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Web 2.0: an assessment of social marketing principles

Web 2.0

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Abstract

Purpose – The purpose of this paper is to examine the use of social marketing principles in Web 2.0 commercial and social marketing campaigns.

Design/methodology/approach – A literature review and online search were conducted to document the types of products and behavior change initiatives being marketed on Web 2.0 platforms. Case studies from commercial and social marketing were critically reviewed to determine whether they exhibited one or more of the principles of social marketing.

Findings – Results demonstrated that social marketers can employ the following social marketing principles to successfully design and implement a Web 2.0 campaign: consumer orientation, behavior change, market segmentation and targeting, mixed methods, exchange and competition.

Originality/value – The findings present originality and value to social marketers who want to effectively integrate, expand and apply Web 2.0 channels to meet their behavior change goals.

Keywords Web 2.0, Social media, Social marketing, Commercial marketing, Social marketing principles

Paper type Research paper

1. Introduction

The current paper reports findings from a literature review and online search examining commercial marketing and social marketing initiatives promoted on Web 2.0 platforms. Case-study examples are explored and their use of the principles of social marketing is described. Learnings for the practice of social marketing are presented.

The evolution of marketing: key definitions

Marketing theorists have long disputed the various sciences, theories and definitions of the term marketing. Two debated concepts in relation to marketing theory are whether marketing should be considered solely an economic process or also a social process (Bartels, 1976). Interestingly, in 2008 the American Marketing Association (AMA) described marketing as a social process, with a new definition: “marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large” (Rownd and Heath, 2008, p. 1). The definition was inherently different than the formerly accepted definition of marketing the AMA offered that emphasized marketing as an economic process:



[...] marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders (Rownd and Heath, 2008, p. 1).

Social marketing is a discipline that has evolved specifically from the idea of using marketing principles for social good. Kotler and Zaltman (1971) first coined the term social marketing in the early 1970s to describe a marketing process that could be used to address a social cause, idea or behavior. Kotler *et al.* (2002, p. 5) now offer the following definition of social marketing:

[...] the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify or abandon a behavior for the benefit of individuals, groups, or society as a whole.

The principles of social marketing

Social marketing shares similarities with commercial marketing, namely utilizing marketing principles in the planning and evaluation of marketing campaigns. Key marketing principles often discussed include: consumer orientation, behavior change, market segmentation and targeting, mixed methods, exchange and competition (Kotler *et al.*, 2002; National Social Marketing Centre, NSMC, 2010). Researchers have defined these principles as they are used in social marketing campaigns as follows:

- *Consumer orientation.* Target audiences are often referred to as customers and are put at the forefront of all behavior-change efforts (Social Marketing National Excellence Collaborative, 2003). Their unique needs, wants and perceptions are considered from the outset of planning a social marketing campaign (Andreasen, 1995). Often consideration of the customer is taken into account with the help of research methods and sources to inform the campaign (NSMC, 2010).
- *Behavior change.* Rather than simply raising awareness or changing attitudes, the fundamental goal of social marketing campaign efforts is behavior change and success is determined using behavioral measures (Andreasen, 1995; NSMC, 2010).
- *Segmentation and targeting.* Social marketers go through a detailed market segmentation process to define a target market, which allows for a customized strategy that focuses on a unique subgroup (Andreasen, 1995). Demographics, psychographics and behaviors are often considered when determining mutually exclusive target audience(s) for a social marketing campaign (NSMC, 2010; Maibach, 2002).
- *Mixed methods.* Consideration of the full marketing mix (i.e. “Product”, “Place”, “Price” and “Promotion”) is used rather than one method in isolation (NSMC, 2010). Andreasen (2002) argues that if resources permit, the use of multiple media channels that convey consistent messages is a particularly effective social marketing strategy when addressing one of the 4Ps – Promotion (the media message and channel used to promote a social marketing campaign). This strategy is often referred to as integrated marketing communications (IMC). Specifically, a campaign that employs IMC attempts to integrate and coordinate all communication messages across different media channels and tools to increase campaign effectiveness (O’Neil, 2003).

