribd. Almost all participants have never seen each other in real society is the main difference between social networking sites and sharing websites. However, they still have same interest, hobby. For example, anyone who seek Flickr often want to share, looking for beautiful pictures.

C. Blog and Microblog:

Blog often occupies by an individual or organization in order to update blogs post or blog entry on regular basic. Blog's content is various including routine activities and academic information. Sharing information and creating motivation for users are the major purpose of bolgs.

Microblog has similar characteristics of blog. However, microblog is often shorter than blog. Some corporations such as Microsoft, IBM encourage their staffs post work's details in blog. This an incentive idea because companies do not talk about marketing, it still obtains positive interest of customers.

D. Social Bookmarking Sites

This platform is the most reputation for SMM. Social Bookmarking permist users mark, share, manage, save links which those people have concern. There are several social bookmarking websites, such as Delicious, StumbleUpon, Digg, Reddit. In general, companies can post useful links on these websites. Almost all links involve in organization's products or services.

E. Forum

Forums are websites that allow participants to discuss or initiate a discussion topic by themselves. For example: Samsung's mySamsung forum was built to make it easier to use and buy Samsung products, and Muare.vn forum is an online shopping forum that acts as one of the commercial websites. largest e-commerce in Vietnam. From a social media marketing perspective, these forums are often used by businesses to conduct direct reaactions with customers, gathering a lot of valuable information about customers' needs and desires. Overall, Forums have many similarities with social networks, but they are not as popular. Forums also do not have many features and especially interactivity is much worse when compared to social networks. Forum participants mainly stop at creating topics and discussing this point.

F. Other platforms

Social Network Aggregators: Social Network Aggregators are websites used to collect information from social networks to provide readers on this aggregator website. Popular websites of this type are Collectedin, myZazu, NutshellMail, FriendFeed, Gathera, etc. Currently, some websites like FriendFeed also provide the feature of aggregating information from blogs, microblogs, forums, not just from social

networks. This platform is suitable for businesses that use multiple accounts on many social networks at the same time. Through these aggregated websites, businesses can manage information on all social networks that they participate in at the same time. Also, creating more favorable conditions for customers to look up and find out information about businesses provided on many social networks at the same time.

Wikis: Open Website (Wikis) is a website that allows building and managing information pages jointly developed by many people. The outstanding feature of these open websites is that any member can edit, add information to the news page and do not record who provided that information. This is the difference between open websites and forums. The most famous open website Wikipedia. Although not very popular, recently there have been a number of businesses building open websites as an online community where customers and employees can freely share information about their experience using products and services.

Vitural Worlds: Virtual World is an online community on the network that allows participants to interact with each other based on realistic simulated situations and built in the form of 3D models, for example: Second Life, Active Worlds, Kaneva, …Building these virtual world models, businesses can create dynamic interaction from customers when they are involved in an interesting online space that has many similarities with real life through 3D images.

Podcast: Podcast is a series of digital media files (in audio or video format) that are periodically released and can be downloaded from the web. Businesses often use this platform to provide more information to customers. For example, Starbucks coffee company has a series of podcasts introducing the process of growing and caring for coffee trees, BBC radio has a series of podcasts that update world news, etc.

Widget: Widget apps are stand-alone applications that can embed code to appear on another web page. These sites are usually blogs or social networks. Businesses often create widget applications to present their products, upload them online so that users can download and "paste" on their blog or social network, or even their computer screen or my phone. For example, Dove company once launched a widget application called "MTV Fresh Take" to promote its new product Dove Fresh Take. The guests Customers who download this widget application and "paste" it on the blogs or social networks they participate in can quickly be redirected to the official Dove website with a simple click of the mouse.

Currently, the role of widget application is increasingly appreciated in social media marketing because this application can be easily used with blogs or social networks, effectively supporting the promotion of images through these websites. Widget application is most suitable for businesses whose target customers are young people who like to express their personality through the brands they use.

It is clear that companies using above websites to advertise products and services in online communities and applying viral factor in SMM.

V. STARBUCK'S SOCIAL MEDIA MARKETING STRATEGY

Starbucks is now considered one of the successful businesses in the use of social media marketing. The secret to success of Starbucks lies on its clear and consistent viewpoint on the use of

Use social media in your marketing activities. Starbucks determine the goal they want to achieve first, and then take certain steps in your social media marketing campaigns.

