

KYMENLAAKSON AMMATTIKORKEAKOULU

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International Trade

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Bachelor's Thesis 2009

Table of Contents

ABSTRACT

LIST OF FIGURES

LIST OF TABLES

1. INTRODUCTION	5
1.1 Preview	5
1.2 Purpose of the work	5
1.3 Research Question.....	6
1.4 Research methods and implementation	6
2. HOW SOCIAL MEDIA MARKETING EVOLVES THROUGH SNEEZERS	7
2.1 Viral marketing spreads everywhere	9
2.2 Permission marketing turns strangers into friends.....	11
3. SOCIAL MEDIA MARKETING	16
3.1 Marketing media sites	21
3.1.1 Twitter	21
3.1.2 Facebook.....	23
3.1.3 Podcasting & RSS	24
3.1.4 YouTube	24
3.1.5 Blogs.....	25
3.1.6 LinkedIn	26
3.2 Usage of social media	27
3.3 Which social media sites are used?	28
3.4 Time spend with social media	32
3.5 Marketing case	36
4. IDEAS AND REASONS FOR KYUAS TO ENTER THE SOCIAL MEDIA.....	41
4.1 Facebook	41
4.2 KyUAS's Facebook Page	42
4.3 YouTube.....	45
CONCLUSION.....	47
REFERENCES	49

ABSTRACT

KYMENLAAKSO UNIVERSITY OF APPLIED SCIENCES

Business Department – International Trade, Kouvola

Larsen, Jacob	Social media marketing & Kymenlaakso University of Applied Sciences
Bachelor's Thesis	51 pages
Supervisor	Ulla Puustelli, Senior lecturer
Commissioned by	Kymenlaakso University of Applied Sciences
December 2009	
Keywords	Social media marketing, consumer communication, marketing strategies, global connectivity

Marketers today have faced the evolvement of social media marketing and the need for education in online marketing has increased. Kymenlaakso University of Applied Sciences has thought of entering different social media sites to be able to reach new applicants for their international courses and degrees.

The objective of the thesis was to achieve a better understanding of the social media network and to find out the differences between the old and new media strategies for being able to determine if Kymenlaakso University of Applied Sciences better could benefit from advertising and promoting themselves online.

The majority of the research has been of theoretical material which could bring opportunities and ideas forward to find out how the social media landscape is built along with the procedures companies need for entering.

The conclusion showed good opportunities for KyUAS to enter the social media network. The visibility of the university could grow fast along with better informational service in both text and graphics for foreign students who is considering of studying abroad or more specific, Kouvola.

LIST OF FIGURES

Figure 1: The fashion/permission complex by Godin (2006)	8
Figure 2: The TV-industrial complex by Godin (2006)	9
Figure 3: Viral Marketing (UK Dedicated Servers / SEO Web Hosting 2009)	10
Figure 4: Current practice of permission marketing model 1. (Krishnamurthy 2001)	12
Figure 5: Current practice of permission marketing model 2. (Krishnamurthy 2001)	12
Figure 6: Current practice of permission marketing model 3. (Krishnamurthy 2001)	13
Figure 7: Current practice of permission marketing model 4. (Krishnamurthy 2001)	14
Figure 8: Circle of influence (Reed 2008)	16
Figure 9: Merger of influence (Reed 2008)	17
Figure 10: Follow Big Brother on social media (Channel 4 2009)	22
Figure 11: Do you use social media marketing? (Stelzner 2009, 11)	27
Figure 12: Experience with social media marketing (Stelzner 2009, 11)	28
Figure 13: Commonly used social media tools (Stelzner 2009, 19)	29
Figure 14: Preferred sites for new users (Stelzner 2009, 20)	30
Figure 15: Preferred sites by users with a few months experience (Stelzner 2009, 20)	31
Figure 16: Preferred sites by users with years of experience (Stelzner 2009, 20)	32
Figure 17: Weekly hours (Stelzner 2009, 12)	33
Figure 18: Helped me close business (Stelzner 2009, 15)	35

LIST OF TABLES

Table 1: VisitDenmark SWOT	37
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1. INTRODUCTION

1.1 Preview

As the internet is evolving faster than ever, online marketing is getting bigger, better and easier accessible for companies all around the world. The age of social media is here and is the fastest growing marketing media at present. Social media is growing beyond belief and yet the most renowned marketers predict that this is only the beginning of a whole new marketing chapter.

Social media marketing springs from several different directions, websites and media groups, from the smallest private blogger to the biggest company's Facebook profiles and even the president of the United States along with several governors are twittering.

Media marketing has grown fast the last years and more and more companies are investing in getting a piece of the action. Generating and interacting with contacts has become increasingly important. Customers are no longer satisfied with one product. Now products are plentiful leaving the consumer with a choice of purchase. Social media marketing sites are an inexpensive yet modern and efficient way to reach the consumers and meet the consumer's demands.

1.2 Purpose of the work

I have made this study to find out how companies can benefit from social media marketing. What kind of skills, experience and tools will the company need for creating a marketing campaign which will be seen and benefit the company. To survive in the current customer driven market companies have to change the earlier attitude of them delivering the products to the customers. Now it is the customers who are creating the demand and the companies who have to do the work to find out what the customers want.

Since this is a big development many companies do not know how to get started and be a part of this. Social media is a jungle with a big number of different sites which can promote the company in many different ways. This study will introduce the best known and biggest providers and look at how the companies benefit from this.

The goal in the end is to create suggestions, based on the achieved knowledge, to how Kymenlaakso University of Applied Sciences (hereafter KyUAS) as an institution can benefit from the social media through of viral marketing, social media marketing and permission marketing. KyUAS have many different lines and educations and this study will focus on the international English aspect.

1.3 Research Question

Can KyUAS as an institution through the social media marketing opportunities increase the amount of students applying for admission to the international degrees?

1.4 Research methods and implementation

There has not yet been made a lot of literature on this topic. Because of this you will find that the study has a lot of internet sources. Strategy in marketing has always been the key issue and with social media marketing this is no exception. Through the strategies the study must get into the opportunities and structure of the social media.

2. HOW SOCIAL MEDIA MARKETING EVOLVES THROUGH SNEEZERS

Seth Godin (2006) in a presentation at Google described his version of how to penetrate the social media marketing market. After giving several examples of what not to do he introduces what he calls “The fashion/permission complex” The first step which can also be seen in figure 1 is “Be Remarkable”. Make something that is worth making a remark about. It has to be so interesting that everyone wants to talk about it. Google is as a role model for the internet businesses in the fashion business and like Tommy Hilfiger and other brands in top of the list. Fashion is about creating trends and changing a product just a tiny bit all the time, just enough to make it remarkable again. This small change is creating a buzz and the “fans” will notice immediately. When a brand has been built like Google’s we would earlier describe it as consumer loyalty. Today this concept is called emotional marketing. Godin states: *If you want me to talk about something, you better deep down love it or else why should I?* (Godin 2006)

Companies who are making products in the safe zone also referred as “good enough” are not going to hang in. Just good enough will be noticed and no one will talk about it. Godin (2006) gives his favourite example with a cow. Cows are interesting for about 5 seconds before you realize it is a cow. All cows are the same but they are not remarkable.

Godin explains how to be remarkable. If you see a purple cow you certainly are going to make a remark about it. You will call your friends, take pictures and send them to your friends and when you get home you will surely upload the picture and the story to the web. You will put it to your Facebook profile; you will be twittering it and put it to all the blogs you know. This is the definition of remarkable. Telling a story and adding to the story. Change the story just a little bit all the time. In Google’s nature this is bringing something new all the time which consumers will love and talk about. We know this from Google Maps, G-Mail, Calendar and none the less Google Earth. (Godin 2006)

Building the story builds relationships, getting remarked about build the consumer platform. When more people get dedicated, more people will make the remarks and then even more people will know about you.

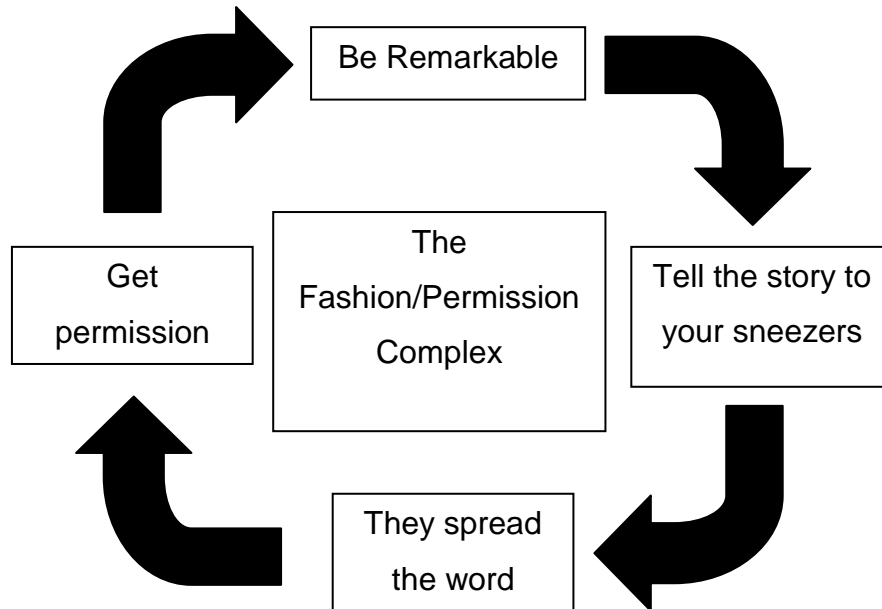


Figure 1: The fashion/permission complex by Godin (2006)

Godin (2006) explain that when you have a product which truly is remarkable or when you have added something great to your already remarkable product you have to let the world know. This you do by using your sneezers. Sneezers are the people who are most dedicated to your business. These people will spread the word; they are the people who will interrupt their friends, families and strangers online. Now, when all the sneezers have been talking about the product and spreading the word, a lot of new people will get in contact with you. The issue here is to get these peoples permission to communicate with them and by this creating more close consumers who are committed to make dialogue. Now the wheel is spinning. With more permission you have more people to follow you. With more people to follow you the more people will notice when you again make something new, more people will spread the word and again more people will know. This is very different from the old method of marketing where Godin has the TV-industrial complex circle as shown in Figure 2.