- *Exchange.* Mechanisms are in place to ensure benefits or perceived benefits of a social marketing offering (e.g. timely, explicit incentives or rewards) outweigh the price (e.g. financial, physical and social costs), thereby increasing the likelihood of voluntary adoption (Andreasen, 1995; Maibach, 1993; NSMC, 2010; Rothschild, 1999).
- *Competition.* For all social marketing product offerings, other products or behaviors compete to get the attention of the consumer (Rothschild, 1999). Social marketers attempt to employ strategies to minimize any competitive impacts, namely factors that may compete with social marketing efforts to gain the attention of target audiences (NSMC, 2010).

Web 2.0: a new era of marketing

Although conventional media, such as television, radio and print, are not near the point of extinction (Bernhardt *et al.*, 2009), Web 2.0 is being used by marketing practitioners in various disciplines to reach and engage target audiences and even allow them to play a role in how they receive marketing messages (Parise and Guinan, 2008).

What is Web 2.0? Web 2.0 is defined as web pages that use a two-way stream of communication between users, allowing them to socialize online (Evans, 2008) and to share their own user-generated content (Lefebvre, 2007; OECD, 2007; Thackeray *et al.*, 2008).

In this new era of marketing, instead of receiving messages in the expert-based, top-down information approach of the past, target audiences are turning to one another online through a peer-to-peer flow of information and actively participating in initiatives using information creation as well as exchange (Bernhardt *et al.*, 2009; Daugherty *et al.*, 2008; Lefebvre, 2007). Examples of popular Web 2.0 applications which allow for online user-generated content sharing or social media interactions include, but are not limited to: file-sharing sites (Flickr for photo sharing: Eason, 2007), blogs (e.g. Blogger.com: Thackeray *et al.*, 2008), wikis (e.g. Wikipedia: Kennedy *et al.*, 2007), and social networking sites (e.g. Facebook: Kennedy *et al.*, 2007; Twitter: Lefebvre, 2009).

Web 2.0 penetration by penetration, reach, and age. Overall reach and penetration of Web 2.0 differs geographically. In April 2010, at least four in ten adults living in Poland, Britain and South Korea and at least a third of adults living in France, Spain, and Russia used social networking sites (Pew Research Center, 2010). Indonesia and Pakistan had the lowest social networking prevalence. A separate study by Nielsen (2010) reported that the highest rates of time per person on social networking sites and blogs in April 2010 were in Australia (an average seven hours and 19 minutes), the USA (an average six hours and 35 minutes), and Italy (an average six hours and 28 minutes). Facebook had its widest reach in Italy, Australia, the USA and the UK during April 2010 (Nielsen, 2010).

The consumption, creation and distribution of Web 2.0 is increasing over time and becoming accessible to users of various ages and demographics (Lenhart, 2009). Initially, Web 2.0 was first adopted by the youth audience. In the US for example, during 2008 nearly three in four American youth ages 18-24 had a social networking site compared to only 7 percent of adults 65 years and older (Lenhart, 2009). By 2009, rapid growth among older age groups was evident; between January and July of that year, Americans ages 55 years and older using Facebook grew by 514 percent compared to an increase of only 5 percent among those ages 18-24 years (Schroeder, 2009).

A global survey conducted between 7 April and 8 May 2010 also reported an age gap in usage, with some differences between countries in the middle age group. Across 12 of the 22 countries surveyed, the majority of individuals under 30 years, but less than a quarter of those aged 50 and over, used social networking sites (Pew Research Center, 2010). In Britain, Poland, and the USA, individuals aged 30-49 years were also heavily involved in social networking.

