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**ONLINE CHANNELS AND SOCIAL MEDIA MARKETING IN
THE PUBLISHING A SOCIAL MEDIA PLATFORM**

CASE POPULEM, NSD CONSULTING COMPANY

Bachelor's Thesis

CENTRIA UNIVERSITY OF APPLIED SCIENCES

Degree Program in Business Management

December 2014

ABSTRACT

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Degree Program Business Management		
Name of thesis Online channels and social media marketing in the publishing a social media platform. Case Populem, NSD Consulting Company.		
Instructor Janne Peltoniemi		Pages 72 pages + 3
Supervisor Niko Wessman		
<p>It is clear to see and feel how widely and deeply online channel's as well as social media platform's activities can influence companies and their products or services day after day. The influence, which seems as two sides of a coin, can strengthen the customer's concern about the product or service but on the other hand it can also take away customer's relevant interests or even worse, the company's reputation. A company has to act with the surrounding online channels and platforms to receive the side, to which it aims.</p> <p>It is charming to search and study about which influence a company can receive and get involved via applications on the Internet. Especially in NSD Consulting company case, which wants to publish a new platform, called Populem through using a social media marketing campaign.</p> <p>During the publishing of Populem, SEOs and SMOs have been applied to the marketing campaign. Its result has shown answers for some questions, such as: How new social media platforms can use or reuse positive influences from well-known, popular and strong channels? Or how a new platform can receive supports from other platforms in the same channel? Eventually, is there any threat to new publishing platform from other 'old-and-popular' platforms?</p>		

The thesis research is applied data from direct sources because the researcher got a chance to work primarily in the project as well as the marketing campaign. In addition, the researcher tries to figure out information from secondary data sources, such as text books, digital reports and online articles.

Key words

Online marketing, Populem, SEO, SMO

ACKNOWLEDGEMENT

“Hope cannot be said to exist, nor can it be said not to exist. It is just like roads across the earth. For actually, the earth had no roads to begin with, but when many men pass one way, a road is made.”– My Old Home

Lu Hsun (1881-1936) - a writer, critic and an essayist

I still remember that speech as it has been become a quote in my mind. I learnt that quote from a literature lesson in the last year of secondary school. From the first time I had read it, something changed in my mind. I received a strong idea.

My hope when I stepped into CENTRIA University of Applied Sciences is that I can study about business, learn about how people treat in business and try to discover a road for myself and my life.

I have studied with my own endeavors, dealt with many different feelings and emotions or even sometimes can be worries and anxieties.

I have been taught well enough, to realize my own strengths and weaknesses.

I have learnt to be flexible in situations and how to learn and unlearn things in necessary.

I have been gifted much, experiences, friendships, warm concerns from teachers, welcomes from native families and their children, knowledge about Finnish and European cultures.

I want to say many thanks,

To my thesis supervisor, teacher Janne Peltoniemi, who is patient and calm with my thesis processing as well as in any accounting lessons with his students.

To teacher Niemi Birgitta, who taught me much in being on-time, who let me know that I should be strong and go ahead to my target constantly.

To teacher Eija Torkinlampi, who gifted much warm-care and her kindness supported us. I learnt much from her honesty in showing opinions and natural emotions.

To teacher Niemi Liisa, who taught us in tidy and methodical ways within any lessons, even the hardest to the simplest. I really want to absorb her methods, to work systematically and scientifically.

To teacher Marko Forsell, who spread his enthusiasm and full-of-energy attitude to us in any lesson or meeting. He taught us about lessons of life also.

To teacher Marko Ovaskainen, who brought to us amiable lessons in with which I usually felt comfortable and with less studying pressure.

To teachers Helvi Pääkkönen, Pirjo Jacobson and Ulla Järvi ,who gave me opportunities to study in Finnish language and chances to interact with more Finnish students as well as Finnish cultures. Their kindness and helpful concerns raised me much in studying process.

To teacher Kimmo Hakala, who taught me about patience and calmness. I really admire him in how patient he treated each student and how calm he tried to help student with difficulties in studying his subject.

To teacher Tuula Kuusilehto, who brought to us joyful mathematic lessons.

To teachers David Fitzgerald and Johnsson Ann-Christine, for practical shares in how they chose and managed to be with their careers.

To teacher Touko Virkkala and his family, who inspired me much to learn more about Finnish culture and Kokkola town's neighborhood and who gave me a chance to know, now and then, that I want to work as a personal assistant or secretary.

Kokkola city-town, CENTRIA University of Applied Sciences and all teachers, who I have had chances to study with or only say greetings around school, will be in my mind with thankful attitude.

At the end of the day, I want to show my deep appreciation to my family and friends. I am proud of to be a part of them.

Without the support from my mother, father, younger brother and grandparents, I will have not achieved up to this point.

Hope that people who read this thesis can find it useful and solving.

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1. INTRODUCTION

The pioneer of the personal computer revolution, Gates B., stated about the power of the Internet through a particular-short, well-known and special quote.

”The Internet is becoming the town square for the global village of tomorrow.”

It is appointed, besides, that Internet and its general influences created in the past and are creating eventually at this moment many dominion effects through different aspects of human beings lives. No one can deny how strong the Internet is nowadays.

The author of Prentice-Hall’s ‘Inside Public Relations’ book, Senyak (2010) indicated in his writing:

“The Internet is a giant petri dish, swollen with nutrients, heated by the fast-click, nanosecond acquisitiveness of worldwide users. We’re all in there doing the Australian crawl in a stew of goods, services and messages, bumping up against one another. By looping together web site collection points and individual email nodes, the Internet is born to breed bugs”.

It is popular to realize that people are joining to the ‘Internet lives’ momentarily more and more. As a result, all entrepreneurs must take actions to block in first steps to interact with those people or even follow them in any activities through the lives on Internet. Of course, they must have apprehended that, ‘without attention to the forms and contents, to the possibilities, of communication, both within and against the taken-for-granted in our everyday lives, we will fail to understand those lives’ (Silverstone 1999). The most frightened thing is that, firms cannot get opinions or ideas from their customer in order to serve them better in a better way through empathy. Is not it?

From beginning of 2000s, entrepreneurs have become conscious of getting interaction with their consumers online deeply. It has seemed to be online market as

a 'huge pipe' which any business would want to join in, because of their competitors would have been there already and there is no time for any delay from strategies to actions.

Another reason for companies to jump into the online environment is that web users or their potential customers demand to have full of product/ service information resources conveniently at their fingertips. Besides, people are easy to change their mind as being customers. It means that they will not try to find any company's contact but in contrary they will hold one immediately which appears as soon as possible in front of their computer screen. Thereupon, it leads to a fact, that all companies, both being locally or globally, need to have a website to put all their product/ service information acknowledgements as well as contact details so that they will not be ignored by their own customers here or somewhere.

It is interesting to know that, not all companies try to understand a fact, that consumer would like to interact and get familiar with their products or brands. Thus, under those eyes of experienced entrepreneurs and experts, Internet occurring seems to be a born of a cheap and effective tool for companies to get involve in widely range with their customers.

Those experienced experts, especial marketing and public relationship specialist took a chance in certain ways in 'internet-booming years' to raise the Internet environment as a new asset, which is sharp and effective to interact to customers. The new tool, have been called as Internet Marketing or Marketing Online.

Marketing has continuously been concerned as an important part of any firm's operation due to the impact of it on the sales and revenue.

In general view, marketing is thought as:

"The science and art of exploring, creating and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of

serving best and it designs and promotes the appropriate products and services”. (Kotler 2005)

However, time improves things to get deep affected on digital technology and spread its influence into the marketing aspects eventually. According to Baer (2011), president at Convince & Convert, the coordinate-author with Aslund of the book ‘The Now Revolution: 7 Shifts to Make Your Business Faster, Smarter and more Social’, enounced: “Marketing is the message and/ or actions that cause messages and/ or actions.”. The statement strengthens the meaning of marketing beyond and following functions of digital media.

In the same point of view, Barile J., vice president of eCommerce (Fairway Market) also externalized:

“Marketing is traditionally the means by which an organization communicates to, connects with, and engages its target audience to convey the value of and ultimately sell its products and services. However, since the emergence of digital media, in particular social media and technology innovations, it has increasingly become more about companies building deeper, more meaningful and lasting relationships with the people that they want to buy their products and services. The ever-increasingly fragmented world of media complicates marketer’s ability connect and, at the same time, presents incredible opportunity to forge new territory.”

Moreover, Buyer L. – the president and chief executive officer of The Buyer Group emitted that: Intuitive by design, marketing matches the right message, cause to the right person. Finding someone who has a personal connection with a product/ service or who uses it that is important. Marketing can be as simple as networking at an event or as complex as a multi-million dollar global campaign that integrates message with one unified goal. Some of the best marketing outcomes come from the simplest initiatives. Keeping it simple is sometimes the best strategy.

Thus, in the responding to markets, marketing need to be attached with fast and effective communicating approaches, those are developing in roots of high digital technology. Experts state many times in their own blogs that in few following years, Internet marketing would grow and soon become the most significant and remarkable sector due to its features, cheapness and full of attraction to Web users. In parallel,

the age of digital technology started and is developing much, which also supports to innovations from Marketing Online.

Going along with the development of digital technology, marketing forms and its framework have transformed under term of transformation of traditional marketing to those equivalents of online marketing.

According to Jones, Malczyk & Bereke (et al. 2011), the transforming process is described in following directing approaches: Physical office to Website; Direct postal mail to Email; Traditional marketing to Online Marketing; Surveys, polls and market research to Web analytics; Traditional PR to Web PR; Word of mouth to Viral.

- *Physical office -> Website*

As getting affected from the globalization process, firms and companies are cognizant of looking for new resources and more potential markets from all places around the world. For saving both money and time, firms get in touch and keep contact with their customer online through their center-website, an 'online-office' through which customer can contact directly to them without any necessary of booking or reservation beforehand. Customer would feel more flexible in time, place or even situation when they want to make deal with the entrepreneurs. With the interaction through websites, companies create and offer new attitude to their customers. Because of that, people are looking for their product/ service online pro-actively.

- *Direct postal mail -> Email*

In business, there is no time for waiting for a postal mail in dealing process. Customers are used to using email to get more information from attached files, embed links. Both customers and entrepreneurs could feel satisfy with making business through contacting via email, it seems much faster, safer in case of lost mail or unsecured posts. Via online environment, customers can hand out with many forms and opt in of or even share any marketing campaigns if they feel that those are

useful. With contribution of email, firms can reach their customer lists faster, cheaper and easier.

- *Traditional advertising -> Online Advertising*

Entrepreneurs have taken a shift from Outbound marketing to Inbound marketing in visible activities as changing from advertising through print, radio, television to search engines, referrals and social media. The core point is that, traditional marketing have seemed quite 'annoying', because it tries to push product/ service on customers automatically without any connecting with or replying on their interest points of view. By making a change to online advertising, entrepreneurs take less risk and can control, react, modify more targeted adverts.

- *Surveys, polls and market research -> Web analytics*

In traditional ways, firms have tried to investigate the effectiveness of marketing campaign through analyzing ROI (Return on Investment) and how customer's opinions through polls. However, these measures do not make sense and the result is not usually near to the practice. It would be different with Web analyze, because all activity will be absolute and precise and all marketing material will be involved to draw a general as well as detailed picture of the situation from the marketing campaign.

- *Traditional PR -> Web PR*

During the past history of PR, its popular activities often happen behind closed doors with individual problems and solutions can be dealt with in private or if on the large scale, through impersonal broadcast media. But it would not be the same on the Web- approach, all people can read and join to the conversations. Even if a negative message occurs, a deep crisis can be born. Thus, during the processing on the Web, any firms must care about their Brand management side by side with the PR activities.

- *Word of mouth -> Viral*

No one can derive any difference from the word of mouth of traditional marketing to viral in their performance. Despite, online word of mouth can spread out quicker and full on Internet like a mega-virus.