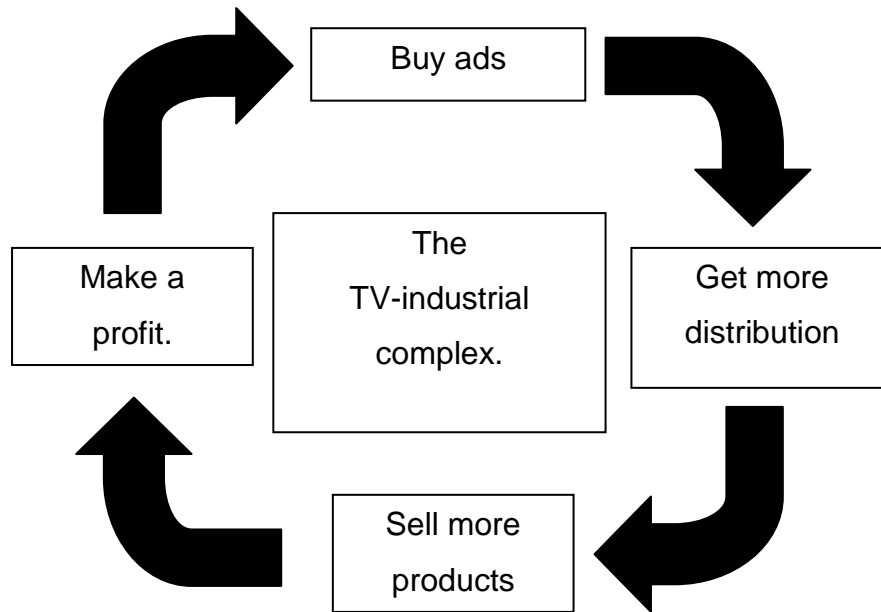


Figure 2: The TV-industrial complex by Godin (2006)

The figure shows the old way of marketing according to Godin (2006). Buy ads to interrupt people. The more adds the better. This is ads in magazines, TV, newspapers, radio etc. It will create more distribution, which sells more products, which makes a bigger profit which gives you money to buy more ads for. A lot of companies still market themselves by this concept. (Godin 2006)

2.1 Viral marketing spreads everywhere

Viral marketing is an advertising method that encourages people to pass along a message. Its goal is to generate buzz about a specific product, service, a company or an idea (River Plate Inc. 2008).

Viral marketing is an idea that spreads--and an idea that while it is spreading actually helps market your business or cause (Godin 2008).

Since the online marketing became an important issue for companies several of them have used big money trying to gain a new customer platform. According to Philip Kotler (2008, 125) they have rushed into the market too fast with too little planning or research. He believes the companies have tried

to be the first in their field and by that being able to gain the leadership. Earlier marketing was like that. An example of that is Tempo. Tempo is a tissue launched in Germany as the first on the market. Today most German people refer a tissue as a Tempo. The question is often; do you have a Tempo? This brand recognition is exactly what all companies are looking for. (Jones 2009)

Kotler (2008, 125) explains that the companies today are trying to gain customers instead of getting the brand recognition. What they should have done instead was to use their money more targeted and in viral marketing.

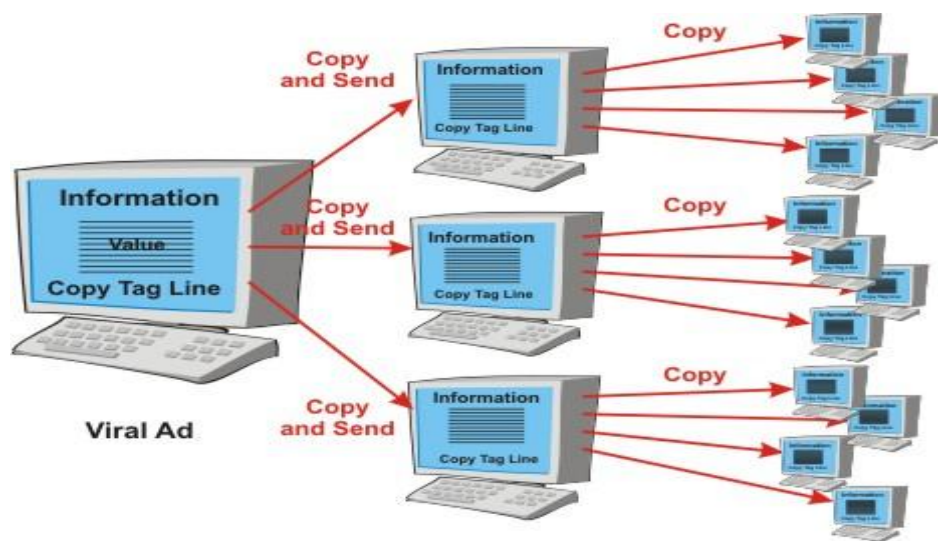


Figure 3: Viral Marketing (UK Dedicated Servers / SEO Web Hosting 2009)

In figure 3 we see an example of how viral messages spread. It starts from the publisher/creator. The user uploads the message to several media; this could be YouTube, Twitter, Facebook, blogs or something different. The message is clear. The more social media sites you upload the material to, the more people will be aware and the bigger are the chances more people will see them. As the figure shows, viral marketing moved by the sneezers are spreading precisely as virus.

Virus is a computer “illness” which spreads very fast from one computer to another, from network to network and can be very hard to stop. Viral marketing is in the same direction. Viral marketing is also often referred to as the “word of mouth” of the digital age. It seems we no longer talk so much with each

other, but we write. The online world is a big discussion forum where everyone can talk to everybody sitting at home behind the computer screen.

Hotmail – an example of viral marketing

According to Viral Curve (2009) one of the most classic examples of viral marketing is Hotmail. Hotmail was launched in the middle of the 90's and was one of the only ones which were free. The big thing about Hotmail was that it was accessible everywhere in the world where internet was reachable. Hotmail is a free mail program and you could have several accounts if you pleased. Hotmail's marketing was from the beginning very simple but very clever. In the mails sent from Hotmail there was advertising. Not from some random company but from themselves. In the bottom of every mail sent the company had added "*Get your free email at Hotmail*". This meant that every time a mail was sent from Hotmail the next person would know where to get a free internet based mailing system. In two (2) years hotmail grew to an impressive 12 million accounts with basically no money spent on advertising (Vital Curve 2009)

2.2 Permission marketing turns strangers into friends

Companies have changed their marketing methods accordingly to the change in the possible marketing method from mass marketing to different segments, to niche markets and these days to individual consumers. For a long time companies have been able to gain more and more insight in private peoples habits, email addresses, phone numbers and so on and this has been the way to target them. At the same time consumers have been trying to avoid this direct marketing consisting junk (snail)-mail, phone calls and E-mail spam. Kotler uses IBM as an example explaining that they went away from bombarding customers with various advertising and instead asked each manager; what are you interested in? How do you prefer we reach you and how often can you be contacted. (Kotler 2008 116-117)

To give a better understanding of permission marketing pictures can be a good help. Figure 4, shows a simple relationship between the advertiser and the consumer. This is for example airlines where consumers can sign up to get bonus points to a bonus card and in return the company can send a promotional mail once in a while or maybe a newsletter. The same is seen with chains like for example Kesko. In this case the targeted marketing is very low because the company only have a minimum of details from the consumer (Krishnamurthy 2001).



Figure 4: Current practice of permission marketing model 1. (Krishnamurthy 2001)

Figure 5 shows how consumers give information to a media site. The media site contacts their partners telling them about this new consumer who would like to receive promotional offers etc. This is a small step up from figure one but still in the low end of the permission range, low – middle level.

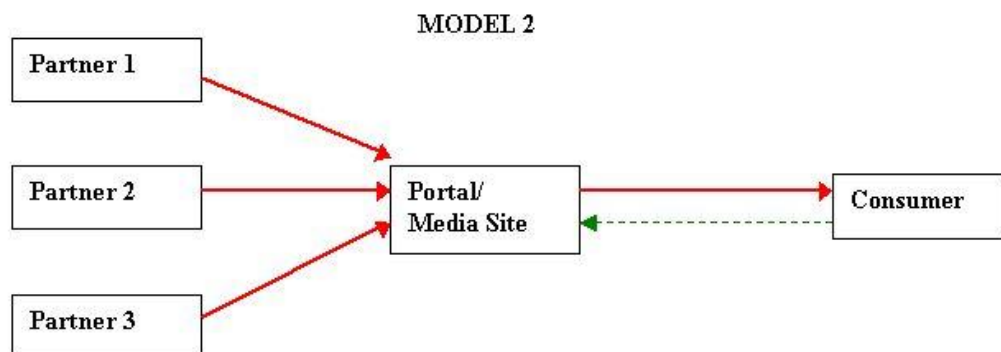


Figure 5: Current practice of permission marketing model 2. (Krishnamurthy 2001)

In figure 6 we are moving into the more targeted advertising. The infomediary (see figure 6) collects detailed information from the consumer and then provides the right advertiser with this information. The advertiser then can send specific marketing which meets the exact consumer needs.