Web 2.0 adoption by commercial and social marketers. Researchers argue Web 2.0 channels cannot be ignored – they should, and can be, implemented effectively (Bernhardt *et al.*, 2009). Yet, Web 2.0 adoption is occurring at different paces for commercial marketers and social marketers (Neti, 2011). Evidence exists that commercial marketers in general have been early adopters of Web 2.0 (Bughin *et al.*, 2009; Skiba *et al.*, 2006). Indeed, commercial marketers' significant uptake of Web 2.0 is summed up by Neti (2011, p. 2) in the statement: "nearly every business on the planet – from giants like Starbucks and IBM to the local ice cream shop – are exploring social media marketing initiatives".

On the other hand, social marketers themselves have been described as late adopters of Web 2.0 for their campaign efforts. Lefebvre (2007) mentions that social marketers often describe themselves as "dinosaurs" in relation to the wave of new media.

2. Research aims

The current study aims to illustrate how social marketing principles have been applied in both commercial and social marketing campaigns promoted on Web 2.0 platforms. By drawing on the principles of social marketing, and giving case-study examples from leading commercial industries, a case is made that social marketers can successfully implement Web 2.0 strategies.

3. Methodology

Two research questions were the foci of the study:

- RQ1. How have commercial marketing and social marketing campaigns used Web 2.0 platforms?
- RQ2. Do similarities exist between Web 2.0 marketing approaches and the principles of social marketing?

The first stage of the search involved the identification of peer-reviewed literature, Master's and PhD theses, gray literature and research reports. The research team determined appropriate electronic databases and web sites. Potentially relevant papers were found using these sources. The following databases were searched: InformaWorld, JSTOR, MEDLINE, ProQuest, Psych INFO, PubMed, SAGE Journals Online, Science Direct, Social Sciences Journals, Google Scholar, Google search engine, and, Social Marketing ListServe. An overview of additional academic journals searched:

- *Advances in Consumer Research.*
- *International Journal of Health Promotion and Education.*
- *International Journal of Market Research.*
- *International Journal of Research in Marketing.*
- *Journal of Advertising.*
- *Journal of Advertising Research.*

- *Journal of Consumer Psychology.*
- *Journal of Consumer Research.*
- *Journal of Marketing Management.*
- *Journal of Public Health.*
- *Psychology & Marketing.*
- *Social Marketing Quarterly.*
- *The Journal of Business Research.*
- *The Journal of Marketing.*

Articles were included if they:

- were written in English;
- were written before 1 December 2010;
- drew on published and/or unpublished research;
- focused on Web 2.0 (Web 2.0; OR social networking; OR blog*; OR podcast*; OR wikis; OR file sharing; OR social bookmark*);
- focused on Web 2.0 platforms (Facebook; OR MySpace; OR Twitter; OR Wikipedia; OR Blogger.com; OR LinkedIn; OR YouTube; OR Flickr; OR RSS Feeds; OR del.icio.us; OR reddit; OR Digg); and
- focused on a marketing (social marketing; OR marketing; OR marketing for social causes; OR campaigns, OR programs) or health promotion (health promotion; OR public health; OR health information; OR health intervention; OR health education) campaign, program, or intervention.

Articles were excluded when they:

- were not written in English; and
- discussed the technical components of internet technology.

In total, 94 references were identified and screened by title, abstract and then full-text during the first phase of the search. During the second phase of the search, the 94 references were reviewed and exclusions were screened out if articles:

- did not display at least one principle of social marketing – consumer orientation, behavior change, segmentation and targeting, mixed methods (i.e. Product, Place, Price and Promotion), exchange, or competition; and
- did not specifically discuss a Web 2.0 campaign or initiative from commercial marketing, social marketing, or health promotion.

The final sample was 47 articles – 21 of which were about Web 2.0 commercial marketing campaigns (15 online and six academic references) and 26 of which were about Web 2.0 social marketing campaigns (eight online and 18 academic references).

4. Literature review findings

Web 2.0 articles from commercial marketing and social marketing which exhibited one or more social marketing principles were examined to determine general trends in the

data with regards to how each principle was addressed in a Web 2.0 context (NSMC, 2010). Not all articles found are mentioned below but rather those which best addressed the key aspects of social marketing theory in the Web 2.0 campaigns examined.