As the transformation from traditional to online marketing, the marketing activities have been based via Internet and involved with many channels, especially with social media.

Internet can be seemed as the first boom to the business environment, which has changed the way entrepreneurs managed their business and how companies and firms operated resources. In the same view, social media and Internet services can be seemed as a boom to the whole society and it has opened a new big market with much more demands and desires.

“ To think about technology, to question it in the context of a concern with media, is no simple matter. And not just because of the speed of change, speed which itself is neither predictable nor un-contradictory in its implications. Much is written about media technology’s capacity to determine the ways in which we go about our daily business, the ways in which our capacity to act in the world is both enabled and constrained. New technologies, new media, increasingly covering through the mechanism of digitalization, are transforming social and cultural time space. This new world never sleeps: 24-hour news casting, 24-hour financial services. Instant access, globally, to the World Wide Web. Interactive commerce and interactive sociability in virtual economics and virtual communities. A life to be lived on-line. Channel upon channel. Choice upon choice” – Silverstone (1999, 19) proclaimed.

Forasmuch as, there are more and more Internet services created going follow alongside to social media channels in order to satisfy any potential demand from Web users or online customers. It have been called out as a ‘war of words’, information and knowledge are travelling from smallest points of communicating chains to the biggest and most influent subjects in usage concerns. Competition among platforms within their channel and also to other channels has seen as a non-stop race.

Firms try to find an answer, like how they can use social media for supporting their operation or increase sales and improve customer relationship management process.

Questions have also been raised for marketing or public relationship specialists from those entrepreneurs, who are trying to create more social media services under term of new platforms. Those questions also push much motivation, as being aspirated for solutions, such as:

Is, there any potential way to public a new social media channel to the Internet environment which can gain the most massive amount of attention? How new social media platforms can use or reuse positive influences from well-known, popular and strong channels? Or how a new platform can be received supports from other platforms in the same channel? Eventually, is there any threat to new publishing platform from other 'old-and-popular' platforms?

2. NSD CONSULTING COMPANY AND POPULEM

2.1 NSD Consulting Company

According to the site nsd.com (2014), NSD Consulting (Oy) Ltd. is known as a Finnish software company which was formed in 1995, under the name of National Software Development Oy. The NSD firm focuses mainly on offering customized software to large and medium Finnish companies among those businesses of industry, insurance and banking sector.

As having been in Microsoft Partner Network over ten years, it has joint and operated particular in Microsoft technologies, such as Microsoft Visual Studio programming environment. Additionally, the firm also concentrates on C#, .NET framework, ASP .NET and ASP .NET MVC which are applied in following directions:

- **Visual Studio and C#** are two core areas in NSD's operation. Those areas are seemed to be the most important parts in its technology's applying.
 - C# is the most common language for writing programs, which has been developed to C++ and become a pillar in Java's building formation in 2000s.
 - Visual Studio is integrated program developing environment, which includes testing environment for programs, SharePoint developing environment as well as cloud environment services.
- **Windows Phone** development happens efficiently by applying Visual Studio with the help of Silverlight.
 - Silverlight is page (layer) description language, which runs testing process of programs fast without virtual Windows Phone

- **Team Foundation Server (TFS)** is integrated with function of managing sourcing code, testing the system automatically with final report, managing project's documentaries. TFS includes many different project models (CMMI and MSF Agile)
- **ASP.NET:** ASP.Net MVC is a basic Web-based developing program. It offers effective model to share the program environment into three main parts: Model, View and Controller.
- **SharePoint:** It is Window Server software, which offers the finish edited version of intranet, extranet and public web pages to implement. SharePoint includes different documentary libraries, ready-to-use and designed lists, links to Outlook calendar and tasks, editing functions to Office products and links to existing databases and so on.
- **SQL Server:** It is database, to and from which data will be saved and loaded. NSD implemented SQL Server in its whole system' background.

The NSD firm has operated around twenty years on software technology aspects. During that time, it has also cumulated much experience from nearly ten years since being in Microsoft Partner Network. Thence, it can be concluded that NSD firm has enough knowledgeable background on computing technology, web management and applying software applications.

However, it is suggested that companies such as NSD need to get more advices from, for instance, a social media consulting company because it is lack of well strategies which can apply on social media environment well and efficiently.

According to Brown (2008), a social media consulting company can help its customers to protect their online brand and reputation. Through its participating in conversation on company's behalf, a social media consulting will improve both internal and external communications and maximize usage of the partner company's intellectual property. Besides, for long-term development, the social media consulting company will not only plan an efficient online marketing campaign but also educate its

partner company's staffs to get effective results from using specific social media platforms based on their project's policies. Lastly, the consulting company will evaluate its partner's company situations to create more social media assets without losing much cost in order to gain sustainable growth.

2.2 Populem

As the leverage of Twitter power is larger and larger and the popularity of content sharing is more and more popular on internet environment, it is demanded to have a new tool to connect Twitter power to content sharing actions in social media tools. Therefore, Populem is created to be used as a sub-platform, in which people can share their contents such as small stories with useful information via others social media application.

Populem is a word come from Latin language, which means People or the People of something. It might be a similar form of Populus, which based on Andrews (1879), means: People; Nation; State; Populace; Public, Multitude or Crowded.

On Internet environment, Populem is known as a service site (www.populem.com), which allows people to write without limitation of the number of appearing characters and then publish the post to popular social media channels, such as Facebook, Google+ and especially on Twitter, where has limitation of 140 characters on each post. Through user's experiences, the site Populem is seemed as a digital diary, which people can write as much as they want about anything. Due to a specific function of the site, others user or Web visitors can only see the posts, which is shared by its authors. Thence, the site is dealing to both private and public purposes.

It is interesting to know that, Populem can be a word of combining two latin words. One is from the form of 'Popul' (still means People or Populace in Latin), second is from the interjection 'Em' (also in Latin means: Here!; There!; Take it!; Hem!; Ahem! and so on). Thus, when people look at the 'Popul-Em' combination, they can image about a calling of people to make a society, 'Come here! Come there! And make a Populace! And make a society of people!'

The idea behind Populem, according to experts, can be categorized into two directions. It can be firstly as an addition or a line extension to an existing product or secondly a product improvement.

- An addition/ a line extension: Populem offers new ways for posting post, especially it supports Twitter users because it allows to post over 140 characters. It is also a new way of digital diary because of its security functions upon certain posts depending on user's using behaviors.
- An improvement: Populem is being developed and improved. It is not just a digital diary which can communicate with users online but also an online Web-based applied site, which allow users to share their content in other sites or social media channels.

Populem SWOT analysis

- Strengths

The NSD Populem site is a new website which allows people to write posts on it freely, save and store for long time in online environment and even can share those posts to user's social media channels.

Populem's core function which was set as in the building process is that it can allow user to write and post posts on Twitter without limitation of the number of characters in the post. From that point, NSD also set the main target object for Populem is Twitter' users. Due to a fact that, Twitter limits its user's posts, in which cannot appear more than 140 characters.

Besides, Populem has simple manners in its operation, which helps users feel easy to get to know and interact with. Usually, a new user needs to sign up for creating an account, which let him uses Populem for long time with self managing his posts. However, Populem also allows new users to write directly and post to their social media channels without signing up and creating account. This brings much

competitive advantage for Populem and with its flexible fiber users can receive benefits; for example, in saving time or in getting to fast actions. In other words, users feel comfortable because Populem is tractable and convenient.

Moreover, Populem is adjustable. Users can set their profile and background picture, modify the color theme and put an email for contact. All seems very simple and it only takes few minutes to set up a page. In detail, with each writing post, a user can also attach images following those posts.

- Weaknesses

Populem is evaluated that its Web-based and operating functions as well as convenient tools are quite simple. Eventually Populem cannot be seemed as a blog because people cannot comment on the author's post directly on the site but indirectly on other online environment, where the post is shared. Therefore, outside people cannot interact deeply into the author's post immediately on Populem. It causes decreasing of Populem value. People would seem Populem as a 'post driver' but not an environment on which they could spend time much.

Furthermore, others well-known blogs, such as Tumblr and Wordpress have many convenient tools, which cover all Populem's function. Populem is a totally new born site and according to psychology aspects, people are not usually easy to change what they have adapted into for time. In additions, people feel not comfortable in interacting with anything new, which is not in their controlling.

- Opportunities

Based on Populem's operating manner, a user can decide to post those posts which they want to show to others publicly. It means that Populem's users can show or hide their post freely.

Due to that point, Populem can be used as a digital online diary, which users can write, save and store their daily stories secretly or even share one of them to their friends and family members on social media channels. Another option is that

Populem can be a writing page with saving function and an online hand scripts store to writers and authors or an online notebook to entrepreneurs.

As a sub-platform of Twitter, Populem has also some same functional feature, such as applying a hashtag.

A Hashtag, on Internet environment, particular in social media channels, is a keyword or phrase with beginning of the '#' symbol. The '#' symbol is used because users want to categorize their tweets and posts. By using the '#' symbol, content in each posts and tweets becomes noticeable and those posts and tweets would be classified as in a same group of content. For example, if a user put a hashtag to find information, the result will appear all kind of information in which has been tagged the hashtag before.

Hashtag can also be used for forming a forum's discussion. When there are enough people who would join to the discussing conversations, then a micro forum is formed automatically. If those people and their discussing conversations can attract more people to joint to the micro forum, it can take place a trend or even a new trending topic will occur.

The number of hashtags should be used correctly as it would show meaning signs in online conversations. Usually, one related hashtag would be used in a specific conversation; two hashtags would be used if there is a need of adding a location to the conversation. However, three hashtags would be the maximum of tagging allowance in each post or tweet at any conversation. It is no need to use more hashtags than three.

According to The Twitter Rules (Twitter Inc. 2014), it is said that if its users add unrelated hashtags into a post/ tweet or repeat using of a same hashtag without communicating intention, their accounts can be filtered from search or even suspended.

By using a hashtag for each posts on Twitter, Populem gain viewers and followers. Additionally, with applying hashtag's function with Populem, online users can create

and build micro forum to talk and discuss together in a same topic. For instant, students from same class can post their homework's answers there and all looks at results and discuss together, even the teacher can come to see how the homework's tasks have been done.

- Threats

Because of its core function, which follows to help Twitter's users, Populem cannot get much chance to be implemented on others social media. For instant, instead of posting on Populem and then share it to Facebook, people can post what they want directly on Facebook because Facebook operating customized tools would serve its users well enough on not only posting posts but also other fields.

Further, Populem needs to gain more online users to attract investment or other financial flows, such as payment for advertisements on the site from external companies.

As being a new born child in the online environment, without specific or outstanding function and lack of both experience and finance, Populem is seemed like little piece among other giants.

3. POPULEM'S PUBLISHING

3.1 Publishing targets

In the beginning of the social media campaign, as following other websites of social media services, the proposition for Populem in its publishing is trying to stay closed to users. Through user's activities, feedbacks and reactions, NSD will try to modify and adjust Populem's functions to get it become nearer to what online users need, demand and wait for. By doing that, NSD can also find what way is the best way to entice users and what kind of messages it would be suitable and attractable to fit user's view.

Moreover, Jamie & Shah (2010) suggested certain general targets such as: acquiring new users, getting existing users to repeat their online using on the site and generating referrals from both new and existing users.

The more people NSD can attract to use Populem, the more possibilities the site can spread in online environment through even individual user or group of users. People usually get influences from others who live near them or with whom they have many opportunities to interact. Besides, everyone would like to be in one, but no one is quite sure what it is (Mercer 1996) and according to Silverstone (1999), people have a sense of a need to belong so they participate in similar activities that bring them together. Hence, once NSD can spread Populem to many online groups, obviously that users would like to repeat to use it, as their friends also.