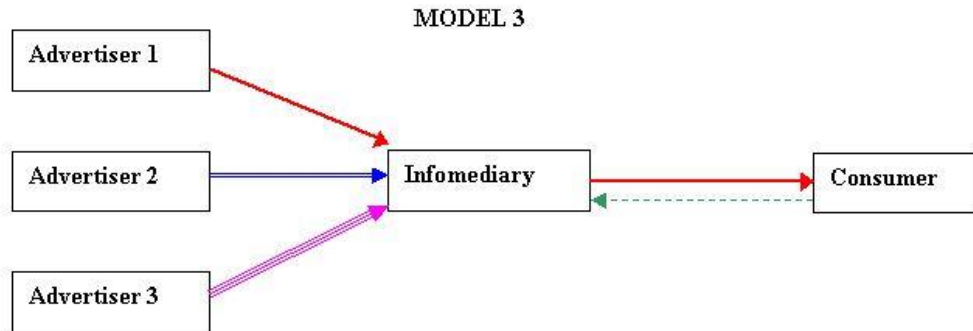


Figure 6: Current practice of permission marketing model 3. (Krishnamurthy 2001)

Figure 7 is also high targeted advertising. Here several companies are gathering exact and detailed information from the consumers. Then they put all the customers into the same database and from here the advertisers can see who needs what. This is highly efficient because the advertisers knows who to contact and the info have been collected for several companies which makes the database much bigger than for example model 3, where there only was one who was collecting the information. In this we get maximum outcome for the consumer who only get marketing of interest and for companies who does not have to use resources on wasted marketing expenses. (Krishnamurthy 2001)

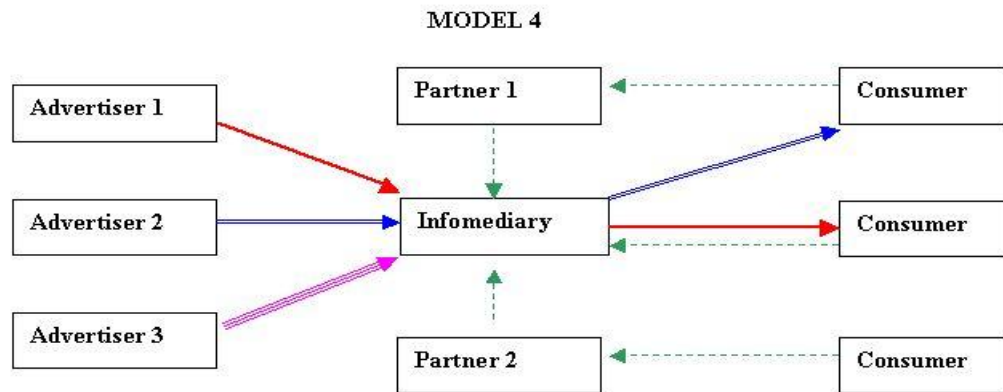


Figure 7: Current practice of permission marketing model 4. (Krishnamurthy 2001)

Marketing & dating

Time is the issue at hand these days. For a long time people were willing to pay a lot for their products because there never were enough of them. However today we are floating in various options and it can be very hard to find the right thing to buy, simply because the offer at hand is too big. The time pressure also makes us more and more annoyed with all the advertising which is wasting our time. We do not have time to get a marketing call on our phone or read several emails with offers we do not need. Today it is the customers who decide what they want. (Godin 1999)

People's interaction on the internet gives them the information they are looking for. People have got use to go online to find the things they are looking for. The internet is a database of information. Information based on reviews from other users, both good and bad, information on prices, value for money and for substitutions.

Dating and permission marketing go a lot hand in hand. In the book Permission marketing Seth Godin (1999) gives a good example of this. He describes that there are two ways of marketing, permission and interruption marketing. In his example he first takes the interruption marketer and put him in some fancy clothes, new shoes and expensive accessories. From here the marketer find out via his database where the best singles bar is. He goes

there and the first woman he sees he goes up to and pop the question: Will you marry me? Obviously the answer is no; they have never seen each other before. After his failure he proceeds to the next woman and the next until the night is over. Then he goes home wondering what went wrong. He works out that it must be the people around him there is something wrong with and he fires the tailor and the strategy expert who worked out which bar he should visit.

The permission marketer goes on a date. Here he is enjoying the night and they agree to meet again. After several dates they have known each other for a long time and he pops the question; will you marry me? Yes is the answer.

The difference between two ways the marketers are acting makes the difference. The permission marketer has got to know the person, the interests, passions and reactions. This makes him and permission marketing succeed. *It turns strangers into friends and friends into lifetime customers. (Godin 1999)*

3. SOCIAL MEDIA MARKETING

The social media have brought a lot of new things along. Marketing is that big issue at hand. Reed (2008) explains that marketers always have tried to get their message down through the traditional media channels. Maybe you by this can create a buzz around your product. The traditional model looks like this:



Figure 8: Circle of influence (Reed 2008)

In figure 8, the circle of influence we see the marketing department launching a marketing campaign. They bring it to the media who will market it. It could be a newspaper, magazine, TV or maybe radio. This is what we call mass marketing, marketing to the mass. After this there are a lot of experts who will make reviews on this product to find out the durability, quality and or usability. The last factor in the circle is friends and family, the people we trust, the ones who are closest to us. They also give us reviews and recommendations. Word of mouth, the holy grain as Reed (2008) calls it in his article.

Before social media marketing this was the way marketing was done. Today and even more in the future the concept will look different. People have started

to look for reviews from other peers. Peers are strangers however normal consumers who just spread their opinion on the product at hand. Because of this the circle of influence has changed. It is no longer the companies who are controlling the consumers but the consumers who control the companies. The new model looks like this.

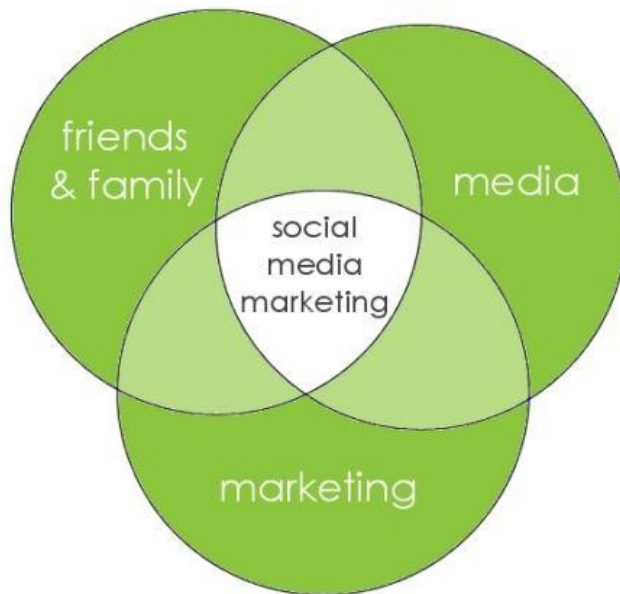


Figure 9: Merger of influence (Reed 2008)

In the merger of influence we can see that everyone is on the same level. The media here is represented by the web. Friends and family are creating their own media via blogs, videos, profiles at twitter, MySpace, Facebook etc. Here they advise each other to what is new, trendy and good value for money. Your friends have now become the evaluator and recommender, which have much more impact on your decisions of purchase compared to mass marketing.

The companies now have the chance for creating direct permission marketing through these channels. This means the consumer can tell the company what they actually are interested in and looking for, and then the company can send advertising in just that range of products. (Reed 2008)

New vs. old marketing

David Meerman Scott (Scott 2009, 8) is describing the old rules more in details and more straight. For example: *“Marketing simply meant advertising”* and *“Advertising relied on interrupting people to get them to pay attention to a message”* besides this he is also stating that advertising was one way communication and that ads were based on campaigns which had a limited life span. This kind of marketing is to be considered dead with the launch of social media marketing.

The new rules are according to Scott (2009) all in the social media world. It consist of among others *“Marketing is more than just advertising”* People want authentication and participation instead of spin and propaganda. Interrupting the consumers with one way marketing have been changed to delivering the marketing at the right time to the right people this means that marketers must target the right people despite it being a small group.

Scott (2009) gives a good example of how the new marketing works. Amazon was one of the first to fully understand the concept of listening and guiding to the customer. Search and browse are the ways consumers interact with the web content. When consumers have searched something in Amazon the system understands the search. First it gives the search results but at the same time Amazon brings similarities. This could be items within the same genre or brand. It also shows what other people who bought the product also bought. More than this Amazon has a rating system where people who have bought the same product can rate the item as well as leaving a review for the other users to read *“what they are buying”*.

When the transaction is getting completed Amazon asks if they can send you material on new items in the same genre etc. and then send you a mail every time new products in the same category come up. This gives the consumer a delightful experience and close contact to the webpage because they get several results in their interest range. They get to read opinions from ordinary people and see ratings of the purchase in hand.

Label revolution

In a talk by Shirky (2009) he reveals how social media makes history. Clay Shirky is an American writer and teacher who teach “New media” at New York University. He is also a consultant who make speaks about the social and economical effects on the new internet technologies (Shirky biography 2009)

Clay Shirky is presenting what he calls the Label revolution. The label revolution describes how the media landscape has transformed since the beginning. According to Shirky (2009) there are only 4 changes in the last 500 years which qualifies to be in the label revolution.

The first one is to be the printing press, which started in the middle of the 14th hundred. After this came the two way communication media also referred to as conversational media, first the telegraph and then the telephone. Following was the recorded media consisting of pictures, recorded sounds and in the end movies. Radio and TV came after this, broadcasting live media through the air.

What Shirky (2009) states in his presentation are that this was how most people grew up in the 20th century! The problem with this was that if you want to have a conversation it can only be with one other person and therefore is not good at creating groups and the media which are good at creating groups cannot make conversations and will thus only be able to give the same message to everyone in the group either via a broadcasting tower or the printing press. This is an either one or all society.

He explains how the internet gives us the many – many communication possibilities. At the same time, he says that all media is getting digitalized and the internet is getting the host for all other Medias. Phone calls, magazines, newspapers, TV and movies. This means that people who were interested in something specific now can get together online and talk about it as well.

Everyone becomes a publisher

Shirky (2009) explains that this makes all consumers producers. It is now possible for everyone to connect to everybody. This is because the tools we use to be consumers are the same tools that are needed to be producers. Shirky gives the example that it would be the same if: *when you bought a book they threw in a printing press for free, it is like a phone that could turn into a radio broadcaster if you pressed the right buttons (Shirky 2009).*

The tools are our phones and computers. The example given was the major earthquake last year in China. People were taking video with their phone, taking pictures and sending it to friends all over the world. They were twittering it, so all their followers got to know immediately. The news was reported as it happened and this is a big thing (Shirky 2009)

Tribes/groups/movements connects globally

In a presentation; "The tribes we lead" by Seth Godin (Godin 2009) he explains how people are trying to change the current situation. Tribes have been around forever, tribes who all have a leader. Tribes are about leading and connecting people and ideas. Today we also involve in tribes. As Godin explains, people want to be a part of tribes; it can be work tribes, spiritual tribes or communities. Now tribes are everywhere because of the internet and mass media. It is easy to connect to everyone everywhere. What we are doing today is trying to find something worth changing and then we build a tribe by talking to a lot of individuals online who maybe have the same thoughts or simply just get interested. These people now start making new tribes and the snowball factor kicks in.