Consumer orientation: Web 2.0 commercial marketing campaigns

Effective Web 2.0 commercial marketing campaigns exhibited the presence of a consumer orientation: they took into account target audiences' needs, wants and perceptions to inform campaign strategies (NSMC, 2010). One of the ways in which Web 2.0 campaigns displayed a consumer orientation was by engaging with the target audience and empowering them to design the campaign promotional materials.

In a recent Web 2.0 Doritos campaign, the target audience entirely designed campaign promotional materials (Kozinets *et al.*, 2008). The campaign was entitled "Crash the Super Bowl", and consumers were encouraged to put together 30 second ads for Doritos. The top ads were selected by the advertisers and voted on by a consumer audience to be aired during the Super Bowl. The campaign took on a viral effort – contestants set up their own blogs, web pages, YouTube links and voting campaigns to promote their work.

Likewise, the tequila company, Patrón Tequila, designed a Web 2.0 campaign which encouraged the target audience to form campaign messages about how to use the product. Facebook fans were encouraged to post their favorite tequila recipes so that other members could vote on submissions. Entitled "Patrón Cocktail Lab", users who submitted recipes could win prizes, such as free entry into Patrón events, or have their recipe cited as an official, Patrón-recognized drink (Van Grove, 2010d).

Consumer orientation: Web 2.0 social marketing campaigns

As with commercial marketing, Web 2.0 social marketing campaigns which addressed the key aspects of consumer orientation did so by empowering target audiences to design campaign promotional efforts.

In the social marketing campaign "VERB", for example, Web 2.0 strategies were geared to Americans aged nine to 13, or "tweens" (Huhman, 2008). This campaign was designed to encourage physical activity among youth using a mixture of social marketing, Web 2.0 strategies, partnerships, and community events (Huhman, 2008). One of the tactics to encourage physical activity among youth was for the target audience to own and design the campaign message, including live recordings of physical activity, blogs and videos created by tweens about how they were engaging in physical activity using a campaign product, the "Yellowball". The VERB Yellowballs were balls which were distributed at schools, recreational centers, shopping malls, and key events (such as concerts and sports games). Approximately 500,000 balls were distributed across the USA. Interestingly, following completion of campaign funding, advertisements and videos about VERB were still being uploaded on YouTube, demonstrating an ongoing engagement among tweens.

"Earth Hour" is a social marketing campaign which uses Web 2.0 to promote action against climate change by asking members of the public to turn off their lights for one hour on a designated day in March (Campbell, 2010; Cheong and Lee, 2010). Earth Hour engages participants in creating their own images that are utilized in the campaign's promotional materials. Each campaign year, videos are premiered to encourage

behavior change toward reduced energy consumption. These videos are target-audience generated forms of communications: they include images from millions of people worldwide who shared them on social-media sites (namely Flickr) when they had participated in the campaign (Campbell, 2010).

Behavior change: Web 2.0 commercial marketing campaigns

Innovative Web 2.0 commercial marketing campaigns promoted on Web 2.0 platforms effectively addressed the principle of social marketing – behavior change (rather than simply awareness raising) and the presence of behavior change measures of success. McDonald's is a case-study example of a commercial company that promoted efforts on Web 2.0 channels and measured the resulting behavior change in dollars. Through a partnership with a location-based social networking Web 2.0 mobile application, "Foursquare", McDonald's released Web 2.0 campaign messages encouraging consumers to "check-in" at restaurants using their mobile phones and in doing so, receive free food vouchers (Van Grove, 2010c). For one day, McDonald's gift cards valued at \$5-\$10 were randomly awarded to customers who checked into McDonald's. Campaign efforts were described as successful: sales during the gift-card promotion increased by 33 percent. The overall cost-benefit analysis of the Foursquare Web 2.0 marketing effort for McDonald's was considered inexpensive with the cost of the effort being only US\$1,000. Dominos UK has also undertaken a similar Web 2.0 campaign with Foursquare, reportedly responsible for a 29 percent increase in profits (Van Grove, 2010a).

