

Chapter 16

The Strategic Planning Process of Social Media Advertising in the Context of Integrated Marketing Communication

Füsün Topsümer
Ege University, Turkey

Dincer Yarkin
Gediz University, Turkey

ABSTRACT

With the rising number of Internet users and social media platforms, advertising found new source for flourishing. However, social media advertising contains different characteristics compared with conventional or mass media advertising. Social media advertising can provide peer-to-peer communication (instead of one-way communication as in mass media advertising). In the definition of advertising, we see that it is required to pay something for taking place in mass media, but in social media advertising, commonly there is no need for payment, if the right social networks are chosen. This chapter aims to evaluate the process of advertising planning in social media in the context of integrated marketing communication. This chapter contains detailed steps of advertising planning process in social media and comparison between planning process of mass media advertising.

INTRODUCTION

Advertising is a staple of the promotional mixes used by brands to reach members of their target audiences (both for business-to-consumer products and for business-to-business products) (Tuten, 2008, p. 2). According to American Marketing Association, “advertising is the placement of

announcements and persuasive messages in the time or space purchased in any of the mass media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/or persuade members of a particular target market or audience about their products, services organizations of ideas”. As inferred from the definitions, the main objective of advertising

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is giving proper information about the product or service for persuading potential or existing customers. To carry out this objective, mass media or traditional media is used as a platform for advertising.

Advertising planning is vital for companies for positioning themselves and their brands in the mind of customers in a right way with estimated expenditures. By advertising planning companies can measure efficiency by the number of the target audiences reached and effects on sales and profitability. In social media advertising planning process, steps are more likely traditional advertising planning differs with the wide range of tools which to be used for publishing ads.

BACKGROUND

Social media introduce substantial and pervasive changes to communication between organizations, communities, and individuals (Kietzmann, Hermkens, McCharty, & Silverstone, 2011, p.250).

This new form of media, requires strategic and visionary approach from initial to last steps from advertising point of view. Banners, pop-up ads, pop-under ads, interstitials, and so forth, are current variants of popular Internet advertising (Chun & Chen, 2006, p. 124). But all of them different in nature, and target audiences can be different characters. Mass media and social media advertisements are different in nature, mass media focuses on print and broadcast media, online advertising includes interactive, multi-way communication (Tuten, 2008).

MAIN STEPS OF STRATEGIC PLANNING

Planning is a formalized procedure to produce an articulated result, in the form of an integrated system of decisions (Mintzberg, 1994, p. 12). But, strategic planning looks at the alternative courses

of action that are open in the future, and when choices are made among the alternatives they become the basis for making current decisions (Steiner, 1979, p. 13).

According to Sorkin, Ferris and Hudak (1984), strategic planning consists of mainly seven steps:

- Scanning Environment.
- Select key issues.
- Set mission statements or broad goals.
- Develop goals, objectives, and strategies with respect to each issue.
- Develop an implementation plan to carry out strategic actions.
- Monitor, update, and scan.

According to Kaufmann and Jacobs (1987) in the first step, opportunities and threats are being assessed which will be base for step two and three. Strengths and weakness are developed in step four, step two and three also supports the formulating strategies in step five and six. In step seven plan is being evaluated and determined for going forward or not.

Leaders and managers of governments, public agencies of all sorts of non-profit organizations, and communities face numerous and difficult challenges (Bryson, 2011, p. 3). The competitive landscape for many industries has dramatically changed, forcing managers to reconsider not only the content of their strategic plans, but also the processes they use to develop and implement those plans (Dibrell, Down & Bull, 2007, p. 21). Competitive environment has time and cost based pressure on enterprises. According to Gregory (2007) Strategic management involves decision-making about an organization's objectives together with the formulation and implementation of plans, particularly regarding the allocation of resources, to support their achievement. As such, strategic management is a dynamic and complex process involving consideration of internal and external factors, in accordance with short and long term objectives.

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