3.1 Marketing media sites

3.1.1 Twitter

Twitter was created in March 2006 by Jack Dorsey simply because he would like to find out what his friends were doing. In August 2006 Twitter was launched and fast grew very popular. (Twitter.com/about#about) According to Lavrusik (2009) Twitter in June 2009 had about 23 Million Tweepers, as people using Twitter are called.

Twitter is built to be a very simple and straight forward platform which simply is asking: What are you doing? Answering the question, other people who have decided to follow you will receive your post and be able to follow your life or what you are doing. The people you are writing to are called followers. Followers have chosen to follow you life maybe because they are your friends or your family. It could also be that they are people simply sharing the same interests as you or are people who find your opinions interesting. (Twitter 2009)

Twittering is often referred to as micro blogging. This is because the Twitter concept is blogging however the tweets/blogs you are posting has a limit on 140 spaces. This clever invention means that you do not have to be around a computer to tweet. SMS messages from mobile phones also have a limit on 140 spaces and because of that people can reach each other all the time from everywhere in the world. (Twitter 2009)

Followers or following

The concept of following is quite simple. After you sign up to twitter you have to find out what or who you would like to find out more about. The Twitter search engine will help you from there. You can search people you know, friends, family or who ever. You also have the opportunity to search famous people if you find them interesting. This could be everything from football

player's micro-blogging about their last match, actors sharing news about their new movie and politicians delivering messages about their campaign, life or opinions on current issues. Opportunities are many, fast and easy and can be delivered directly on your phone via standard SMS service. At present time Aston Kutcher, actor and husband of Demi Moore have 3,507,088 followers. This means every time he is writing anything on twitter, 3, 5 million people will get the message. (Twitter 2009)

When surfing the internet the surfer often will see a "follow" box like figure 10. This one is from the British big brother web site. It allows you to follow big brother via 4 different social media channels. Simply click the Twitter icon and you automatically are directed to Twitter.com where you have to write your login and password (if not already online). By doing so you are following Big brother in your Twitter and are getting all the interesting updates. Other social media sites you can enter from Big Brothers homepage is YouTube, BEBO and Facebook.



Figure 10: Follow Big Brother on social media (Channel 4 2009)

3.1.2 Facebook

Facebook is the biggest social media site on the web. It has more than 300 million active users with 50% of them logging in every day. This big number of users is built from a network of users connecting to each other on a friend request platform. The average member has 130 “friends” attached to their profile and besides this they are able to communicate in the 45 million different user groups sharing more than 2 billion pictures which already have been uploaded to Facebook. (Facebook 2009)

After Facebook opened for everyone to join (Facebook was before September 2006 only for students) (Scott 2009, 231) the number of users grew fast. Creating groups in Facebook is fairly easy and after setting up your profile you are ready to take over the Facebook universe. Facebook is very good for companies as well. Posting news and updates are very easy here; in Facebook this also includes pictures, small videos and various other applications. This is different from for example Twitter where text is the only option.

Another thing which is not the same as Twitter is that your friend group also has their information available. So all marketers know who they are sending the message to, not like Facebook gives the companies the possibility to gather and sort the people into different interest groups. This is an advantage because then you do not bother all your contacts when you write news and updates. It could easily be that you have several different interest groups. (Scott 2009, 232)

3.1.3 Podcasting & RSS

Audio on-line has been there since the beginning of the web. Podcasting also known as RSS (Really simple syndication or Rich Site Summary) have developed recently and are now used by marketers to get out their message. RSS is simple to use and for the listener it ensures updates from the web pages which they have chosen. This means the listener has signed up to hear about the products/development from the chosen feed. To use podcasting you simply need to have an mp3 player and software. Every time the listener plugs their mp3 player to the computer it automatically downloads the feed and places it on the mp3. For marketers this is perfect because the listeners really is interested and personally have asked for the interruption of the different companies marketing. (Scott 2009, 69-70)

3.1.4 YouTube

YouTube is the biggest video broadcaster on the web. People are uploading their private videos here to show to friends and family. *People are watching hundreds of millions of videos a day on YouTube and uploading hundreds of thousands of videos daily. In fact, every minute, ten hours of video is uploaded to YouTube.* (YouTube 2009) This is an immense amount of video feeds and people being on the site. This is why marketers have embraced YouTube. YouTube does also have tools for marketers to make it easier for them to create material for creating the right content.

This is again a page where it is the user who decides what to browse. YouTube have most of the viral marketing campaigns from companies like Nike, Diesel and BlendTec. They also have a lot of other viral things people can enjoy themselves with.

For people who would like to learn about something new. There are a lot of materials on people teaching others. This is everything from lectures from the gurus of marketing to the perfect golf swing etc. A search for keyword

“Marketing” gives more than 150,000 and golf swing gives you a bit more than 21,300 videos to choose from. (YouTube search 2009)

YouTube who is owned by Google also keeps improving in the speed of lightning. September 29th it was revealed that YouTube has made an agreement with Warner Music Group.

Under this new, multi-year global agreement, you will be able to discover, watch and share Warner music on the site, YouTube said in a statement according to (Sandoval 2009). *The partnership covers the full Warner catalogue and includes user-generated content containing WMG acts.* This is very good news for the millions of people who uses YouTube as a music player. Before users could also find and play the music but most likely this will mean that the quality will be much better as well as it actually will be legal for the users to stream the music videos.

3.1.5 Blogs

Blogging is also a great way to promote yourself or a company. A blog is a site where the author can write and share information with the user. According to Scott (2009, 45) there is a lot of software on the market which makes blogging a very easy experience. The good thing about blogging is the ease of interacting with consumers. Scott (2009, 47) *introduces blogs as independent, web-based journals containing opinions about anything and everything.*

Scott (2009, 47, 51) states that is very important to keep a good eye on the blog. Having a blog also gives the consumers the possibility to respond on the blog in such a negative way that it can hurt the company’s reputation. It is good to have critical feedback and share opinion, despite it leads to disagreements, however as long as the conversation is constructive it is good.

Making a blog interesting and promote it can be a big task. The suggestions how to achieve the desired success are many. The content is essential in a blog and the individual blogs should not be too long which could start to drive the interest away from the reader. When writing a blog it is very important to be sincere and genuine to the reader. When people have taken the time to read the blog and comment something on your blog it is important to show the responder that you appreciate his insights, meaning always respond to comments and/or questions within a reasonable time. Gillin (2009, 85-87)

3.1.6 LinkedIn

LinkedIn is an interconnected network of experienced professionals from around the world, representing 170 industries and 200 countries. You can find, be introduced to, and collaborate with qualified professionals that you need to work with to accomplish your goals. (LinkedIn 2009)

The LinkedIn community is reminding a lot of Facebook. However the two social media sites differentiate a lot from each other. The general thought LinkedIn is to generate a social network for the professional life. In LinkedIn people are uploading their CV's, gather recommendations from colleagues, friends and previous employers. This way people can advertise themselves for positions all around the world. The more people signing up for LinkedIn the more jobs will also be available. This makes it easier for companies to head-hunt staff through the community and to get several applications when they post an open position. Where Facebook is for private people, LinkedIn is more b-to-b.

According to LinkedIn media site, LinkedIn have more than 50 million users around the world and have executive members from all Fortune 500 companies.

3.2 Usage of social media

In the “Social media marketing industry report” by Michael A. Stelzner social media marketing has been researched. The report was created in March 2009 and gives a perspective of marketing in the social web.

To get a better overview of the social media of 2009 the figures are going to help us. In figure 11 we see how many of the asked people are using social media for business marketing. Astonishing 88% of the asked people are using social media for marketing. People who own their own business are more likely to use the media than people working for a company. The first impression of this figure could easily be misinterpreted because the amount of “Yes” answers could seem too high.

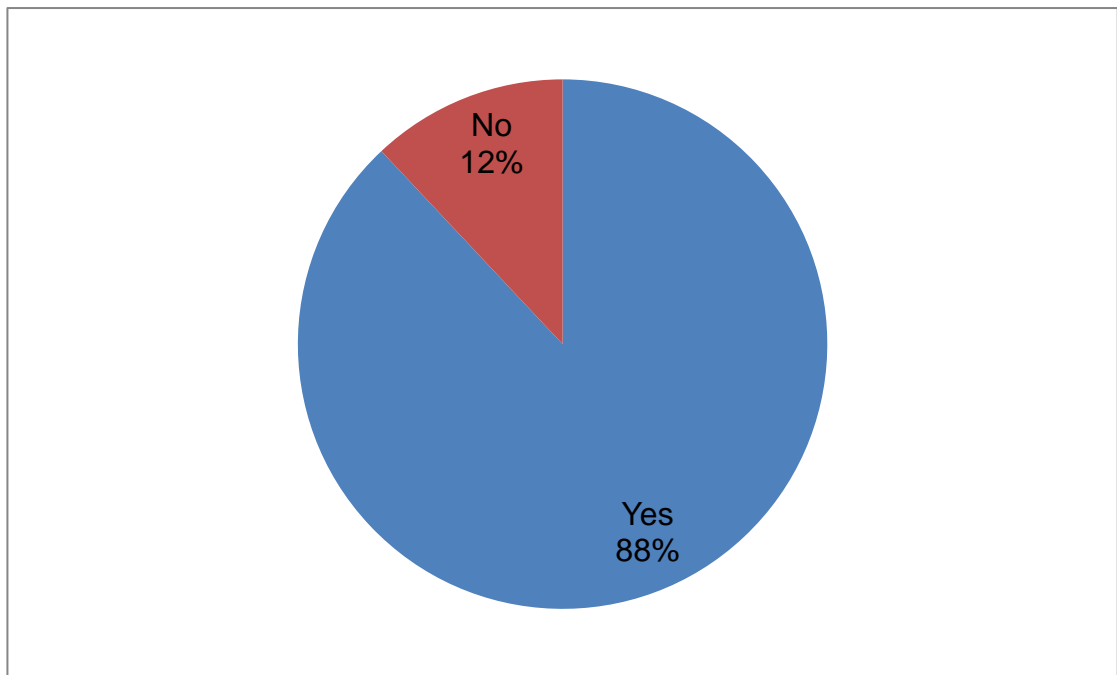


Figure 11: Do you use social media marketing? (Stelzner 2009, 11)

However looking at figure 12 an explanation can be found. This explains the experience levels of the marketers using the social media pages. Here we see that 72% of the marketers either are new or have been using it for a few months only. Clearly the trend has started and the businesses have opened

their eyes and found out that the social media world is the place to be. Only 23% of the asked people have good experience with social media marketing.