It is advised that companies such as NSD, in publishing new site and running a social media campaign, need to set clear operating objectives as well as measure while predicting the results of the campaign. Besides, instead of sitting on the sidelines, companies have to focus on each step on the campaign plan and not to underestimate about what is going around the publishing process.

It is not just on paper, however, the companies need to try to gain even one new user time by time through responding quickly and serving well. Because it is not simple and easy as people usually think about the publishing of a new product, service or in here, an online site. It is not only about uploading a promoting video on Youtube or get likes on Facebook. It is the process in which companies try to adjust themselves to get a chance to connect with customers, consumers and users in order to show them another option for their needs, demands and wants.

3.2 Sustainable targets

For long-term operation, NSD will need to gain a strong position in its own financial situation for maintaining Populem well from which would create more chances to leverage the site's power on Internet environment to gain other benefits.

However, before jumping to that big point, in which NSD can get benefits under form of money from Populem, which means the site would have ten to thirty thousand of unique visitors per month or more up to one hundred thousand visits monthly, the company needs to gain outstanding results on building brand's image for Populem in order to make it become a controller of social media magnet.

Brand with social media magnetism attracts people to their social media campaign more easily than brands that don't have social media magnetism. (Turner & Shah et al. 2010)

Thus, it can be said that sustainable targets for Populem is to extend Populem's image and build its reputation in online environment. Populem's image must be consistent and its included message needs to be relating to user's wants. Populem's image and message need to bring some positive and bright promise to fulfill user's expectations. Likewise, NSD can also give Populem to uses and let them take control over it. It means that, Populem's image, message, reputation and its using culture can be created directly from users both online or offline.

It is said that building customer relationship should also be seemed as a sustainable target. The most effective websites combine the benefits of mass marketing with

those of customer relationship marketing (CRM) to provide each visitor to your site with a personal brand experience (Turner & Shah 2010). Additionally, even how effective marketing campaign is, it is still only at interacting with users step through external aspects but not from internal the company. It means that the company must keep users by itself and through methods which may be fulfilled of its internal resources and images.

Moreover, one more thing which is important and should be developed continuously, named user's experience. As being announced by the former CEO of Apple, it is suggested that: companies should have to start with the customer experience and work backwards to the technology (Jobs 1997). With Populem, it is not to start only at improving user's experience, but NSD also needs to figure out others approaches of using Populem. It must have some creative functions which are more interesting or intelligent which encourages user's enthusiasms.

Hence, Populem also needs innovations because NSD always demands positive movements from Populem as a service site in front of its user's view. Movement, however, only appears when it has enough internal motions. Thus, people at NSD have to think in different ways and try to get creation.

Managers at NSD will need, over and above, enhance their visionary leadership through interacting with user's needs, demands and wants. Customer relationship helps those managers to learn from real and practical users in order to explore new ideas and to serve them. Besides, the managers will articulate those ideas with their visions to finally create something valuable for both Populem and its users as well as fertilize Internet environment.

In a basic stage, Populem and its marketers have to firstly manage their performances with online interactions in order to perform their service well.

4. ONLINE MARKETING

4.1 Online Marketing Definition

It has been a long term of time which entrepreneurs learned to interact with their customers through internet and adapted online marketing strategies. From time to time, companies learn to practice their marketing strategies in best. During that developing process, entrepreneurs have derived for themselves lessons of marketing online from both practical experiences and old academic thoughts.

According to Jones, Malczyk & Bereke (2011), Internet marketing is any activities that use internet technologies to promote online.

Based on the knowledge from Pearson Education Limited organization (2003), modern marketing term is a combination of marketing and customer relationship sectors, which is applying Internet and other digital technology to acquire and retain customers (through a multi-channel buying process and customer lifecycle) by improving customer knowledge, targeting, service delivery and satisfaction.

To demonstrate wider and deeper to the term, the group of Jones explained more, that:

“It comprises not only advertising that is shown on websites, but also other kinds of online activities like email and social networking. Every aspect of internet marketing is digital, meaning that it is electronic information that is transmitted on a computer or similar device, though naturally it can tie in with traditional offline advertising and sales too.”

In addition, the group suggested that Internet marketing has three cornerstone principles:

- *Immediacy* - The web changes at a blistering pace and online audiences, whose attention spans are short, expect on-the-minute updates and information. To keep the favor and attention of this group,

you must respond to online messages and interact with communities as quickly as possible.

- *Personalization* - Customers online are no longer faceless members of a broad target audience, they are individuals who want to be addressed personally. Use the wealth of personal information available online to your benefit by targeting the relevant people precisely and personally.
- *Relevance* - Communication online must be interesting and relevant to the reader, otherwise it will simply be ignored. With all the information that is competing for your audience's attention, you must find a way to stand out and engage readers. The best way to do this is by giving them exactly what they want, when they want it.

4.2 Online Marketing Strategies

Within traditional marketing, advertising activities can be expired after a 'short-time of being promoting'. For example, a television advertisement can be only valuable to audiences during a period of time, such as in events and seasons. Besides, the fact is that those short-term advertisements cannot create a deep acknowledgement within audiences or bring any new conceivable opportunities, which companies can connect with and interact to potential consumers for long term. As being used for long-term aims, online marketing campaign stands in need of more preparations in planning. In responding, its influences will last for longer time and remain useful.

In general, for planning an online marketing campaign, companies would like to visit with and get negotiations/ feedbacks from their big retailers or commerce customers. As being the nearest part, which gets closed to end-customers, on the supporting product chains, they would know what must change in design, quality as well as product's image in order to fit the products/ service satisfaction range to the targeted segment of market. Besides, companies also try to get as much as feedbacks from end-consumers/ users because they are insides the consuming flow, so they would

know in best, what the companies should improve or what products/ service's image could be suitable and practical to publish online in their marketing campaign.

Furthermore, entrepreneurs must get an eye on their company's websites, e-commerce, search engine marketing and search engine optimization tools, online advertising and email marketing. Those aspects can be seemed as the practical image of online marketing activities to create a full-fill picture of marketing online campaign.

Holistic internet marketing involves four steps:

- *Attraction*: Driving traffic to your website
- *Retention*: Keeping visitors on your site, and getting to return
- *Conversion*: Getting visitors to respond to calls and ultimately making a purchase
- *Measurement*: Tracking and analyzing user data so that you can improve your page

(Jones, Malczyk & Berveke 2011, 218)

In online marketing, the results from the marketing campaign do depend on strategy approaches which each of them would have their own features and advantages. For example, PPC (pay per click) is suitable for attracting new customers to company's websites and email newsletter system would exert influence to certain customer to repeat visiting the websites. In supporting, SEO (search engine optimization) would create web traffic while well-designed websites encourage users/ visitors to stay on the web page or even return to the site in looking for new contents. If a company chooses to jump into social media communicating environment, they can create their own 'online-room' to build a community, whom would respond to marketing campaign and locate on the site or even be the company's intangible asset. In the case of viral marketing approach, a large number of audiences would be reached. Mobil marketing is also considered as an effective tool for engaging company's brand with customer through direct communication. The last but not the less, in any online marketing

campaign, web analyzing process would help to measure and react to marketing activities in order to create much influence with less cost.

4.3 Online channels

Once marketers choose to run thoroughly their marketing campaign through online marketing, they must also think about which channels would be the most suitable. Here, choosing a channel is important such as choosing the way companies reach to those target customers or how the services or products would be represented in front of them efficiently.

There are certain useful channels, as Pearson B., President of W20 Group (2014) suggests, namely as: Audio, Blogs, Data center, Forums, Images, Micro-blogging, Search engines, Social Networks, Video and Wikis.

- **Audio:** Contains information under digital sound form publicly on Internet, which promotes or spreads out product/ service's knowledge or others sales advertisement. It can gain favorite from customers as its natural showing way of information resources and be evaluated as easy to apply to websites.
- **Blogs:** Can be seen as a person diary privately or even an online 'personal newspaper page' which includes experiencing recommendations/ knowledge about a service or product, which the writer has had chance to try and experience.
- **Data:** Usually well known as a center of data where people can find their targeting information under form of slides or presentations, which were published by others.
- **Forum:** It is most effective and efficient when marketers know where and in which forum they should spread out or post a post about their 'interesting

information'. Once the posted information matched to participants of the forum, it can be spread out quickly without much force.

- Images: Can be used to attract viewers to turn into visitors to specific hosted website of the company through a link attached within the images. Marketer also try to tag small pieces of information into those images in several common languages to reach the larger part of Internet users.
- Micro-blogging: Can be used to share advertising information under form of neat and methodical news. The news must be in good shape and length, which have enough necessary information.
- Search engines: Marketers register to public advertisements on Internet environment through services of search engines. Through those link-included advertisements, Internet surfers can jump into company's website immediately.
- Social Networks: Marketers use to create a group of supporters to their products/ services. This kind of online group can even be more important than loyal consumers group. Because instead of only buying/ using the products/ services regularly, those supporters can spread out positive information of the products/ services naturally and effectively to others, such as their friends and relatives, especially others online users.
- Video: Often used as another fiber to supply actively information of the company, its product or service to outside people. It is hard to make a really special advertising video or condense an idea to viewer's mind nowadays because of video its own saturation.
- Wikis: Known widely as a huge online library which works as an encyclopedia engine. Marketers should try to put information or and relating knowledge (information from research, recommendation from scientists) about their product or service and even about any factor, which forms up the product or service.

Once the marketers would have chosen channels, those can be the most suitable to the marketing campaign, they must get a wide road to the channels through well approaching search engines.

4.4 SEO

Search engine optimization

According to research from experts, more than eighty percent of Internet users try to find their targeted information under form of websites through search engines. It is charming to know that nearly over seventy five percent of those users would like to purchase immediately a product or service through matched websites. Besides, they have eventually an intention to make a buying decision by using search engine's results. However, nine-tenth people, who use search engines, do not visit with more than three pages of search engine results, as their behavior would concentrate on only the top 30 results, which would be shown on the computer screen. Thus, Web managers and marketers always are in need of improving their Web traffic as well as its effectiveness on integration with people.

SEO is stand for Search engine optimization, which helps companies to figure out about how effective their website is in connecting and interacting with Web users through searching process and improve the possibilities, in which, Internet users and companies can reach each others in sharing relevant and valuable information on the center information resources, such as the company's websites. Through SEO, companies can settle their strategies, techniques and tactics to improve accessible opportunities of being found by the search engines.

SEO is seemed as a marketing technique used to increase the visibility of your website so that people can see your site at the top of organic search results... It is a long-term marketing technique that will bear fruits if you approach it with determination and patience. With the right skills, knowledge and resources, SEO could be the simplest and most important marketing tactic for achieving increased traffic and ultimately increasing your return on investment. (Jones, Malczyk & Bereke et al. 2011)

Based on Jones's group ideas, SEO is non-based because it only generates natural (organic) listings to targeted potential customers. Besides, companies can modify their strategies and fit to their web sites to meet the needs and requirements of both internal and external part based on the flexible feature of SEO. As a result, through key conversion goals and analyzing relevant statistics, companies can measure the effectiveness of their SEO activities. Moreover, SEO would also help to build an online brand presence and long-term positioning as well as get a better result on ROI (Return on Investment) without paying much cost but only need to spend time on researching, calculating and analyzing data.

Hence, the most targeted goal for any website is that it can be made visible in front of Web users or in other words, people can get in touch with the site. Brown (2008) suggested that, Web manager have to try to increase the link-ability, create easy tags and bookmarks as well as reward inbound links to help the company's content spread out widely and in final encourage the mashups.

In general search engine optimization terminology, it is separated two kinds of SEO, the white hat SEO and the black hat SEO. As reported by the website of QuinStreet Inc. (2014), the black hat SEO refers to using much aggressive SEO activities which focus only on search engine and not a human audience, and usually does not obey search engine guidelines, such as keyword stuffing, invisible text, doorway pages, SEO spam or even adding unrelated keywords to the page content or page swapping to get more possibilities to get on top of many search results. In the contrary, the white hat SEO refers to the usage of optimization strategies, techniques and tactics that focus on a human audience opposed to search engines and completely follows search engine rules and policies. Its activities can be determine as using keywords and keyword analysis, back-linking, link building to improve link popularity and writing content for human readers. While Hat SEO is usually chosen by whom intend to work with ethical SEO as for long-term investment.