For instance, Ms. Alexandra Wheeler, manager of the interactive marketing department of Starbucks once told Brandweek magazine: "One of Starbucks' top priorities in using social media is that it must be able to connect with customers through the most reasonable ways. Among those methods, information sharing is considered a perfect option. Facebook and Twitter allow the company to post interesting stories behind the process produces each cup of its coffee and shares it with a much larger audience than other media channels [7].

According to Mr. Chris Bruzzo, vice president of brand and online operations at Starbucks, emphasized: "We do not build a Fan Page on Facebook, attract millions of fans and then pursue them to buy products, by contrast we build an online community where customers are eager to share with Starbucks their thoughts on the product, expressing their desire to interact more with the activities of Starbucks [8].

In conclusion, it can be seen that Starbucks has captured the main point of Social media marketing is how to increase interaction between brands and customers through developing dialogues built on applications of web 2.0 technologies. This is the key to the success of Starbucks' social media marketing.

The platforms Starbucks uses in social media marketing activities:

Social Networking Sites: Starbucks appears on three major social networks: Facebook, Twitter and Myspace. MySpace was once the number one social network choices in the US before being usurped by Facebook. Although it is not as popular as it used to be, MySpace is still active, especially in the US.

There are now more than one million people "following" Starbucks on Twitter. These people are called "followers", in the form of "friends" on Facebook or Myspace, who add Starbucks to their Twitter connections to receive updates on Twitter. These messages are called Tweets and can only contain up to 140 characters. Starbucks uses the Tweet function -Twitter's main feature to communicate with customers.

Among the social networks Starbucks participates in, Facebook considered the most successful. Currently, Starbucks' Fan Page has attracted nearly ten million "likes". These people were formerly known as fans. Fans on Facebook are like followers on Twitter and friends on MySpace or blogs. These are people connect with businesses through these online communities so that they can quickly update information about businesses. Currently, Starbucks Fan Page has the number of "likes" or fans surpassing all of Coca-Cola. Facebook allows customers to interact with Starbucks in many ways such as commenting, showing liking or sharing the information that the business provides.

Sharing websites:

YouTube: Appearing on the world's largest video sharing network, Starbucks created its own channel, like an account on Facebook or Twitter. Currently on this channel, Starbucks has millions of subscribers with roughly ten million total views of Starbucks videos. The videos that Starbucks has uploaded to YouTube have mainly content about coffee in general and Starbucks coffee as well as Starbucks coffee in particular

Flickr: Starbucks is one of the brands that provide a lot of inspiration for both amateur and professional photographers on the photo sharing network Flickr. On Flickr, there are many groups that take the name Starbucks and post photos of its stores or products. Photos on Flickr have contributed to bringing customers opportunities to discover more interesting perspectives on the Starbucks brand.

Forum: Currently, many businesses around the world have established one or more forums to connect with customers, but the unique point of Starbucks' forum is its purpose. My Starbucks Idea Forum http://mystarbucksidea.force.com/ was established to create an online space for Starbucks customers to share their own ideas to improve the quality of its products and services. Technically, My Starbucks Idea is built with features for users to interact with each other such as commenting, voting and grading opinions [9].

Podcats: In September 2006, Starbucks launched a series of Podcasts with talks from experts or manufactures in the coffee industry called Coffee Conversations. This Podcast series is made for the customers of Starbucks had the opportunity to learn more about its coffee production process.

Some typical Starbucks Social Media Marketing Campaigns

With the above platforms, Starbucks has implemented many campaigns specific and obtaining successful social media marketing. Among them, the two outstanding campaigns are:

Free Pastry Day

On July 21, 2009, the entire system of Starbucks stores in the US. Company gave away a free snack (pastry) if customers buy a drink and bring an "invitation" to the event printed from the website of Starbucks. It is worth mentioning that Starbucks has taken advantage of a very basic function of Facebook is "create an event" to promote Free Pastry Day. Follow that, the firm has provided detailed information about this promotion on the page event created on Facebook. Thanks to that, many Starbucks customers already know come to this event without the need to spend effort and money on leaflets, banners advertisement. Statistics up to July 21, 2009, there were 600,000 people confirmed to participate join on Facebook. Starbucks stores that day were packed with people queuing up and hand holding an invitation to Free Pastry Day to get a promotional snack for yourself. In particular, information about this event is mentioned and shared not only through Facebook but also via Twitter. According to statistics, on Twitter that day, the number of sentence in Tweets mentioning Starbucks increased significantly, about 1% of Tweets occurrence of the word "Starbucks" about 10 times larger than weekdays. In general, in the campaign, Facebook was used as an effective information distribution channel to customers. This campaign is considered as one of the simple social media marketing campaigns that still ensure the success of Starbucks. [10]