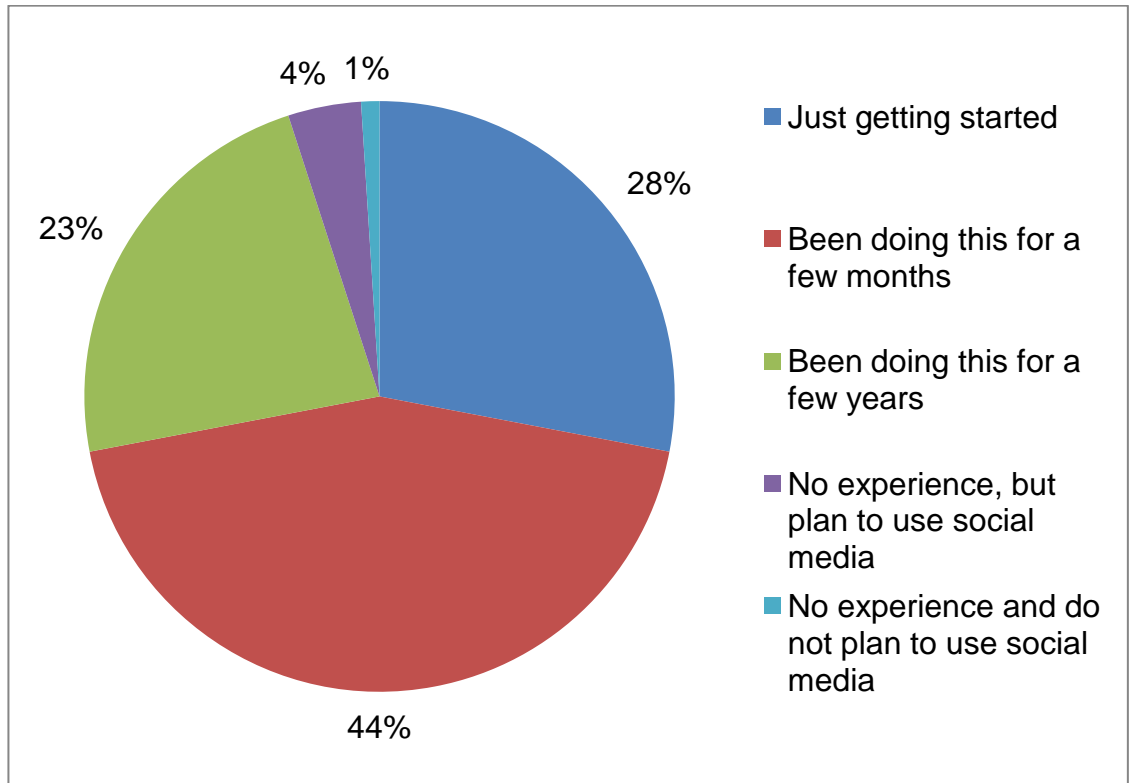


Figure 12: Experience with social media marketing (Stelzner 2009, 11)

3.3 Which social media sites are used?

Figure 13 shows us which sites are the most common used for social media marketing. Twitter which is not so old is yet the site most marketers are using. Blogs have been around for a long time.

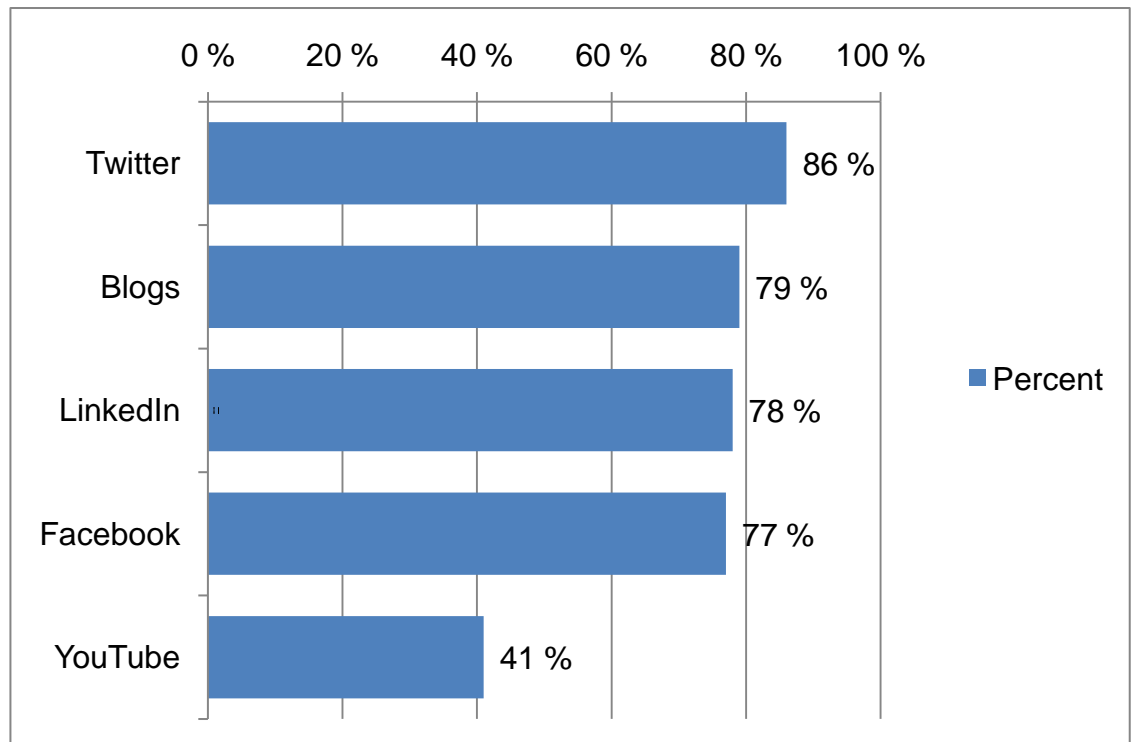


Figure 13: Commonly used social media tools (Stelzner 2009, 19)

None the less blogging still very highly rated for marketers. I believe this is because of this being sort of a safe zone for people. On the other hand blogging has been around for some time and people know how it works. The features of blogs also make it comfortable for people to provide readers with possibilities for following.

LinkedIn and Facebook are also well used places for social media marketing. Build up around peoples home turf these places gives the companies excellent opportunities to develop their own profile and infiltrate peoples networks to spread their words.

In figure 14 which shows new users preferred sites for social media marketing again twitter in on top. This trend we also will see in the table 15 and 16. Twitter is the favourite site for social media marketing in all groups of experience.

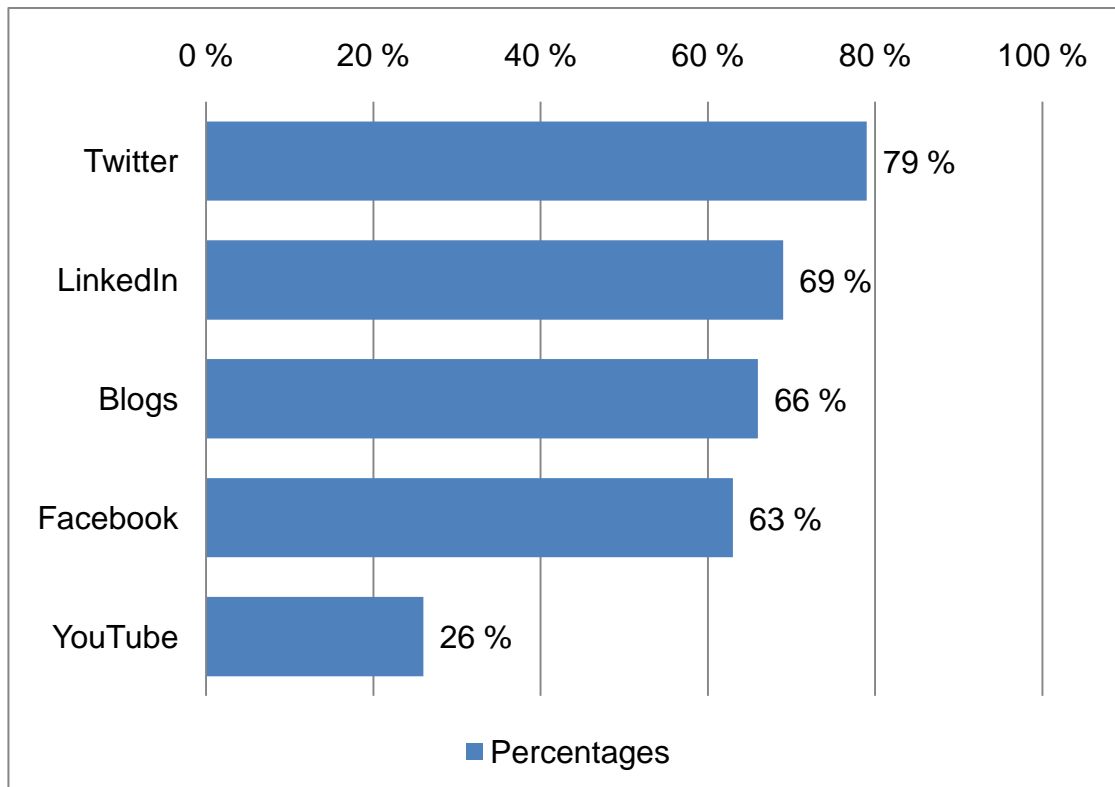


Figure 14: Preferred sites for new users (Stelzner 2009, 20)

In the inexperienced category LinkedIn is rated high. For me this is a question of many companies looking for new and better employees. LinkedIn also gives the companies to advertise themselves to other companies. As LinkedIn is the professional aspect of Facebook companies have the chance to offer other companies service. Being a member of LinkedIn myself I have experienced a lot of marketing myself. Despite of only being a member of one company's group I everyday get a mail with news and updates from to group and here is mostly see other companies offering service in terms of education and knowledge sharing. I believe that many newcomers in these pages are trying to harvest business from other businesses.