Keyword Cannibalization

Keyword is seemed as one of the most important factors during searching information on Internet as well as on the activities of SEO. In a right way of using, keyword can bring back many benefits for Web users and also certain advantages for company's websites. Therefore, choosing a keyword to put into Anchor text needs to be concerned much.

Keyword needs to be a relevant object to company's website content. Besides, companies have to assure that there is enough similar resource of contents upon to the chosen keywords so that the website can be found by the search engines.

However, Web manager can still face to problems in keyword's aspects now and then. One of those is called Keyword Cannibalization. It would happen when certain pages appearing from the company's website owns certain keywords, which are compete against each other and cause confusing decision on the search engines. It means that, in the case, search engines do not know what would be the most relevant, related and demanded page to fit to the searching keyword.

Fishkin (2007) determines the term as a situation in which "a website's information architecture calls for the targeting of a single term or phrase on multiple pages of the site. Many times this is done unintentionally, but results in several or even dozens of pages that have the same keyword target in the title and header tags".

The problem can affect on the Web traffic and decrease the company's website competition, due to the internal counteraction raises up over the range, which the ability to compete with external race insides the web would be dragged down. Moreover, Keyword Cannibalization is detrimental to the Web content, as the keyword would be found on many pages, it means that there is a similar topic in certain pages, which brings feeling of boring and even not useful or valuable to Web information researchers.

It is acceptable that the situation of Keyword Cannibalization can happen now but not again due to the fact that it can be unavoidable occurrence. Because as a company's Web on the developing progression of page contents, similar keywords could appear

as Web manager may not care on the ranking possibilities of keywords but only concentrate on spreading out the content with those keywords. In spite, sometimes Keyword Cannibalization would appear under a system of wrong actions, which need to be solved completely.

Fishkin (2007) impels to a general system of those wrong implements in Web pages system. It covers by Internal Anchor Text, External Links, Content Quality and Conversion Rate.

- **Internal Anchor Text** - So many different pages with the same subject, Web manager cannot concentrate the value of internal anchor text on one target.
- **External Links** - If four sites link to one page on same content of, for example 'snowboard', three sites link to another of 'snowboard' pages and six sites link to yet another 'snowboard' page, the company have split up its external link value among three pages, rather than consolidating it into one.
- **Content Quality** - After three or four pages of writing about the same primary topic, the value of the company's website page content is going to suffer. The Web manager would like to have, in better, the best possible single page to attract links and referrals, not a dozen bland, replicated pages.
- **Conversion Rate** - If one page is converting better than the others, it is a waste to have multiple, lower-converting versions targeting the same traffic. If a Web manager wants to do conversion tracking, use a multiple-delivery testing system (either A/B or multivariate).

Forasmuch as, Webmasters would have recognized fully current reasons and obstacles of Keyword Cannibalization and it leads to a demand of solution. Fishkin (2007) externalizes continually with a view for a practical solution. He advices Web managers to focus the pages with unique, valuable variations and all of them link

back to an original, canonical source for only one singular targeted terms/ phrases instead of spreading out and sticking the same targeted terms/ phrases under term of keywords in certain pages many time on the same Website. To that end, search engines can easily identify the most relevant page for each of searching queries.

In the way of going deeper to the solution for Keyword Cannibalization, Smarty A., the blogger and community manager at Internet Marketing Ninjas, suggested in 2008, that Web manager must try to get rid of internal duplicate content issues as well as organize their keyword lists.

4th level	3rd level	2nd level	1st main level
		Boy's	Hairstyles
	Creative	Boy's	Hairstyles
	Popular	Boy's	Hairstyles
	Different	Boy's	Hairstyles
	Teen	Boy's	Hairstyles
Modern	Young	Boy's	Hairstyles

GRAPH 1. Phrase levels as a Keyword (Smarty 2008)

Based on the example table, the keyword phrases are divided into four different levels. In each level, it represents for a layer of information, which Web user can put into search engines during searching information process. In here, the word 'hairstyles' is determine as the main object, then, other words is added as adjectives to determine the real and true information layer, which researcher really keens on.

Determining 'hairstyles' as the main object of the phrase, Webmaster can put and stick the word 'hairstyles' as keywords for their pages. This is not only helpful to the search engines, but also much more valuable to the Web system resource. Besides, Web users can get more positive experience during researching state and feel more useful about the information construction.

Fishkin (2007) also advices that webmaster should also use a 301 - Moved Permanently, on any cannibalizing page to only one single version. In here, 301 is

one response status code of Hypertext Transfer Protocol (HTTP) which helps to move an unnecessary, 'weak-content' or even 'die' link (which uses URL – Uniform resource locator) to a new URL address provided in the Location field of the response. In a simpler way to describe, similar content links are coded with a same 'short label' – which is embedded with a new link address. Then, anytime Web users click on the label, Internet serve will immediately move to the new link. By working with 301 HTTP, Web manager can reduce the number of same content pages as well as increase the competitive ability of the site.

Moreover, Eubanks N., the Vice President of Digital Strategy at W.L. Snook & Associates, Co-Founder of an ecommerce consultancy named I'm From The Future also suggests in his SEO blog – SEONick.net on September, 2014 that webmaster can apply their SEO actions by Osmosis strategy. It means that during the process of improving visiting traffic of a targeted website, the webmaster can absorb powerful visiting traffic from another website, which is demanded to full of certain qualifications.

- Have sufficient natural rankings and a sustainable base of organic traffic
- Hold certain strong, targetable and relating to the targeted website contents to Internet visitors
- Both websites, the targeted website and the absorbed website, need to be in same database running system

4.5 SEOs upon Populem

Effective Keyword

According to Fitzpatrick (2013), a writer at Internet Marketing Ninjas site, there are certain tools which entrepreneurs and marketers can choose to use in their SMM campaign to improve their website traffic as well as its rank on Internet environment through choosing a valuable keyword.

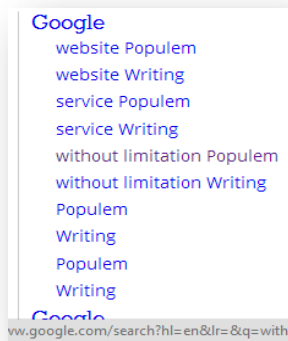
- Internet Marketing Ninjas

Marketers can use the [Search Combination Tool](#) to create a list of common keywords which might be used under firm of phrased in Web users' searches. In the site, it can be found the boxes (1) which are waiting for putting keywords or phrases. The left box should be put adjective words and subjective words with the right one. Then, a list (2) of possible permutation of keywords would appear after having a click on Create Queries button. In here, it only needs to click on one of the phrases to jump directly to the real search (3). It is advice that keywords should be entered one on each line and on both boxes.

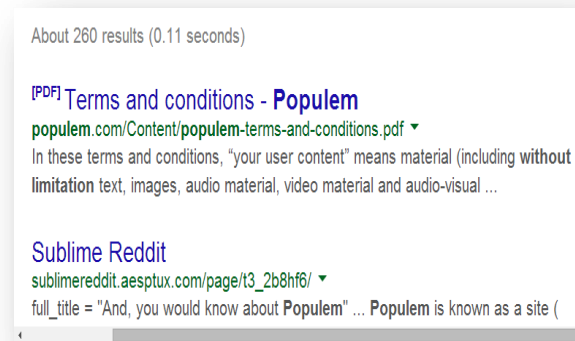
According to the results from the real search, marketers can determine and decide which keywords and phrases should be choose to leverage the in-needed or important information.

The screenshot shows the Search Combination Tool interface. It has two input boxes: 'List 1' (List Main Phrase(s)) and 'List 2' (Previous phrases combined with:). The first box contains the text 'website service without limitation' and the second box contains 'Populem Writing'. Below the boxes, there is a section 'Group generated combinations by:' with two radio buttons: 'Same combination' (selected) and 'Same search engine'. At the bottom, there is a 'Create Queries' button.

(1) The boxes



(2) The list

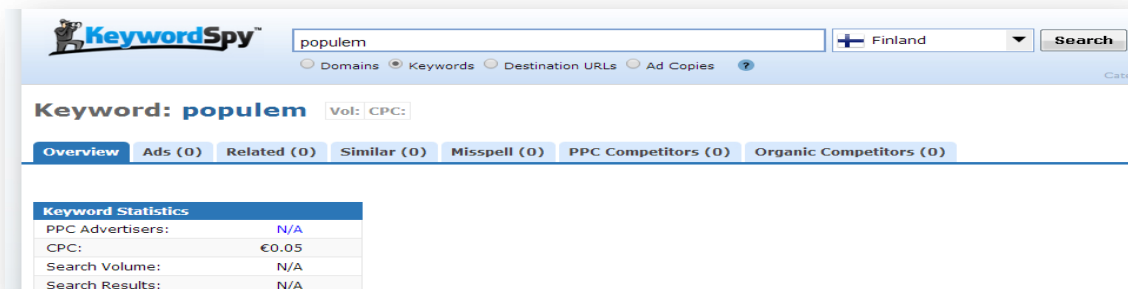


(3) In real search

GRAPH 2. How Search Combination Tool works (Source from the Researcher)

- Majestic SEO has a tool called [Keyword Checker](#) . It allows users put keywords and phrases and then figure out how much interest and competitive they are through indexes of: number of times was found in Anchor/ in URL/ in Title or in both Anchor and Title.

- [Ubersuggest](#) allows users to find immediately all layers of any searched phrase in original or with other usage phrases.
- [KeywordSpy.com](#) allows its users to find relevant data about the keywords or phrases in relating to domains, keywords, destination URLs and Ad copies. Besides, it also gives statistics on PPC (Pay Per Click) advertisers, CPC (Cost per Click), search volume as well as others competitive sites.



GRAPH 3. Searched data from KeywordSpy for Populem (Source from the Reseacher)

- [SEMRush.com](#) is a complete and perfect tool for searching data about keywords and key phrases. Its data goes far further in detail and brings much helpful information for researchers. Through its live updates, researchers would know further about CPC distribution, trend with the keywords or key phrases as well as other indexes.
- [Spyfu](#) allows its researchers to figure out researching data in intelligent and tidy ways, with practical helpful of numbers in monthly searches (both local and global), CPC and daily clicks, daily and monthly cost, click-through rate, ranking difficulty, advertisers as well as homepages in top fifty organic.
- KGen (Keyword Generator) was invented by Froidure N. on November 23, 2009 allows you to see what keywords are strong on visited web pages for search engines. It works with Firefox 1.0 – 33.0 and users can download freely.

It is also suggested to use Google Keyword Planner, Google Trends or Google Suggest to find what is the most suitable and closest words or phrases can be chosen as keywords or key phrases.

By doing researches and assessments in looking for right and efficient keywords, marketers can avoid any affection from Keyword Cannibalization phenomenon.

Online Advertising

Google also offers a tool called AdWords, which companies can use to put their SEO advertisement online by small budget. Google uses the CPC (Cost per Click) method to charge AdWords users. It means that cost can only be charged when someone clicks on it but not when it is visible on Internet. Users can decide freely how much the budget can be used for daily advertisements.

The below image shows the inputting process of advertising information on Adwords. On the left side, users can put advertising information in basic and very relevant to the product or service. On the right side, it shows how the advertisement will appear online.

The screenshot shows the Google AdWords interface for creating an advertisement. It is titled "Mainos" (Advertisements). On the left side, there are four input fields: the first contains the text "write-share-see SPREADS", the second contains the URL "www.populem.com", the third contains the text "Write, Share and See how Populem", and the fourth contains the text "helps your posts Spread online!". At the bottom left, there are two buttons: "Tallenna" (Save) and "Peruuta" (Cancel). On the right side, there is a preview box showing how the advertisement will appear online, displaying the same text and URL as the input fields.