Starbucks Web 2.0 marketing efforts also used behavior change goals to promote its greener image (Sniderman, 2010). Joining forces with the nonprofit Oxfam, Starbucks launched a Web 2.0 campaign to help promote fair wages for coffee roasters in Ethiopia (TakingITGlobal, 2008). A contest was run where, following exposure to Web 2.0 messages, customers were encouraged to visit a store with their own coffee mugs in hand to get free coffee (Santo, 2010; Sniderman, 2010; Van Grove, 2010e). Starbucks reported that as many as one million consumers visited their stores directly as a result of the campaign.

Behavior change: Web 2.0 social marketing campaigns

Web 2.0 social marketing campaigns also effectively employed behavior change strategies – a key aspect of social marketing theory. The VERB campaign made use of new media (Huhman, 2008), and incorporated several strategies aimed solely at behavior change. Tweens were encouraged to record physical activity on the web site, play with one of the 500,000 Yellowballs distributed in different parts of the USA, then pass the ball on to another tween and blog or create a video about the related behavior change experience. Tweens could also follow how others were using the same ball (through the use of an online tracking system which had a code associated with each ball that tweens were blogging or creating videos about). Campaign evaluation results found tweens had generated more than 17,000 Yellowball blogs and created more than 170,000 videos.

The Web 2.0 Earth Hour social marketing campaign also encourages behavior change by asking participants (individuals, organizations, businesses, governments, cities, towns or municipalities) to switch off their lights for a specified hour in March (Campbell, 2010). Behavior change measures found that the 2009 campaign efforts

alone resulted in over 4,000 cities across 88 countries participating in the event – approximately one billion individuals worldwide (YouTube, 2009).

Segmentation and targeting: Web 2.0 commercial marketing campaigns

Successful Web 2.0 commercial marketing campaigns demonstrated a target market or unique subgroup for a customized marketing strategy. Philadelphia Cream Cheese recently identified its Web 2.0 target audience as kitchen-savvy women who lived in Philadelphia (Kessler, 2010). Through the use of a contest, the company invited these women to invent their own Philadelphia Cream Cheese recipes and upload videos of these inventions to a contest site. Approximately 5,600 videos were uploaded, considerably higher than the company's original goal of 400! The branded social networking site created for the campaign, "Real Women of Philadelphia", now has a membership base of over 30,000 women and the company reported a 5 percent sales increase from their Web 2.0 marketing efforts.

Segmentation and targeting: Web 2.0 social marketing campaigns

Successful Web 2.0 social marketing campaigns also displayed an integral social marketing principle – segmenting and targeting. For example, in the Web 2.0 VERB campaign, the target market was identified as adolescents and eventually segmented into young adolescents, tweens (Wong *et al.*, 2004). The original reasons for choosing this niche were that they were at the beginning stages of making their own lifestyle decisions and had low rates of physical activity (Wong *et al.*, 2004).

The Web 2.0 social marketing campaign "Heart Truth" was also geared toward a segmented market: fashion-conscious women in the age category for being at risk for heart disease – 40-60 years of age. Web 2.0 strategies included contacting high-influence bloggers who focused on women, health, motherhood, fashion and entertainment in their blogs. These bloggers were invited to the campaign events in early 2007 and 2008: "National Wear Red Day" and the "Red Dress Collection" (Taubenheim *et al.*, 2008). The team's outreach to 40 bloggers in 2007 led to 300 blog posts about the events, and the outreach efforts in 2008 to 137 bloggers led to 536 blog posts (Taubenheim *et al.*, 2008).