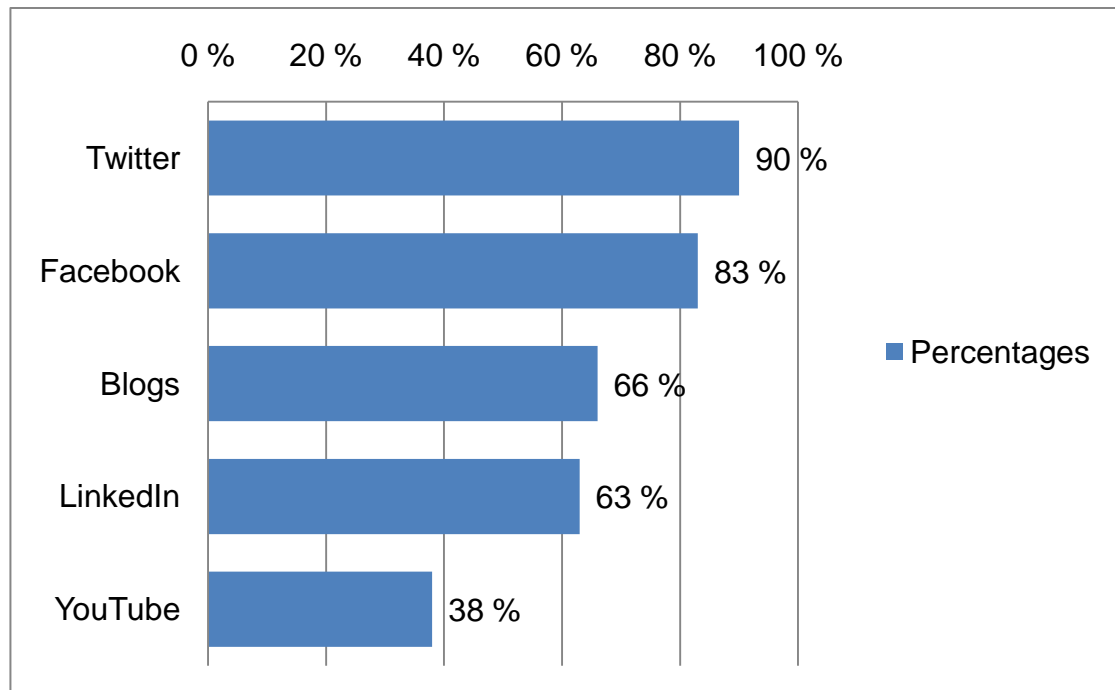


Figure 15: Preferred sites by users with a few months experience (Stelzner 2009, 20)

Twitter also lead in the figure of the people who have been doing social media marketing for some months but already here LinkedIn has been send to rank 4. Maybe the marketers have started to use a bit more time generally on social media marketing. This probably means that the marketers have started to broaden their spectrum of social media sites. Using several sites opens up for many new possibilities for the marketers because they can get more people collected in various media. Facebook have here moved to second place and I believe that the marketers who used LinkedIn have chosen Facebook to be their 2nd choice of media because of the similarities to LinkedIn. Naturally there are several differences between the two media but the general concept is the same.

Figure 16 basically has the same picture as figure 15; however the marketers are entering the blogging phase. Interaction with the consumers does not come easy and blogging is an excellent way to interact, despite it is an “old” way of communication.

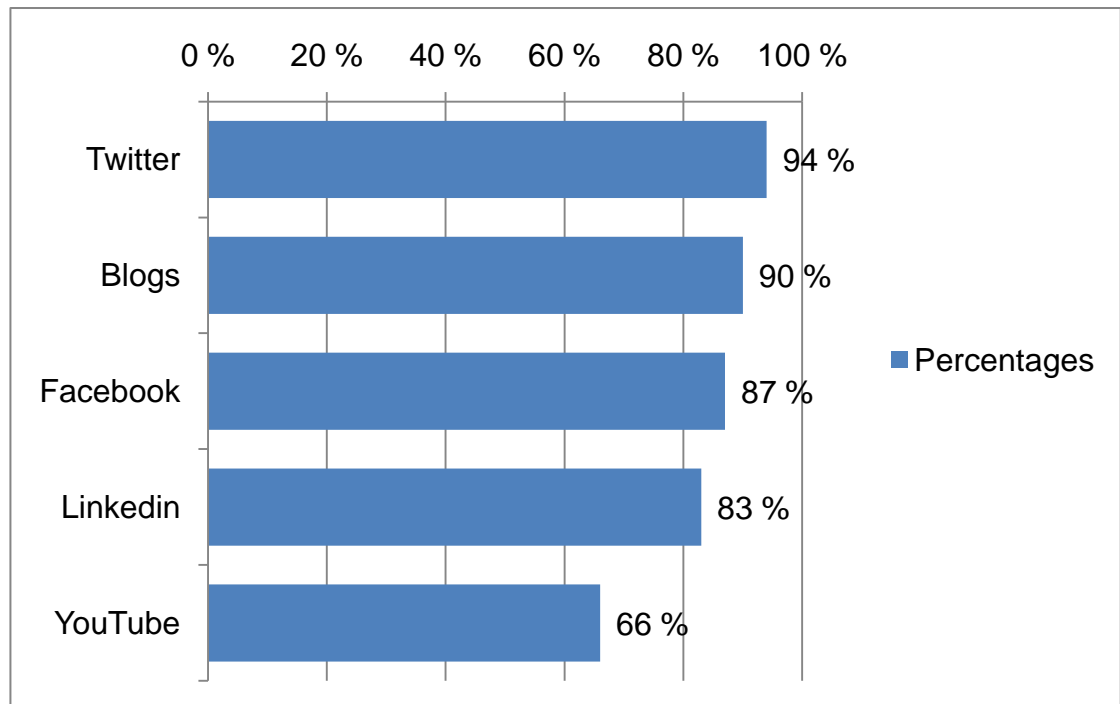


Figure 16: Preferred sites by users with years of experience (Stelzner 2009, 20)

We see (figure 16) that blogging generally is one of the preferred social media platforms. When the marketers use time on blogging they have the chance to interrupt consumers on the blogs where the company already have been mentioned or where the interest of the company vs. consumers lies. This can easily give some traffic to the company's own blogs or web pages. By this some of the bloggers might get more comfortable with the company and become a follower of the company blog. From here the blogger can choose, via links from the company blog, to follow the progress of the company and maybe even press the twitter link, RSS feed or other Medias the company represents. This way the company can be lucky to get "sneezers" who will bring their message much further than the company could have done themselves.

3.4 Time spend with social media

According to Stelzner (2009) there is a big difference in time commitment in the different companies. Many of the new inexperienced marketers are also

the people who spend the least time on the computer. As we can see in the next figure 17 the majority of the time for the inexperienced is using from 1-5 hours a week and only very few use more than 11 hours. In the more experienced marketers we

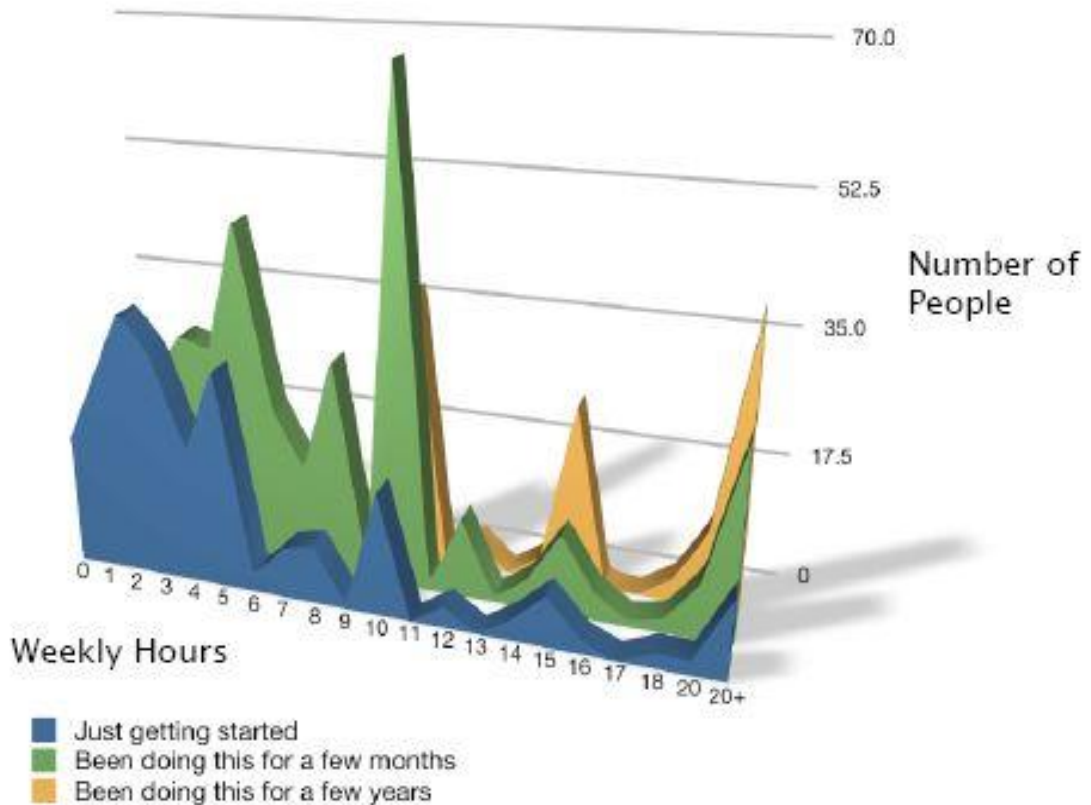


Figure 17: Weekly hours (Stelzner 2009, 12)

see a bit of the same trend. However there is a big amount here that uses both 10 and 20 hours a week online trying to communicate with the customers. In the category of very experienced people we can see that they use a lot of time online. Most of the people in this category use more than 20 hours or more, actually the median of these marketers are 20+.

We can see that for some company's social media marketing are really important and that the longer the companies have been in the social media marketing business the more hours they spend. As written in the theory part communication with the customers are essential. The more engagement you have the more you will benefit. The fashion/permission complex (Figure 1) of

Seth Godin (2006) gives a good example of this. Creating sneezers takes a lot of time in this business and if you are not a big company like Google but a SME then there is a lot of work ahead. We have to remember that Google is a web based company who have a lot of influence in various aspects of people's online time. To create good online customer group patience is essential. It takes time to gain consumers trust and make them the sneezers of the company especially when the company is fairly unknown.