GRAPH 4. Inputting advertising information process in Google AdWords (Source from the Research)

Google AdWords helps companies to gain two main purposes, achieving high rankings and getting more visitors (Walters 2014). It is acceded that SEO applying activities do not need being expensive; thus, AdWords can be a good SEO tool.

Helpful Blog Tool

There are certain blogs, which included helpful tools, that can help web-master to manage their online sites more efficient in accurate ways. One of those tools is called *Heat-map*, which indicates what content is received much attraction from a website visitors. *Heat-map* is classified into two main categories, of *Click-heatmap* and *Eyetracking-heatmap*. Webmaster can try one of following up-to-date tools, such as:

- *Crazyegg (crazyegg.com)*
- *Feng-Gui feng-gui.com()*
- *Clickheat (labsmedia.com)*
- *Corunet (blog.corunet.com)*
- *Clickdensity*

5. SOCIAL MEDIA MARKETING

5.1 Social Media

The Domination

Communication is one of aspects which get the most influence in any society. Communication create media channels to maintain communicating's activities in an effectively ways and to improve the quality of communicating process. Media features by it functions, connecting and linking human beings lives.

Media are ubiquitous, that they are daily, that they are an essential dimension of on temporary experience. We cannot evade media presence, media representation. We have to come to depend on our media, both printed and electronic (even digital), for pleasure and information, for comfort and security, for some sense of the continuities of experience. (Silverstone 1999, 1)

Following the significant development of digital technology, media and its channels grow up and get involved in many social aspects. From which, online social media created, which, as Gunelius (2011, 10) suggested, are the online publishing and communications tools sites and destinations of Web 2.0 that are rooted in conversations, engagement and participation.

In the age of social media, people move into media spaces, both in reality and in imagination, both materially and symbolically. Silverstone (1999, 8) believed that studying the media is studying these movements in space and time and to study their interrelationships and maybe too, as a result, to find oneself less than convinced by the prophets of a new age as well as by its uniformity and its benefits.

As an inevitable result, “social media is the democratization of information, transforming people from content readers into content publishers. It is the shift from a broadcast mechanism to a many-to-many model, rooted in conversations between authors, people and peers. Social media uses the ‘wisdom of crowds’ to connect information in a collaborative manner.” (Evans 2008, 33)

To understand media as process, and to recognize that the process is fundamentally and eternally social is to insist on the media as historically specific. Media are changing, have changed, radically. Our century has seen the telephone, film, radio, television become both objects of mass consumption and essential tools for the conduct of everyday life. We are now confronted with the specter of a further intensification of media culture, through the global growth of the Internet and the promise (some might say the threat) of an interactive world in which nothing and no one cannot be accessed, instantly. (Silverstone 1999, 4)

People are connecting and making networks. Social networking is formed immediately when people in a social group get interacted with each other through a social media platform or application to exchange messages and transmit conversations. People use social media not only to connect to new people but also to share their feelings, to engage with interesting things and to build their own reputation through the way they show on those online activities. All is meaningful beyond social networks. If it is not with this person, then it will be with another. Because, anything, as Silverstone (1999, 10) stated that:

“Acts and events, words and images, impressions, joys and hurts, even confusions, become meaningful in so far as they can be related to each other within some, both individual and social, framework: a framework which, albeit tautologically, gives them meaning. Experience is matter both of identity and difference. It is both unique and shareable.”

Social media brings to the earth much change and affects on the way people talk, listen and even think. Silverstone concluded more, that we could think media in deed as prophylactically social in so far as they have become substitutes for the ordinary uncertainties of everyday interaction, endlessly and insidiously generating the as-ifs of everyday life and increasingly creating defenses against the intrusions of the

unwelcome or unmanageable. Much of our public concern about media effects is focused on this aspect of what we see and fear in especially, the new media: that they will come to displace ordinary sociability.

Social media will cover its influence on any dimension, as its hands have already gotten into the movement of global business operation.

Business Contrivance

Human beings psychology, especially from psychology of customer behavior, indicates that people might share their positive experiences and feelings to friends and family members if they have served well by a service or products. In contrary, in case of unsatisfactory, they would like to spread their negative feelings just as quickly as they can via social media channels.

Turner and Shah (2010) have studied about this phenomenon and tried to relate it into social media field under term of Circular Momentum. The idea is that, based on customer's and consumer's first layer of Circular Momentum from their satisfy feelings, marketing specialist would then try to create more layers of positive experiences for others people on media channels in order to leverage a better Circular Momentum to the society. The destination of those actions is to develop the company's positive impressing brand and to grow the power of Circular Momentum as well as to catch more advocates of the company's brand, those who will do marketing for the company naturally, effectively and freely because of their huge satisfaction upon the service or product.

Following acknowledgement about Circular Momentum, it has opened a new gateway to connect and combine social media functions to strengthen business operations in order to develop both business and social aspects.

Social media are the digital tools that enable a two way conversation between your prospects or customers and your business. (Turner and Shah 2010)

Social media would help businesses on marketing department to stake their claim in the online space and within the online audience, to set audience expectations and prove their claims again and again and finally to deliver on those expectations and effectively retain their positions in consumer's minds. (Gunelius 2011, 184)

Turner and Shah (2010) enunciate that, in interacting with social media process, companies can enhance their operation in Customer relationship, Brand building, Publicity, Promotions and Market research.

- Customer Relationship Building: As social media channels are various and even free in access, companies have many chances to use these popular and friendly channels to keep in touch with their customers. Nowadays, with social media tools, companies can care for their customers both in before making business and after the business deal. Companies can also receive any feedback or complaints from customer quicker and it can be faster in responding.
- Brand Building: Social media activities can show the company's reputation and those activities represent for the company's strategies, vision and service/ product's values. Through social media, company can leverage their brand power.
- Publicity: It was used to getting to know a company through its geography location and printed materials, and via Web site on the Internet Boom age, but today, people would like to accustom the company through better its social media channels. Because, it brings much comfortable feelings when a person surfs Web naturally and becomes aware of a friendly company's social media pages.
- Promotions: It is cheap but it is not weak in operation. Once a company can create a big enough marketing flow insides their social media pages, the flow and its power will spread out significantly and bring back a level of influence which the company cannot image.
- Market Research: Starbuck, a huge famous coffee-drinks brand, has get one eye on social media channels to create their own researching campaign to collect more valuable information from customers without

any printed forms. The researching campaign is held on the site www.starbucksidea.com with charming backgrounds of designs, exciting with much encourage for idea's stories.

Jones, Malczyk & Bereke (2011) adjudicate that, through social media, business operations are also affected by Word Of Mouth's actions. Word of mouth is trusted easily by customer's friends and family members and it spreads out eventually offline. It is appreciated as one of the most power promotional approach in marketing tools. Besides, people would usually like to try something new which is recommended by their closed social group. However, it is seemed the easiest tool to get risk and hardest to control, because once words are said out, no can take them back. Hence, firms must set up a plan of using social media platforms, which can reach to the aim of getting the right people to speak about the brands and pass on the message.

Turner (2010) suggested in his Corporate Social Media Guidelines that any firm which joins to the social media flow of activities must show Respect and Responsibility, demonstrate Integrity, be Ethnical and try to add more Value to the social media environment.

- *Respect*: Social media activities need to show respect to their audience, it needs to be polite, friendly and quickly in respond.
- *Responsibility*: Firms must be responsible to what they announce on social media channels. By taking responsibility from social media activities, firms show that they are trustworthy and would gain high respect from audiences, both royal consumers and potentials ones.
- *Integrity*: Social media is free on its interactions and operations, such as announcing new information. However, firms cannot make any treaty on information resources or its integrity, in which they try to make audiences believe on what they announced. The information need to be given with integrity.
- *Ethnic*: Social media activities should be side-by-side with a vision from corporate social responsibility (CSR) and should not have any intention to suffer any audience part of society.

- *Value*: Audiences, both royal and potential customers, always hope and wait to receive more value from a company's social media pages. Value, in here, can be tangible or intangible, but through them, customers would receive or can create values for their own.

Moreover, social media is not about selling and it would require long-term investment that typically yields intangible rewards, but those rewards can compound and build a business exponentially. Entrepreneurs can decide to dive deep and put much energy into each social media platform as reaching Depth strategy or do social media across a wide variety of platforms as following Breadth strategy. (Gunelius 2011)

5.2 SMM

For more than one hundred years, marketing have changed much. Its forming core operation has had many movements inside. Marketing driving factor changed from Creation in 1960s with supports from Marketing Agencies (where creative people worked for new ideas) to Strategy at 1970s with Company's self-command on decision making, in which companies stand up and decide what should be the most suitable marketing campaign and marketing approaching directions to attract more customers.

Nearly thirty past years, companies tried to get Information from inside its operation and from Retailer, those are the nearest to customer, to measure and put right strategies. Until 2010s, people talk more about Reputation's influence on Customer's behaviors. Social media marketing has moved to the new landmark, which tries to deal with more intangible values. It would be more challenge because customers are changing and their demands are various. Social media marketing is trying to understand customer quicker and more effective.

Power Hub				
Agency	Company	Retailer	Customer	
1960	1970	1980	1990	2000
2010				
Creative	Strategy	Information	Reputation	
Driver				

GRAPH 5. The Power brokers in marketing have evolved during the past 50 years. (Shah 2010)

Rather than simply consuming products, people on the social Web become influential voices of those products, they get significant impact on success or failure of business. Gunelius (2011) points out this idea and names it as the evolution of consumer to pro-consumers. Therefore, entrepreneurs and marketing specialists need to take an action. And the key action is combine marketing and social media activities to rise up a new marketing approach, social media marketing (SMM year).

Social media marketing is any form of direct or indirect marketing that is used to build awareness, recognition, recall and action for a brand, business, product, person or other entity and is carried out using the tools of the social Web, such as blogging, micro-blogging, social networking, social-booking, and content sharing. It offers the single largest opportunity for entrepreneurs, small businesses, midsize companies and large corporations to build their brands and their businesses. (Gunelius 2011, 10)

Social media marketing involves using peer recommendations, sharing, building brand personality and addressing the market as a heterogeneous group of individuals. It also uniquely encourages customers to create content and buzz around a product themselves. (Jones, Malczyk & Bereke 2011, 149)

Social media marketing is different from traditional marketing. Instead of, traditional channels (television, radio, print publications, outdoors events, in-store sign age), social media marketing comes up with self-publishing and user-generated content across the social Web. Besides, the core action of social media marketing is trying to spread useful information relatively about product/ service to help customers find their demand knowledge and fit their needs. Firms need to be proactive during sending messages to customers as well as flexible with their demands. In social media

marketing, companies are the communicating part which will react and respond proactively to each specific customer's desire. Furthermore, social media marketing create a communicating environment, in which firm brings up their messages and conversations will happen in both sides parallel between customers and the firms as well as among customers. The cost for spreading out content is much cheaper than in traditional marketing, which needs much monetary investment to get awareness from people.

However, firms should not get all traditional marketing channels out of minds, but they must try to integrate but not fit traditional marketing with social marketing. Besides, company must be assuring of traditional marketing effectiveness. It means people would also know where they can find the company online. Gunelius (2011) ensure that once customers can find the company's information online, the company should make sure that it would be easy to find the information everywhere else, across which the company interact to the social Web. She empowers her idea by suggesting another action, such as providing prominent links to various branded destinations, so consumers can choose how they want to experience the company's brand and interact with it.