IMC: Web 2.0 commercial marketing campaigns

Innovative Web 2.0 commercial marketing campaigns used IMC approaches in the promotion of campaigns – in particular, multiple Web 2.0 platforms were used to connect campaign messages and increase effectiveness (O'Neil, 2003). The recent Budweiser campaign to promote their sponsorship role in the 2010 FIFA World Cup is an example of such an approach (Lozoff, 2010). The Web 2.0 platforms utilized for this campaign included both YouTube and Facebook to promote the campaign. "Bud House", an online reality show, ran during the World Cup with 32 residents living in a televised house representing competing teams. As the FIFA World Cup ran its course, individuals from the different teams left the house as their teams lost. The show was promoted on YouTube and generated four million views and one million likes on Facebook. Budweiser even released a virtual face-painter application on Facebook, allowing fans to paint their photos with the flag from their participating nation in the World Cup.

IMC: Web 2.0 social marketing campaigns

Successful Web 2.0 social marketing campaigns also utilized IMC approaches by promoting and integrating messages on various Web 2.0 platforms to increase campaign impact. The Web 2.0 social marketing campaign to prevent swine flu by the US Centers for Disease Control and Prevention (CDC) in 2009 used multiple Web 2.0 strategies: an automated syndication with up-to-date H1N1 information published on interested parties' sites, graphical buttons users embedded on their own social networking profiles (such as MySpace and Facebook) with flu-prevention reminders, and a CDC/Swine Flu Twitter page of approximately 700,000 followers tweeting flu-prevention messages (Wagner, 2009).

With the goal of increasing women's knowledge and behaviors toward preventing heart disease, the Heart Truth campaign also used several Web 2.0 platforms to promote its campaign: social networking sites, social web applications, photo galleries and social bookmarking sites. A click-through rate of 28-36 percent for electronic-newsletter advertising followed the campaign implementation (throughout 2007 and 2008); 619,348 online impressions in 2007 and 425,364 in 2008 from the blogs; event videos being viewed more than 90,000 times in 2008; and a Flickr photo gallery of 12,320 photo views. Practitioners deemed the campaign a success given it was "a federal government initiative without an advertising budget" (Taubenheim *et al.*, 2008, p. 64).

Earth Hour's presence online extends across multiple Web 2.0 platforms as well, demonstrating the use of IMC. Web 2.0 messages from Earth Hour are exhibited on a blog, YouTube, Flickr, MySpace, Twitter and Facebook (Campbell, 2010). In September 2010, for example, Earth Hour's Twitter account was following 9,859 users, had 32,497 followers and had sent 3,039 tweets. Earth Hour also uses mobile-technology applications, for instance an application which allows followers to remain connected to the campaign wherever they are as long as they have a compatible mobile device.

Exchange: Web 2.0 commercial marketing campaigns

Web 2.0 commercial marketing campaigns presented an exchange offering when communicating their campaign and specifically offered immediate timely and explicit incentives to increase voluntary adoption (Andreasen, 1995; Maibach, 1993; NSMC, 2010; Rothschild, 1999). The Real Women of Philadelphia campaign is an example (Kessler, 2010). This campaign exhibited the concept of exchange by using a competition to guarantee the immediate benefit of product participation and a reward with the chance to become recognized for a skill. Results proved that the exchange offer was a success. For the first iteration of the contest, women submitted instructional videos about their invented cream-cheese recipes (the use of Web 2.0 also further allowed them to upload their recipes and publish them in a timely fashion). In total, 16 finalists were chosen and flown to Savannah, Georgia, for a live webcast competition. Four winners were selected as hosts for the next iteration of the competition and won \$25,000 each. These hosts are currently accepting submissions for the cookbook that Kraft will create. Every day the hosts choose a winning recipe from the community, which earns its author \$500.

Exchange: Web 2.0 social marketing campaigns

Web 2.0 social marketing campaigns also addressed the exchange concept. The Swine Flu by the US Centers for Disease Control (Wagner, 2009), for instance, offered an

immediate reward for participation in its Web 2.0 efforts: the incentive to display a graphical button on users' Web 2.0 social-media profile to communicate to their friends that they were engaging in flu-prevention behaviors.