Another very important factor for companies is where the social media marketing takes them. Will the time used actually bring back the effort? A lot of the companies who should be online promoting themselves maybe do not have the resources to let their marketer spend a lot of time for something that might not reward the company in the end.

In figure 18 we see the result of marketers who states that social media marketing has helped them to close business. I believe this is very important for companies to know. For people who have just started the adventure it is not the biggest benefits but along the way we see more and more marketers revealing that the longer you stay in the business of social media marketing the more you will benefit.

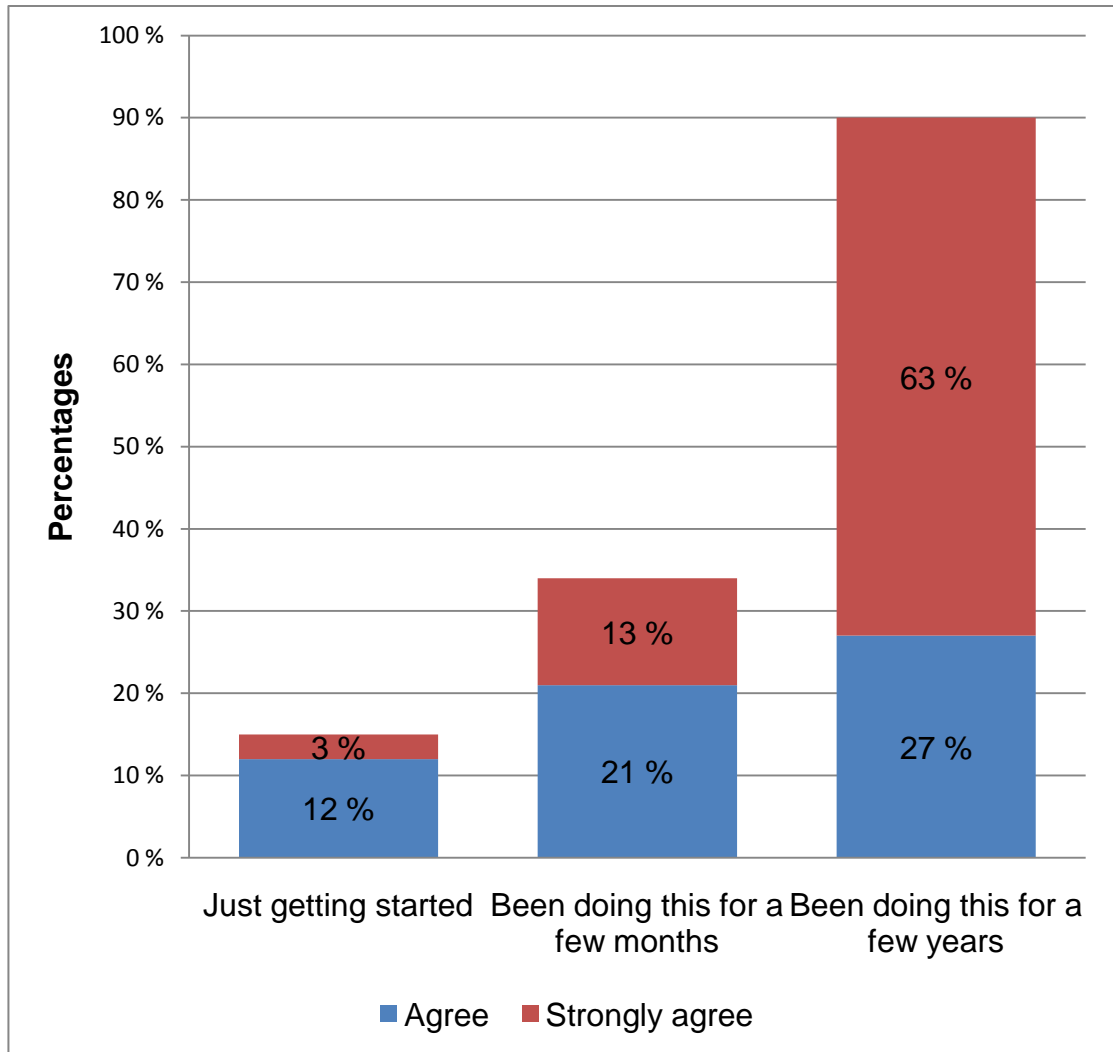


Figure 18: Helped me close business (Stelzner 2009, 15)

For the marketers who have been doing this for some years around 35% of the people say's that social media marketing has helped them to close business. All in all more than 61% of the marketers who has spend their time on social media marketing believes that it have helped them close business deals.

3.5 Marketing case

Unsuccessful marketing campaign from VisitDenmark

Since Hotmail a lot of companies have succeeded in making viral marketing campaigns. In Denmark there has just been an attempt acquiring more tourists to the country. They have posted a YouTube video of a mother looking for the father of her child. She has met the man in Denmark and they had a one night stand. In the video she is telling an emotional story of how much she would like to get in touch with the man so they could get a family reunion. The video was released Thursday 10th of September 2009 and the Sunday 4 days after the video had reached more than a million hits. Many have in the comments on the webpage expressed their feelings towards the story will all of the best luck in finding the man. (The Chive 2009)

The video was created by the governments tourist company called VisitDenmark, however this was not stated anywhere in the video. The video has created a large buzz both positive and negative. The positive thing is that Denmark really has been a conversation topic around the world. The negative part is that a lot, especially Danish people are dissatisfied with the way the country is being branded. Many believe that it makes Danish women seem easy and that they attract lusty guys looking forward in getting more than just cultural experiences when visiting the country. The video has been removed from YouTube because of this and at the same time it must be said that the woman in the video was an actor who does not have any children. (Danmarks Radio 2009)

Despite the fact of the removal VisitDenmark argues that the campaign was a success. Millions of people have seen the advertisement and even more millions have talked about it in thousands of forums, have been twittering about and commented it in Facebook and other social media. (Overskrift.Dk 2009)

To create a bit better understanding of the Danish viral ad, I will try to analyze it with help of SWOT. SWOT helps me in the way that everything gets a bit more transparent and it gets easier to get the general idea.

Table 1: VisitDenmark SWOT

Strengths	Weaknesses
<p>Went viral Put Denmark on the map Created the buzz Made people talk and make conversation</p>	<p>Negative interpretation Playing with feelings No advertising – no branding Removal of campaign (defuse a bomb) Deception Did not know the audience</p>
Opportunities	Threats
<p>Add the ad Stand up/behind for the campaign Follow it up with another campaign Participate in the conversation</p>	<p>Bad reputation People believes Danish women are easy Decrease in visitors Going to court</p>

Strengths

Looking at the campaign from the beginning it looked like a success. VisitDenmark created a campaign which caught the audience in such a matter that it created the buzz they were looking for. Their publicised video got attention from all around the world leaving people talking about it, watching it and telling friends and family about it. One could say that VisitDenmark achieved exactly the goal they aimed for. VisitDenmark are like other companies interested in branding their product. In this case it is a country they are branding and the difference from a country to a company can be big in

some ways. Being able to do something remarkable as Godin (2006) talked about at Google is the key to success in the social media business and VisitDenmark not only achieved this but they achieved it in such a scale that the people went from discussing the topic to fighting about it. This has probably been the campaign opening the eyes for Denmark the most since the episode with the Mohammed drawings.

Weaknesses

The question in this campaign is: how is success measured? Is viral marketing based on the sheer number of views and referrals or do we also have to look at the results of people's desires or plain interests? I personally believe it depends on the issue at hand. Making a viral campaign on shoes, jeans or other products are in some ways different than a country. The difference as I see it is that when branding a shoe you actually are branding a shoe!! However when you are branding a country, you are branding it as a destination to visit. When visiting other places; what you really are visiting is a foreign culture including different people, beliefs, laws, social attributes and traditions. This means you are putting words and pictures on people's personality and feelings. In this situation VisitDenmark was interpreted in a negative way both in Denmark and abroad. But while people abroad could make fun of it and say: I could be dad of the child if I get her as well... etc. This was a very mild example others referred Danish women as easy and cheap. This is of course offensives towards the Danish people and they get angry and offended.

Another weakness that has been talked a lot about and in the end have made VisitDenmark getting sued is the fact that they show no advertising in the video. There people who saw it believed it to be a real story about the girl and the child. If they had ended the video with the sender it would have been more obvious that it was an ad and then people would not have been reacting in the same way. People who had shared their sympathy and felt sorry for this poor mother and child are feeling deceived when it afterwards just came out as a scam.

Looking at the result of the campaign it seemed as if the advertiser did not know the audience. The company who have made this (VisitDenmark did not create the ad) did not think careful enough of the consequences when “airing” this campaign. Another mistake VisitDenmark made was to remove the campaign again. If you upload something to YouTube and it goes viral then there is no way you can take it off again, there are simply too many people who have downloaded it for sharing other places. Attempting to shot down the campaign is to me like they are trying to defuse a bomb that already blew. It cannot be done and you make yourself look stupid attempting.

Opportunities

VisitDenmark had good opportunities to save their campaign. However they gave up. Taking the campaign off the internet and go into a defensive stance is the wrong way. Despite a few attempts from VisitDenmark’s managing director no one stood behind the campaign. VisitDenmark let the TV-media ruin their work. Instead they should have kept their head up and attempted to use the negative buzz positive. Standing up and defending yourself could have contributed in turning this campaign from a total failure to a brilliant campaign. I believe now that they had the attention from the world it should have been exploited. They could have added the VisitDenmark to the ad for example, responding yet communicating with the people who were against the ad. This is what the whole social media is about; communication and giving the consumers what they want instead of pushing things on their shoulders for just to take it away again. Cooperate with the consumers and then you have the chance of letting them keep it on their shoulders instead of them throwing it back.

Another opportunity is to make a whole different ad. Following up with a brand new ad could have been a smart move. People around the world still are searching the “Danish mother” or “VisitDenmark” ad on YouTube and Google so if the organisation had been fast enough the new improved and hopefully good ad, they would have been riding the wave of the previous ad.