In addition, marketing should be a combination of traditional media, social media, product/ service's price, distribution, and product/ service mix features. A formulation is concluded from the statement, as below:

$$A + Bx(1) + Cx(2) + Dx(3) + Ex(4) = Y$$

A: Traditional media

B: Social Media

C: Price

D: Distribution

E: Product Mix

Y: Profits

X(1), x(2), x(3), x(4): effective and efficient range

(Turner and Shah et al. 2010, 56)

Thus, companies must try to exceed the effective and efficient range of social media through significant generalships to strengthen the whole marketing system in order to create a strong product/ service in both internal and external side as well as to gain the aimed profit level, which is always the most interesting part but also the hardest part to think about.

During running process of any business, entrepreneurs may aware of the situations, in which occur some negative talks about their companies. There are usually two options. Firstly, entrepreneurs can ignore about the negative and bad thing. And, secondly, the company can try to correct the information or stop its spreading on media channels. Each option has its own specific function, but it needs to be used in time.

	Wrong	Right
Conversation	Stop it	Let it flow
Content	Protect Copyright; Put up a barrier to access it	Share it
Control	Hold it tightly	Give it up

GRAPH 6: The three Cs of Social Media Marketing, Success or Failure (Gunelius 2011)

However, when the bad and negative talks join to social media, the worst action is no action at all, ignoring or continuing without any respond are not seemed intelligent and suitable actions. It even threatens the reputation of the company deeper and deeper. Therefore, Gunelius (2011) proposes certain propositions to correspond to

wrong/ right conversation, content or control during the process in which firms interact to social media activities.

Moreover, once companies would have joint to social media environment, they cannot interrupt with its online activities because no one wants to wait for anything in their hurry up, especially when they really need helpful answers. Thence, companies have to try to maintain their interactions continuously and set their social media pages as the nucleus of marketing system.

As based on the social media rule, according to Brown (2008), social media marketing's aim is to make useful information to be searchable and friendly. Additionally, marketing specialists, with both marketing education and experiences, have to create influence in business practices and human relationships. They possess first-hand experiences, tactical knowledge of social media platforms and provide strategies online counseling and recommended actions based on the goals of a certain client. They would make outstanding decisions in attracting customer as well building customer relationship as connections. They would spread out values and qualities of unselfishness, curiosity, understanding, open-mindedness, creation and genuine desire to help customers. Besides, they are 'fluent' with social media channels languages.

Once social media marketing activities can be launched, firms can contact customer immediate in private. Brand image can become much holistic due to combining marketing message with other useful social media platforms to spread out any brand's personality and values insides it.

However, it still get risk during acting on social media marketing. The problem can come from pages design, which can make the firm to be seemed less professional if its social page's design is not in suitable manner of design language. Besides, customers can interact to firm's marketing messages due to openness of Internet access, the firm no longer can apply full control on their messages. Sometimes, the targeted audience group does not respond to social media marketing campaign, which cause losing cost for the firm. Due to the fact, firms need to be more proactive

and creative in making relationship with customers as well as to choose smart strategy for their social media approaches.

5.3 Approaches

It is said that, in solving a problem, if you try to put much effort in wrong method, it cannot make sense. However, if you use the right method, you can only need less effort but the result can even be much better. With same view, when entrepreneurs look into social media platforms and think about how to apply those cheap tools to get effective marketing campaign, they must choose the right way, as a right method.

Jones, Malczyk & Bereke (2011, 144) indicate that, there are many social media channels from which companies and firms can choose for themselves as the most suitable platform to apply their social media marketing program.

- **Social network:** Social network is seemed as the largest social media channel and its various functions can depend on the platform. It is used popularly and well-known by appearing of many friendly platforms, such as Facebook, MySpace, Orkut and LinkedIn. People enjoy social network because of its popularity and communicating power.
- **Forum:** Any online community message board which allows its users to post and respond publicly to topics could be determined as a forum. Forum can be describe as an online room, where people with same/similar interests join together and discuss. Even Forum is different from Instant Message in responding time following the forum page, people would still like to join to forum, where is usually moderated.
- **Blog:** A web log where allows users to public any article within any topic. Readers can engage to discussions of blog's author and other readers through a short text message. Besides, readers and blog's author can also create a network of relating topics and sign up to blogging communities.
- **Aggregator:** A web tool that collects and filters updated online information according to certain parameters. It functions like a tailor-

made new stream. It can be set to find all information about a person, a certain place, about technology and political theory.

- **Social sharing:** It is including of social bookmarking and video sharing. Social bookmarking is the process in which web bookmarks are shared online with other people and those shared links can be stored online and shared with anyone who follows the sharer. With video sharing, useful video contents are extended to connect with right people, who are looking for the content.
- **Collaborative creation:** People from all corners around the world together work on projects collaboratively. Two popular ways are Wikis and Crowd-sourcing. A wiki is a web page which anyone can edit its specific topic. Another, Crowd-sourcing happens when many people share their ideas online at once, an excellent way for brainstorm projects.
- **Converging media:** More and more social media channels are appearing and offering new ways of doing marketing for entrepreneurs. Hence, entrepreneurs have to take in deep action to have a look on those channels then try to derive a core and common function and apply it to their social marketing program.

In general view, there are three different layers how people should aware of social media tool. The first level is Social Medium which is any single, board of category of tool that is used for a social media campaign such as blog, forum, and social network and so on. The second level is Platform, a software/ technology used within a Social Medium. For instant, Twitter is a platform used for social networking. Finally, the third level is Channel, the specific and individual connection which connects user to online community or customer to companies. Channel is a specific online account, where companies can find an individual customer and through which customer can update information from companies. Hence, a successful social marketing campaign must be combined by harmony connecting between choosing and applying Social Medium, Platform and Channels.

In a simpler view, Gunelius (2011) states that, marketing program should be operate and implemented by following steps:

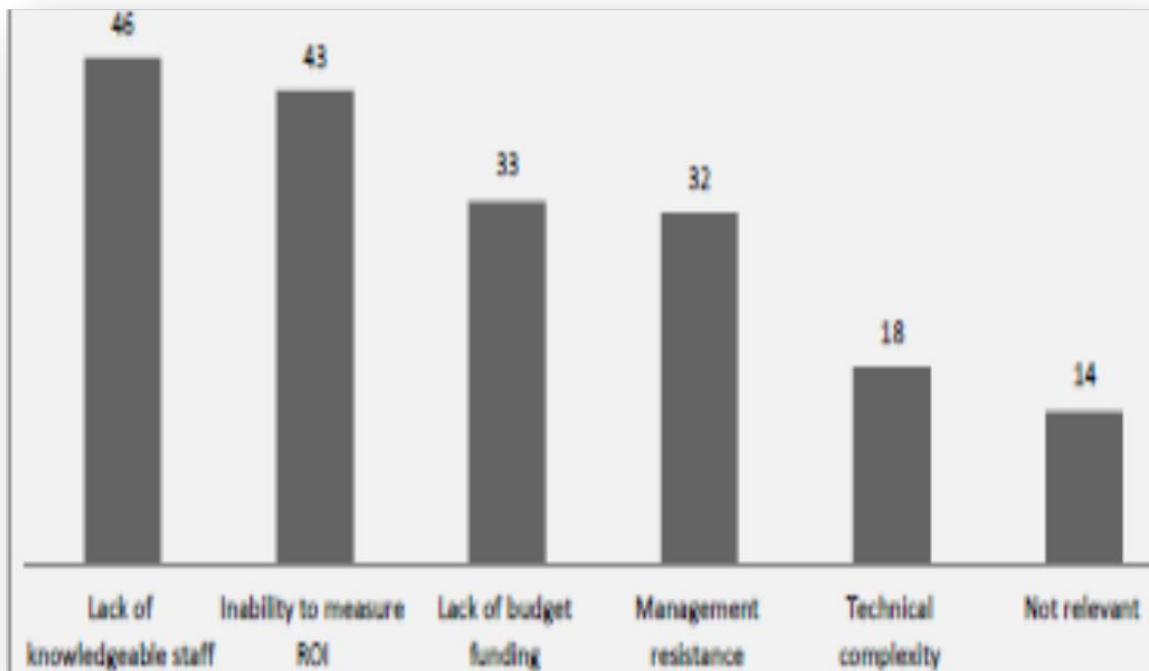
- Identify ultimate targets
- Determine the brand's image, message and promise which is in need of portraying on the social Web pages
- Find the best audience groups
- Create messages and content which relate to the company's promise and attract audience
- Spread out messages and content around certain channels
- Join hardly into Web communication and to respond customer's concern, allow the online community to take control of the conversation
- Create own network of brand advocates
- Be real, be honest, be accessible, be engaging and be true to your brand promise
- Test, analyze results
- Always take second chance to try again consistently and persistently

In addition, the Pareto Rule or the Rule of 80/20 percentages should also be applied. It means that, entrepreneurs should spend up to eighty percent effort and time on the social Web interacting and at least twenty percents on their own promoting. Because the most effective way to get new users is joining with them in their usual activities and then follow them with intention to attach the offering products/ services to those activities. The entrepreneurs can also adjust back to their offers and improve the promoting ways in order to fulfill potential and loyal customer's and user's needs, wants and demands.

The result from eighty percent of effort can connect and support counterparty the last twenty percent as they affect each other. It is advised that in the beginning of the social media activity chains is the time in which the Pareto Rule needs to be macro-used.

Furthermore, during the online interacting time, companies and firms need to take responsibility to care about copyrights, fair use, creative common, trademarks, libel, laws governing reviews and endorsements and sites policies issues. Besides, online community has its own rules and people cannot spam both in individual and business lives; firms cannot over-promote about their messages, promises or contents; all must play nice and try to acknowledge others people. And the last but not the least, people as well as companies are hoped to be personable and honest. (Gunelius 2011)

Being honest now and over again can lose potential customer, especially when they know a company's weak parts. However, to serious consumers who want to do real business, once they have known the company's weaknesses, they would be sympathy and appreciate much from the honesty. They would, by applying win-win attitude, give a help to the company to heal the hole and look forward for a long-term business.



GRAPH 7: Factors prevented companies from having a successful social media campaign (Gunelius 2011)

On the contrary, even companies would have tried much but their social media marketing campaign would still not get a positive result. The reason can come from

lacking of knowledgeable staff, inability to measure return on investment (ROI), management resistance, technical complexity and acting on un-relevant market.

5.4 SMO

Companies and firms have interacted with social media tools for long time and receiving information through online sharing from those firms and companies has become normal issue or even saturated subject. Due to that, people are ignoring 'useful share' from firms and companies, because it is seemed wasted time to click on 'similar-something', which is full as much as on the totally complicated information ocean. Thence, entrepreneurs need to find a way to optimize their social media sharing methods in order to connect to people more effective and efficient with less social media marketing effort. It has come to online marketing in general and social media marketing in specific, the age of Social Media Optimization (SMO) sector.

According to experts form general view, Social Media Optimization (SMO) refers to the creating process of online contents, those must be likely to be shared on the social media environment.

Thoroughly, Social Media Optimization (SMO) is born to help Web social media users find what they want to look at which have been even imagined on their minds during surfing through social media channels in shorter time. The kind of received and interacted information or knowledge would be more optimized on what relating to social media user's demand.

Social Media Optimization (SMO), moreover, is a process of leveraging an online page's content in order to get closer to online users as well as social media's environments.

Petersen (2013) also indicates that Social Media Optimization (SMO) is the method of social activities that attract visitors to a website through an elevated search rank. It proves there is a science to social media just like Search Engine Optimization (SEO),

the process of maximizing visitors to a web site by achieving a top rank on search engines around specific keywords.

Following speeches from Janssen (2014) – co-founder of Janalta Interactive Inc., parent company of Techopedia, Social Media Optimization (SMO) is evaluated that its quality is of more ‘art fiber’ than ‘science fiber’, then it leads to a result, there is no common specific formulation form to gain success on social media optimization. It is more and more important to optimize social media before uploading or sharing because of the increasing harder demand on research’ s formula, which means people are try to filter the search result more strictly.