The Heart Truth campaign also included mechanisms for an immediate exchange, through the use of immediate, beneficial incentives (Taubenheim *et al.*, 2008). For example, widgets were available in this campaign as an interactive tool that users could immediately download and display on their own social media or internet pages. These widgets displayed a countdown to the campaign events. Red dress pins were also sold on the Heart Truth campaign web site.

Competition: Web 2.0 commercial marketing campaigns

Commercial marketers are particularly skilled at addressing competitive barriers, as shown in Web 2.0 marketing efforts. One way in which this was seen for Web 2.0 commercial marketing campaigns is contests that food retailers held to outpace their competition. To minimize competitive impacts, food retailers ran contests as a means to reward customers, gain target audience market share, and minimize the impacts of other fast-food or snack retailers. For example, Dunkin' Donuts, through their Facebook page, ran a video contest where fans could win a trip for two to Costa Rica, a tour of Dunkin' Donuts' coffee laboratory and 60 months of free coffee by submitting a 60-second video that described why they were the ultimate fan (Van Grove, 2010b). As previously discussed, Philadelphia Cream Cheese (Kessler, 2010) and Doritos (Kozinets *et al.*, 2008) also held similar types of competitions.

Competition: Web 2.0 social marketing campaigns

Web 2.0 social marketing campaigns were also shown to address competition. The VERB campaign, for instance, designed a unique campaign message for its target audience which addressed competition. In particular, VERB used a single Web 2.0 marketing message: physical activity was positioned as a fun and cool thing to do as well as a unique social opportunity in comparison to competing sedentary behavior (Huhman, 2008).

5. Discussion

Summary of key trends

A review of Web 2.0 case studies from commercial marketing and social marketing campaigns found that these efforts often displayed one or more principles of marketing (which are shared for both commercial and social marketing alike). Specifically, Web 2.0 commercial and social marketing campaigns often incorporated the following principles of social marketing: consumer orientation, behavior change, market segmentation and targeting, IMC, exchange and competition (NSMC, 2010). Some key trends existed in how each of these principles were addressed.

Consumer orientation. Both commercial marketing and social marketing campaigns promoted on Web 2.0 platforms were consumer oriented: target audiences' needs, wants and perceptions informed campaign strategies (NSMC, 2010). A common way consumer orientation was shown was the use of target audiences to design a product or campaign offering and share these materials on Web 2.0 platforms (e.g. YouTube's Crash the Super Bowl consumer-generated advertisements: Kozinets *et al.*, 2008; Flickr's target audience generated Earth Hour photos: Campbell, 2010).

Behavior change. Commercial and social marketers used behavior change goals and measures in Web 2.0 campaigns such as in-person check-ins on mobile applications and measuring the resulting financial gains (e.g. the McDonald's-Foursquare partnership: Van Grove, 2010c), and getting target audiences to experiment with campaign products as well as record their experiences on Web 2.0 platforms (e.g. the VERB Yellowball campaign where tweens blogged or created videos about their experience; Huhman, 2008).

Segmentation and targeting. Campaigns marketed on Web 2.0 platforms for both commercial marketing and social marketing sectors utilized a target market or unique subgroup for a customized marketing strategy. Often these target audiences were specific and defined, such as the Philadelphia Cream Cheese Web 2.0 target audience of kitchen-savvy Philadelphian women (Kessler, 2010) or the fashion-conscious 40-60-year-old women in the Heart Truth campaign (Taubenheim *et al.*, 2008).

IMC. Web 2.0 campaigns also showed the presence of an IMC strategy which used multiple Web 2.0 platforms to integrate and coordinate messages. Indeed, different Web 2.0 platforms were utilized to bring together campaign messages in several of the case studies examined, including the Budweiser-FIFA World Cup campaign, promoted on both YouTube and Facebook (Lozoff, 2010), and the social marketing swine-flu campaign by the CDC, promoted on Twitter and Facebook (Wagner, 2009).