Threats

When you make advertising about a country you have to be aware which signals you are sending. It is easy to get a bad reputation like in this case. Understanding that you should not play with people's feelings are a good step on the way to avoid people getting angry and also as earlier mentioned it is maybe not the best advertising to brand Danish women as easy and loose unless you want to have tourists to believe they can get to Denmark and "get what they want".

After it came forward that it was an ad there was a lot of contempt for people who have seen the ad. So maybe Denmark had a lot of publicity but is it this time for the good. We must be careful because it could result in decrease of visitors. It would be a financial disaster if even a few % of the tourists decided not to come here. I do not mean that it is going to be like this because of this campaign, but if this is the way the branding is going to take place in the future, maybe it will end up like that.

Obviously the taxpayers who are the people financing this media circus will be disappointed when they feel their money is used in a way that hurts their country more than it benefits.

Marketing campaigns in Denmark must show the brand or company in an ad. VisitDenmark did not do this here and they were reported to the police. This means that it could go to court, however that decision have not been made yet.

The VisitDenmark have been taken down, the manager have resigned the job because of this advertisement because the media hung her out as the responsible person for letting down the country. She did fight for it in the beginning but gave up after a few days and resigned.

4. IDEAS AND REASONS FOR KYUAS TO ENTER THE SOCIAL MEDIA

After I have been working with this material for some time I believe I have got a lot of inputs. KyUAS and the social media seem like a possibility which I will try to explain next.

Marketing a school in the social media can be a challenge, because how are the students or future students reached? The online media places is hard to figure out unless you are a skilled user, however there is a good possibility to use a few of the media to get in contact with the potential students.

I believe that school marketing should be done in a combination of 4 different media. The media I find most suitable is Facebook, YouTube, Twitter and blogs.

4.1 Facebook

Using Facebook can be a fantastic idea to reach the youth. Facebook is the place for all people young as old ones and here KyUAS could, without extremely much work, create a good platform for inviting new students.

HAAGA – HELIA University of applied sciences in Helsinki are already on Facebook and here they in 3 languages gives information to students and interested people. In the pages there is also the possibility to press the information tab which gives information about the university. The information contains info on location, phone-numbers, web-pages URL, fields of study etc.

The Facebook profile has been very well made and gives and spaces for pictures, video and happenings are available which I believe could contribute to a great marketing page for the institution. Since I am not a Facebook member I was happy to find out that all this information still was available for interested people who are not signed into Facebook. I think this is very nice even though most people are connected with Facebook now-a-days.

Having a Facebook profile can require some work however it does not have to be a lot. For institutions Facebook is mostly used for one-way communication and to promote the campus. People who are fans of the profile cannot expect a lot of communication but on the other hand it is the fans who are going to be the sneezers for the pages, making advertising for the school. Therefore it is important for the school to acquire as many fans as possible.

4.2 KyUAS's Facebook Page

When KyUAS are going to make their Facebook profile / promoting page, there are a few things they have to keep in mind. It is very important to make it a colourful page. With colourful I mean interesting and exciting maybe in the same direction as the HAAGA-HELIA page. Perhaps the people constructing the page should look at bit around to gather some inspiration. Many of these things are as you can see it on HAAGA-HELIA however upgraded. I believe it necessary to look at others to see where they are and to upgrade their ideas to constantly being on the edge.

When KyUAS are going to interact on Facebook there are some things they should keep in mind. A school with professional teachers should not be "friends" with students. The Facebook page should be a group where interested people can read about the facilities and get news feeds for example changes in schedules and updates on events. It should not be a portal for students to interact with the staff.

In many ways the Facebook profile could seem like the web-page however the profile should not be a substitute but maybe a place where teachers and students in groups can communicate. Many companies are today using Facebook for communications. Here groups are created for every different topic which makes it easy for everyone involved to be up to date with the current issues.

Most students who have a Facebook profile are visiting the Facebook site every single day and therefore they are much easier to reach within this media compared to the schools current media where the majority visits the pages only a few times a week.

Another few things I believe would be essential for creating an inspiring Facebook profile are:

Up-to-date information on happenings and events

To achieve the goal of keeping the profile interesting it is important that something is happening all the time.

General Information with pictures of the campus (Professional)

The general information page of HAAGA-HELIA profile I think is very nice. The construction and contents are very well thought and planned however I think the layout should have been created in a better way. Having some pictures could make the big difference. I am not thinking of original big picture sized inputs but some professional pictures edited to look exceptional. I am thinking lying rectangles as page breaks, corner triangles or maybe pictures in watermark with text in front. The possibilities are many.

Pictures + text from these events with well sorted good pictures

Happenings and events need to be created and it has to be attended by someone who can take pictures and write information. According to which direction the managing team of the profile wants to go there could be different options for creating the right image. Three suggestions to this would from my side be:

- Pictures and text made from students, e.g. Insider students.
- Pictures taken by experienced photographer and text by a teacher.
- A mixture of the above

Calendar for future events, well organized and interesting

Implementing a calendar in some way could be a good way of keeping tracks of the events. If a calendar is not a possibility then a well organised mini-blog could be created where interested readers can get an easy overview of upcoming happenings.

Video place for promotional videos

The promotional videos which will be made for the department should be to find in the profile as well.

(Discussion, Forum)

To keep this good order it would be best to hide writings on the wall. Facebook fortunately have this possibility. Instead it could be good to have a place where people could share information or talk to each other. This could be a discussion area or forum.

Referrals

The Facebook profile should also be a referral page meaning that from here you are referred to all the online places of the university. This could be referrals to blogs, twitter accounts, YouTube promotional material and naturally to the schools web-pages.

Student info page

For KyUAS there could be a good reason to make a Facebook profile. A lot of students here are from all over the world and not only before being involved with KyUAS but also after, students is interested in what is happening around the premises. This could be an online service-centre for the students connected to KyUAS. With a service-centre I mean a place where the students can get information on events, changes in schedules etc. A bit like the present

info-monitors which I believe belongs to the last millennium. Students do not log into the schools pages every day to see the monitors but they are on Facebook, so this is where to reach them.

It is important that the page seem clean and well arranged and this is one of the places where HAAGA-HELIA succeeds in my opinion. People cannot be offered a messy page where information is hard to find. Everything has to stand out in a clean simplistic way. This will also give the image that the KyUAS is well organised and skilled.

4.3 YouTube

Promoting yourself or something on YouTube can be a very hard task. The amount of videos uploaded to YouTube makes it almost impossible to be seen if you do not have something exceptional. On the other side maybe the strategy is not to be seen by the random surfer but by the person looking for you.

YouTube is not only made for viral marketing. Posting a video can also be to present something in a more modest way. Something that students can show their parents and friends, something the school can use to show people abroad what is offered, and this is exactly what I suggest KyUAS to do.

Creating a promotional video for KyUAS could simplify the communication with students and their parents abroad. More and more students are applying for the English line at KyUAS and many of these students are non-Finnish. Many of these students do not have the slightest idea of what Finland look like except from Goggled searched images. Would it not be a good idea to let the family, friends and not least the students know what they can look forward for?

I see a video created in a very professional way and not a bad attempt from a random business student but genuinely a strong product which the school can

be proud of showing to everyone all over the world. By this I do not mean that we have to take all the best parts of the school and create a fake makeover video to make it better than it is, but to make an honest and good portrait of the environment the student will arrive to.

As just said the promotional video should reflect the experience of a student arriving in Finland. It should neither be a long a boring video nor should it be too short. The exact length is hard to define now however I have to be as long as the viewer keeps the interest, not longer. The viewer should after the video have a through impression of the life here and yet want to find out more.

I see the video as presenting the school and the areas around the school. What is happening, what are we expanding and what the goal is? The inside of the school should be brief in my opinion, some introduction to the main buildings, some pictures of the long marble halls, a few seconds from an active classroom, cafeteria and student union. Hereafter there should be some material from the town of Kouvola. Manski (Main Pedestrian Street of Kouvola) on a busy day and a few of the nice places and the lake. A presentation of student housing premises should also be shown. It is nice for parents to see that their children actually get a nice place live in an active lively environment with a good atmosphere. Since the foreigners arriving in Kouvola mostly are Russian and Asian, maybe the student apartments in Kuusihaankatu are the place to show. The majority of the people coming from those countries are going to live there.

The sound for this project I see as an above lying track. I do not think there should be a person running around with a microphone presenting. With a separate track it is also possible to change the language and upload the video in different language formats however the main track should be in English. The translated editions can then be used to promote directly to students.

Making a video like this is a big work if it is going to be good and I believe that if this project is done, the video have to be renewed every year or two..

CONCLUSION

The research showed that social media marketing have increased for many companies the last years. Marketers have found new ways of satisfying the consumers who now have a wide spectre of opportunities for researching the specific product details including quality, price, customer opinions and customer service of the individual company. Social media marketing has given the consumers the opportunity to have global dialog with the companies and each others to inform about their preferences. This has made the consumer experience much better and the marketing easier to direct for the companies.

The positive/negative things about social media marketing for the companies are that the word of mouth is spreading much faster than earlier and this can damage a company's reputation fast and in a scale where it is hard to regain the consumers trust. On the other hand it can also give a lot of attention to the companies in the positive way which can make even a small company known world-wide in a matter of weeks.

The research question for the thesis was how KyUAS as an institution can benefit from the social media to get more applicants for the international degree. The study shows that also other universities are represented in the social media network. Being present and seen is the first step to success. Promotion and communication with current students as well as future students are essential and with a campaign on the video media sites KyUAS has the possibility to give the future student a good indication of the life in and around school premises.

The study shows that engagement is a necessary asset in social media marketing. Being present also includes communication with interested people. It is shown that two-way communication is the way companies as well as institutions must be successful in hope of achieving their goals.

I would suggest KyUAS to enter the social media and bring forward a big effort in generating a buzz. This can be hard work but as the study shows there are also a lot to gain. Starting a social media campaign must be planned in details. What is the university aiming and what should be written / recorded to the profiles and videos. It is important that the receiver gets the right picture of the premises and have a positive and informative experience.

Suggestions for further studies

When the university has decided which media to be present on I suggest further studies should be made. Students could do thesis on the specific media sites to ensure the contents and ideas are fully comprehensive and achieved. Included in this the student could make research on which media sites the students on the campus are using the most and which they prefer the school to be present on. This also applies for the video campaign which could be done by a student from the media department as a final assignment.

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