Social Media Optimization (SMO) is also the way, in which companies and firms try to use many social media communities and channels to increase publicly the society’s awareness of a product/ brand/ event.

As being important factor of Social Media Marketing (SMM), Social Media Optimization (SMO) is related by two main states: the creating process of shareable content and the adding of social sharing tools to help it become easier to Web users to interact and share. However, Social Media Optimization (SMO) is indeed more complicated. Successful Webs have found that the title of an article from any content – the label for searched information, is an important key to make a user to commit and have a look on it. Following that, the strength of the first paragraph also affects how much is going to be read by these users (Janssen 2014).

It needs to be read before it is shared. It must b also be written before someone would like to take it to absorb and link it to others. Anyone can also become a content reader, creator but not all becoming sharer especially for any piece of information from companies. Besides, it takes time from the process of being a reader to a writer. Furthermore, content creators would usually like to share their own self-created content rather than others or those come from a strange source such as a company because the first rule of creation is showing one’s individual creativeness.

Therefore, if social media marketers want people to share or follow some article/ piece of information from a specific content, they must be sure about the quality of those article and should also focus on finding attracting and responding 'label' for the article. Moreover, Social Media Marketing (SMM) specialist must try to balance between the qualities of the labels as well as the feature fibers of insides included information.

Social media optimization (SMO) has some similar points upon search engine optimization (SEO), such as: trying to collect online society's awareness and get more traffic for the host Web sites. Petersen (2013) suggests that Search Engine Optimization (SEO) operates well based on keywords, but Social Media Optimization acts based on contents such as visual effects (videos, images).

However, experts announce that, Social Media Optimization (SMO) is a perfect combination of social media and Search Engine Optimization (SEO).

Due to its feature functions, Social Media Optimization (SMO) creates focused and concentrated article from relating contents and helps online communities to enjoy new acknowledgment and real useful information but not kind of noisy wasted voices. It also encourages people to share their content with self-reputation and become influencers. It can even give the power of social media to help those influencers to represent on both inside Internet environment and outside real society as authorities.

Create – Maximize creativity with original quality content

Relate – Create relatable content or Make content relatable

Captive – Fun and interesting content, stand out from the noise

Arouse – Arouse an emotion, it is the constant of all viral success

Enjoy – Have fun! All the most popular media personalities enjoy its

Share – Seek shareable content, Reciprocate with movers

Acknowledge – Acknowledging others encourages engagement

Contribute - Find ways to contribute desired value to audience

Influencers – Identify key influencers to foster connections

Communities – Existing communities can expand your reach

Reputation – Build personal reputation and brand, as a reliable source

Engagement – Tag – Cite – Reply – Comment – Proactively engage

Authority – Become a notable authority in a field of expertise

Leadership – Lead in social with original ideals, be a Thought leader

Social – Be sociable, try to visualize and reach the individual person

Media Learn to master the media platforms you need to reach

Optimization – Target, optimize keywords integrals to SMO

GRAPH 8: New principles of Social Media Optimization (Fitzpatrick 2013)

Social Media Optimization (SMO) arises with new principles, which based on demands from Web users as well as a development at higher level in compare with Search Engine Optimization (SEO).

6. SOCIAL MEDIA MARKETING COMPARTMENTS

6.1 Content Marketing

*“Traditional Marketing talks at people, Content Marketing talks with them.”
- Doug Kessler*

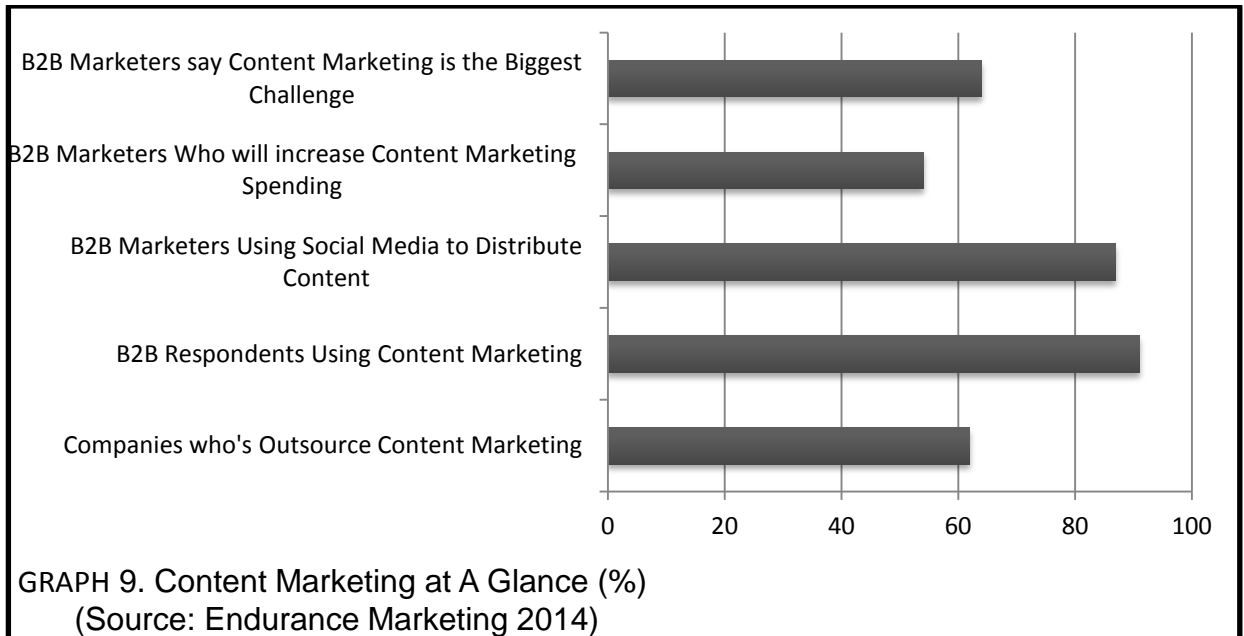
Content Marketing is nothing new. Companies have been creating and distributing content for many years, both to attract new business and to retain existing customers. However, here's the point of differentiation from more traditional forms of marketing and advertising. It isn't push marketing, in which messages are sprayed out at groups of consumers. (Lieb 2011)

Blanchard (2014) announces that Content Marketing is the opposite of advertising. It's about engaging consumers with the stuff they really want, in a way that serves your brand's purpose and ideals, rather than just trying to jam your logo into their periphery. It's reaching the exact consumers you want, instead of a vaguely defined demo. It's helpful providing an experience they want, instead of trying to distract them from the one they come for. In short, it is very evolution of advertising itself into something more effective, more efficient and much less odious.

As content accounts for a great position on social Media Optimization (SMO) and exchanging activities of Social Media Marketing (SMM), Content Marketing is also used commonly by marketers.

It is true to say Content Marketing is not advertising because even it must be written in well manner but non-promotional. Besides, it is demanded that Content Marketing must close the gap between customers and the company through its relevant proofs following what is sharing. To get the aim, company has to make researches and optimize on customer's concerns and then connect all of them to open a wide road in

taking relationship with customers. The key point of Content Marketing is the ability to send directing information to target customers.



Content Marketing can be seemed including of activities of creating and sharing key industrial issues under form of small pieces of information/ articles, which can bring benefits to customers, in a natural free way. It means that, by sharing the benefit information in any forms, marketer would care more about customer's own concern rather than how to push information to customer to hurry them to buy marketer's product/ service.

Through responding from customer on shared information, the marketer would have chance to study more about customer's demand and know how to get closer to serve his targeted customer. Decker (2014) suggests that Content Marketing is creating or curretting non-product content – be it informational, educational, entertaining, etc – and publishing it to contact points with customers to get their attention, to focus on the topic around your solution, and pull them closer to learning more about you.

In the long run, based on Bergeron D., it is stated that when a brand uses specific words or stories that resonate with a consumer, they can dig deeper into whom they

are as a consumer. By utilizing content marketing, brands can cater campaigns and stories around buying patterns and personalities. Rather than broadcasting information to the masses, content marketing should focus more on emotions and messages that are relevant and captivating to the target audience. If so many brands seem to be regularly utilizing content marketing, how can you tell what content marketing is? Content marketing is not price tags on tangible items. Content marketing is much more subjective in nature. Marketing messages and stories that stir beliefs, feelings, opinions or emotions can all be classified as content marketing. The most important takeaway from content marketing is to focus less on the cost and product details and focus more on the customer experience. (Cohen 2011)

6.2 Direct Marketing

It is evaluated that in Social Media Marketing (SMM), Direct Marketing and Promotions are two concepts which affect significantly on the final result of marketing campaign.

Undertaking marketing activity through various advertising media that interact directly with consumers, generally calling for a consumer to make a direct response is known as Direct Marketing. (Kotler et al. 2009)

According to Gunelius (2011, 193), Direct Marketing is also any form of marketing that spreads directly to consumers in an effort to drive an immediate action, such as making a purchase or completing a contact form. Its effort triggers a direct response.

It is an interactive use of advertising media to stimulate a behavior modification in such a way that his behavior can be tracked, analyzed and stored on a database for future retrieval and use which is usually built upon to cultivate lasting customer relationships. (Stone & Jacob 2008)

Ever since the shift of marketing from using manual resources to taking advantages of Internet environment, Direct Marketing have changed following movements in traditional methods to digital flows. It has taken shifts from Direct Mail to Telemarketing and upwards of Direct Response Advertising to finally the destination

of Online Marketing. More than three hundred years, Direct Marketing has become more efficiently based on the extraordinary of technology development. It has moved to be quicker and quicker as much direct than ever as in its feature name.

Direct Mail	Benjamin Franklin used since 1732 to market Poor Richard's Almanac throughout American colonies.
Telemarketing	Joined to business in the late 1970s, same time the WATS (Wide-Area Telecommunications Service, The American Heritage Dictionary of the English Language, 2009) lines were introduced.
Direct Respond Advertising	Being used through years in business For example: Printed coupon/ mail; Business reply card; Toll-free telephone; an Internet link; Hotspot to click
Online Marketing	Since 1990s, online stores have offered products/ services to online people. Continuously with strong influence on social media channels

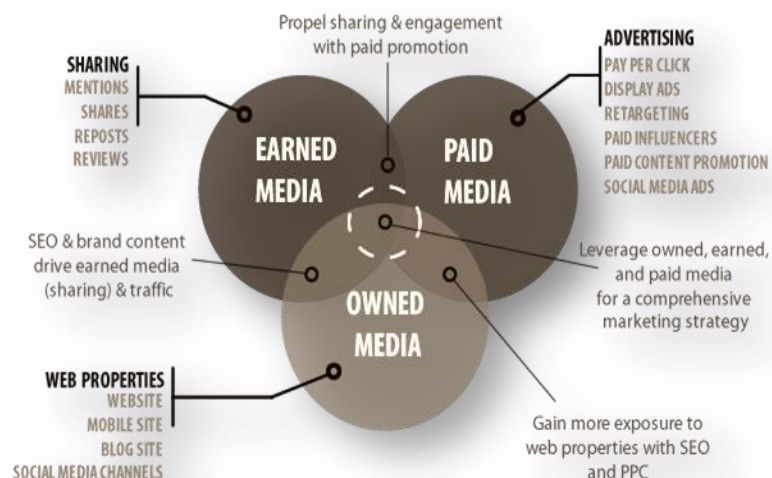
GRAPH 10. Direct Marketing's Movements (Kalb 2013)

Following movements and improvements from Direct Marketing, marketers can take benefits from its advantages in certain aspects, as Kotler & Scheff (1997, 346) presented, such as: Selectivity; Personalization; Relationship building; Timing; Attention; Research.

- **Selectivity:** Marketer can choose who would be the objects or audiences for their notifications.
- **Personalization:** Audiences can reach notification from firms or companies in private, which follows their own interests. Notifications, for example under form of emails, can supply specific information to match receiver's desire and those information can be different from receivers to receivers.
- **Relationship building:** As it is private and linear, strong relationship can be created with each individual customer.
- **Timing:** Time can be set to each separated notification to sure that viewer can read at right and ideal time.