Exchange. Web 2.0 commercial marketing and social marketing campaigns offered immediate timely and explicit benefits (or rewards) to demonstrate an exchange offering and encourage behavior change. Through immediate benefits of product participation, target audiences were able to become recognized for a skill (as was the case with the Real Women of Philadelphia: Kessler, 2010) or receive tangible products following campaign participation that could be displayed on Web 2.0 sites (for example, the swine-flu graphical button: Wagner, 2009).

Competition. Web 2.0 campaign examples were also found which addressed competitive barriers. Whether this be commercial retailers promoting contests to battle competing fast food or snack retailers (e.g. Dunkin Donuts video contest: Van Grove, 2010b) or social marketers promoting a campaign message which resonated with the target audience (e.g. the VERB campaign promoted the fun, cool, and social aspects of physical activity rather than health benefits: Huhman, 2008) and addressed competitive factors (e.g. the VERB campaign was designed to address the competing behavior of a sedentary lifestyle among tweens: Huhman, 2008).

The marketing mix. Due to the nature of Web 2.0 as a promotional tool, the researchers analyzed case studies based on one of the 4Ps, "Promotion", and were specifically interested in IMC approaches. However, Web 2.0 campaigns also displayed other elements of the other 3Ps in the Marketing Mix (namely "Product", "Price", and "Place"). For instance, for both Web 2.0 commercial and social marketing campaigns, target audiences documented themselves engaging in the desired campaign behavior at the associated place (e.g. McDonald's Foursquare partnership where consumers checked-in at restaurants to receive free merchandise; Van Grove, 2010c and Earth Hour consumer generated photography and videos of individuals turning their lights off; Campbell, 2010).

6. Conclusion

By examining the use of social marketing principles in consumer and social marketing Web 2.0 campaigns, and drawing on case-study examples from both the commercial and

social marketing fields, guidance is given for how social marketers can successfully implement Web 2.0 strategies using social marketing principles. In doing so, results attempt to address a key challenge faced by social marketers: how to effectively integrate, expand and apply Web 2.0 channels to meet behavior-change goals (Bernhardt *et al.*, 2009).

Implications for social marketing practice

The results of this review demonstrate that social marketers can employ social marketing principles to successfully design and implement a Web 2.0 campaign. Findings also imply that social marketers could address these principles in a Web 2.0 campaign by: encouraging target audiences to engage in the use of a product by creating their own campaign materials and uploading their creations on Web 2.0 sites (the consumer-orientation principle); using a direct behavior-change offering and allowing for target audiences to record behavior-change participation on Web 2.0 sites (the behavior-change principle); having a target market or unique subgroup to direct all Web 2.0 marketing strategies toward (market segmentation and targeting); incorporating multiple Web 2.0 platforms to integrate a campaign message (IMC); by encouraging live, recorded campaign engagement (Place-based marketing strategies); recognizing participation on Web 2.0 sites or giving tangible products that can be displayed on Web 2.0 sites (the exchange principle); and holding contests on Web 2.0 sites to address competing behaviors or formulating campaign messages which resonate with the target audience (the competition principle). Although many Web 2.0 campaigns discussed their use of one or more social marketing principle, the social marketing principles are designed to be integrated concepts – all present in an effective campaign (NSMC, 2010).

Suggestions for future research

One weakness of the current research is that it did not compare Web 2.0 campaigns which exhibited one or more social marketing principles with those that did not exhibit social marketing principles. An area for future research could be to compare how behavior change outcomes are influenced by their use, or not, of social marketing principles using a content analysis. Thackeray and Neiger (2009) have suggested that the impact of Web 2.0 communication on actual behavior change outcomes is a difficult area to measure, and one that is lacking in academically published research studies.

This research found that target audiences often designed their own Web 2.0 campaign message. Another suggestion for future research could be to measure whether user-generated content has an effect on individual self-efficacy or empowerment. Interestingly, researchers have found that the internet may provide a way for individuals to increase their self-efficacy, particularly in some areas of health self-efficacy (Arroyo and Tillinghast, 2009).

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