Starbucks poster search contest

In this campaign Starbucks conducted showing posters of the new advertising campaign on Starbucks stores at six big cities in the US. If it stopped at that level, it would still be just one traditional form of marketing. Starbucks' innovation is that it challenges its customers to be the first to take pictures of these posters and post them on their Twitter page. The prize of the contest may not be valued, but it understood the emotion of customers, especially in young people: the desire to be appreciated in their online community. Just like that, the

Twitter users spread the word among themselves and enthusiastically entered the contest with many Starbucks photos. Fame of brand is increased rapidly while Starbucks corporation does not spend too much effort and cost. All Starbucks had to do was launch the contest, and it was up to the customers themselves to get involved.

Evaluating Starbucks Coffee's Social Media Marketing strategy

Starbucks' social media marketing today has many advantages and disadvantages that coexist. Specifically, the advantages in social media marketing campaign of the company are:

Firstly, Starbucks used a very flexible set of tools in your social media marketing

Secondly, on the online communities that Starbucks participates in or builds itself, it has succeeded in building a "friendly online space". On it, every customer feedback has a quick and dedicated Starbucks staff. The content of information the company shares on these online communities is also interesting, sometimes simple, and familiar like a daily conversation, creating sympathy with customers. In addition, on the different online communities that Starbucks participates in, there are links to the company's homepage or other networks, creating a high level of interaction between these sites. For example, on the Starbucks Fan Page on Facebook, you can find links to Twitter or the company's homepage.

Thirdly, Starbucks' social media marketing campaigns have also taken advantage of the valuable experiences that businesses have gained on the network environment. Specifically, based on information collected from customers on social networks, forums, etc., Starbucks has improved products, improved service quality as well as launched specific marketing campaigns. In reality. In other words, Starbucks has achieved success with social media marketing both "online" and "offline".

Finally, Starbucks has built a professional team in charge of its social media marketing activities. For example, Starbucks currently has its own team dedicated to updating information and responding to customers on the Twitter. Such work specialization allows Starbucks to use multiple social media tools at the same time while ensuring efficiency.

VI. CONCLUSION

Social media marketing is not only a separate form of marketing but also still has some overlap with traditional

marketing forms. This paper has some following contributions. Firstly, it studies some previous paper about social media marketing and the concept of social media marketing throughout some viewpoints of authors over the world. Moreover, this paper proposed Starbuck's social media marketing, which applied social media marketing and obtain a variety of benefit for organization. However, this study has gaps so that the author can continue to expand this study on this field in the next research projects.

REFERENCES

[1] Vinerean, Simona, 2017. Importance of Strategic Social Media Marketing. Expert Journal of Marketing, 1:28-35.

[2] Wang, Z. and Kim, H.G., 2017. Can Social Media Marketing Improve Customer Relationship Capabilities and Firm Performance? Dynamic Capability Perspective. *Journal of Interactive Marketing*, 39, pp.15-26.

[3] Filo, K., Lock, D. and Karg, A., 2015. Sport and social media research: A review. Sport Management Review, 18(2), pp.166-181.

[4] Alalwan, A.A., Rana, N.P., Dwivedi, Y.K. and Algharabat, R., 2017. Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*.

[5] Morrison, K., 2017. *Influencer Marketing Is Becoming an Essential Business Strategy (Survey)* [online] available at: http://www.adweek.com/digital/influencer-marketing-is-becoming-an-essential- business-strategy-survey/ [Accessed on 16 May 2017].

[6] Kaplan, A. M. and Haenlein, M., 2010. Users of the world, unite! The challenges and opportunities of social media. Business Horizons, 53 (1), pp.59-68.

[7] Wikipedia (2009), http://en.wikipedia.org/wiki/Starbucks, 15/03/2010.

[8] Emily Bryson York, *Starbucks gets its business brewing again with social media,* Advertising Age (2010), http://adage.com/, 16/03/2010.

[9] My Starbucks Idea (2010), http://mystarbucksidea.force.com/23/04/2010.

[10] Adam Ostrow (2009), *Starbucks Free Pastry Day : A Social Media Triple Shot*, Mashable, http://mashable.com/2009/07/21/starbucks-free-pastry-day/ , 18/03/2010.