- Attention: It would be received much more attention because readers are reached directly.
- Research: Marketer can easily measure the effectiveness of Direct Marketing campaign.

However, Direct Marketing still has to deal with certain issues, such as its annoying fiber. As Direct Marketing activities push information to customer directly without receiving intention from customers, it puts customers into passive positions. The companies can even reduce those passive feelings through intelligent social media behaviors, but it is still not what customers really want or hope to take. According to an online research, more than 84% of online visitors would turn off or quit out from the site in which they are visiting because of an irrelevant request/ notification, which appear on the screen for a while, sometimes it can even lock the visitors's activities on the site. The experience is not comfortable and it is often quite annoying. Even companies have to pay for presenting those request/ notification, at this point, the companies would gain only Paid Media, as which refers to gained publicity through advertising.



GRAPH 11. Digital Marketing Trifecta – Earned, Owned & Paid Media (Machin 2014)

The primary role of Direct Marketing is to drive a response and shape the behavior of target audience with regard to a brand (Kotler and Armstrong et al. 2009). Hence, during taking action process with Direct Marketing, especially through social media tools, companies must try to gain Earned Media, which means to spreading publicity gained through promotional efforts rather than advertising. In other words, it means that the companies do Direct Marketing by simply and friendly ways to customers to gain natural marketing effectiveness.

Direct Marketing helps companies to gain step by step Paid Media through its paying to promote content in order to attract more people to interact with the companies 's sties. In the developing users and visitors of the sites, Earned Media are formed. At the end of the day, the companies can gain Owned Media, which is any online asset and unique to their brands. With Earned Media, companies can control the digital media flows, based on which, they can create more values for themselves and customers in long-term.

6.3 Viral Marketing

In general definition, according to Investopedia site (2014) Viral Marketing stands for a marketing system in which its advertising will spread exponentially and immediately when having a new added user. It is assumed that as each user starts using the service/ product, the advertising will go to everyone with whom that user interacts.

It is interesting to know that, according to Cohen (2011), based on Graham (1999), Viral Marketing has same operating mechanism such as a virus. Viral Marketing's advertising is seemed to be as a genetic material containing protein virus cell, which can attach itself to a user's social media channel. When time passes enough, the virus will transfer its genetic material to the host healthy cell and make it become new replicating virus factory. Back to marketing term, the 'virus' advertising will transfer a viral message to the user and use the user's social media channel to become its 'virus factory'. It means the social media channel will become a viral message center,

from where it will send viral advertisements and messages to others closed social media channels.

Viral Coefficient (K-factor/ R-zero)

In Viral Marketing, marketers use Viral Coefficient, called K-factor or R-zero, to determine the viral growth rate of an online application, website, a customer base or an advertising virus.

$$K = I * C$$

{	I – Invitations sent per user
	C – Conversion rate of invitations
	K – Viral Coefficient

Following the formulation, if each user sends five invitations ($I = 5$) and one of those receivers becomes new user, so the conversion rate of invitations is a fifth ($C = 0.2$) which leads to the value of Viral Coefficient at $K = 1$.

In basic, if an advertising virus has K-factor value at 1, so it is often stable, without increasing or declining in the number of new users. However, if the K-factor value is over 1, the advertising virus is spreading well in otherwise (if the K-factor below 1) it would be fought down.

In additional, if $I = 100$ with occurring of one new user, so C would be 1. At the same way, if $I = 10$ with appearing also one new user only, so C would also be 1. Therefore, in general, each user should attract another new user.

Cycle Time (ct)

Furthermore, marketers also care about the Cycle Time (ct), which “is the average time it takes from the moment that one of your users performs a viral action to the moment that a new user signs up because of this very action” (McArthur 2014).

$$C(t) = C(0)(K+1+t/ct-1)/(K+1) \quad \left\{ \begin{array}{l} C(t) - \text{The number of customers at time } t \\ K - \text{The Viral Coefficient} \\ ct - \text{The Cycle time} \end{array} \right.$$

(Skok 2009)

When a company uses Viral Marketing, it can bring certain customer chains and enhance the brand's reputation. Once it is applied, company's message can spread out fast but not need much effort from the company side if the message can touch to recipient's heart. However, it is quite hard to control the spreading process of advertising messages as well as manage to deal with people's emotions. If company can handle rightly with customer's emotions, they can control the source energy for moving and spreading messages freely. Therefore, companies are usually advised to follow customer for both short-term and long-term to figure out their emotional behavior. Because it has been suggested (Silverstone 1981) that both the structure and the content of media narratives and the narratives of our everyday discourses are interdependent, that together they allow us to frame and measure experience.

People would often like to share what they feel that is suitable and representing to their emotions or even to their experience from those emotional feelings. Hence, what really make advertising to become a 'media virus' is from interaction between customer's esteem emotions and the ability to fit to those emotions from content of advertising message.

It requires us to more deeply into what constitute experience and its shaping. Acts and events, words and images, impressions, joys and hurts, even confusions, become meaningful in so far as they can be related to each other within some, both individual and social, framework: a framework which, albeit tautologically, gives them meaning. Experience is matter both of identity and difference. It is both unique and shareable. (Silverstone 1999, 10) Thus, it demands to create brand's optimistic perception, through which customers and consumers would feel a positive emotional experience.

In the beginning, Hotmail, for instance, was a master case of Viral Marketing in encouraging customer's behaviors based on their own feeling's responds. Hotmail decided to attract new customer through its 'join because it free!' strategy. The

strategy happened as that for each exchanging Hotmail email, they added a 'virus advertising message' – "Get your free private email at <http://www.hotmail.com>" to entice people for signing up to Hotmail system. This kind of virus called E-Virus.

Viral Marketing Viruses

According to Senyak (2000), there are four common marketing viruses. They are Rhino, Ebola, Contact and Herpes to make the team of R-EA-C-H viruses.

- ***R-virus***: Endemic potentially; Activated based on word of mouth; Named from the common cold or rhino-influenza viruses; Main fiber: allow users to decide to pass along or not; Common examples: 'Email this article' and 'Tell a Friend' viruses
- ***E-virus***: Highly contagious and persistent; Be pandemic and acquire market shares; Examples: BlueMountain.com (through free getting card), eGroups.com (web-based)
- ***C-virus***: Slow-acting but highly contagious; Common form: clickable logo on affiliated sites, free online chat service (such as: liveperson.com)
- ***H-virus***: Always packaged in games and other entertainment; Leads to active eruptions and consumer inflammation; Hard to acquire and transmit; Not so contagious but more persistent; Example: Shock-bowl game at Adveract.com

Moreover, Senyak (2000) also indicates three more viruses, which are less effective or even dangerous to marketing system if companies do not know how to apply it suitably.

- ***G-virus*** (the gastrointestinal virus): Looks like Spam, which crash user's hard disk and impel users to everyone they would know.
- ***Retro-virus***: Take deep part into the host site's operation; Be identical to the host; Interactions with the host invariably cause the spread of the retro-virus into the proximal environment; Example: relationship

between the host site OnMoney.com and the behind machineryPaytrust.com.

- ***P-virus***: Named following the papovavirus (warts); Not dangerous and seldom transmitted; Common examples: ugly, useless and vacuous newsletters that clutter up email boxes or those provide an unsightly display on web sites

Marketing virus are created with different functions and used for various strategies. They operate in particular ways and even opposite directing approaches. However, all viruses are created to borrow user's connecting ability to integrate with more people, which can be said that a chief object on Viral Marketing.

6.4 Marketing Compartments & SMOs upon Populem

Twitter

Populem project's marketing team use Twitter as the main tool to interact to online users as the main function of Populem is allowing users to post their posts on Twitter without limitation on the number of characters.

The site @Populem on Twitter has friendly appearance with light sky-blue background and the main avatar is Populem's logo. Main (tweets) posts on the site are to show people what are Populem's functions, how to use Populem and how to make Populem be full of private and individual signs step by step.

In Tweets & replies tab of @Populem, people can leave their questions which concern about Populem and then the marketing team will answer one by one in detail. Populem tries to be friendly as well as helpful to its users.

Marketing team members always want to keep any respond to users with politeness and clearness. Because the team perceives that any conversation on public of the site @Populem is important because it would show the brand and the face of Populem. It is, besides, not the same as running a personal twitter account. All the shared information on @Populem is only around itself, which is trying to promote and let more people to know about it.

After reading all useful information about Populem on the site @Populem, people can visit directly to Populem.com as the link is embedded under the Populem avatar.

Facebook

Populem do not have its own Facebook page. However, the marketing team tries to attract users through their own personal and private facebook accounts. Each member tries to approach their friends, family members or even acquaintances. Instead of just posting a post to share the link populem.com to friend list, which may be ignored easily or even seemed as spam, each member try to write and post one post from Populem via Facebook daily on their own Facebook account wall. As doing that, each member is applying Content marketing, Direct marketing and also Viral marketing.

Day after day, each member in marketing team writes at least one post, the length of the post is not limited and one member can choose to write about any topic, which may attract and be useful or curious to their audiences. The post demands to be from a hot topic or at least, be written in a special and unique view to any normal topic. Content marketing is applied.

Those posts are shared on each member's Facebook wall. Any 'like' putting action from people on the friend-list can spread the post out as a virus. It causes the post be reviewed more and stayed more time on Newfeed. Further, each time the post gets a new 'like', Facebook will let other people know through its notification. Viral marketing is applied.

Each post would be fit to a certain number of readers. Post are delivered directly to them based on their click. If they choose to click to read more about the post, they would have chosen to receive a chance to know about populem site. Surely, they will visit the site to read the post and be count as a visit. It can be said that, with each special post which is read by a friend from friend-list, a member from marketing team have perform Direct marketing. He/she have sent directly the link to online user successfully.

7. Result Analyze

7.1 Effectiveness Measurement

After applying certain kinds of social media marketing approaches to build plans upon suitable strategies based on main aims, companies have to take a look to revise on what is going on their campaigns. It is acceded that revising is important to debug any wrong points or to determine at which step the companies are following the marketing process. Besides, it helps the companies to realize how effective the campaigns are and what states should be enhanced.

It is usually thought that entrepreneurs can measure social media campaign through tangible objectives, such as: ROI (return on investment) in the same way as advertisements. However, there are other ambiguous values which should be get in concern to measure, namely brand's values and equity, customer's retention or company's reputation.

According to KISSmetrics blog (2014), entrepreneurs can measure social media campaign effectiveness through Ongoing Analytics and Campaign-focused Metrics. Even entrepreneurs can choose to use each of those methods, howbeit, they can also apply both of them.

- Ongoing analytics: Track and Check general conversations usually which is relating to the company (brand, financial situation, new marketing campaign, discount programs and so on)
- Campaign-focused Metrics: Following goals and applying specific metrics for each marketing campaign

Besides, Bizwatch Search Analytics (2010) suggests that entrepreneurs can measure the effectiveness through Engagement, Brand Buzz and Leads metrics. As

KISSmetrics blog (2014), hence, develops deeper into the idea and advises entrepreneurs to look back at their goals before looking for results or how to measure the results. Goals need to be measured can be improving of Awareness, Engagement, Drive Traffic, Advocates and Fans or Share of Voice.

- **Awareness:** Entrepreneurs can know how widely their business's messages have spread out by using metrics of volume, reach, exposure and amplification.
- **Engagement:** Entrepreneurs can know how many, how often and in what channels are people taking parts in company marketing activities. It is showed on Facebook likes, re-tweets in Twitter, replies and participants.
- **Drive traffic:** Entrepreneurs can figure out how effective the linking relationship between company's main site and social media channels. It should be tracked at URL shares, clicks and conversions.
- **Advocates and Fans:** Entrepreneurs can study who are joining on the social media marketing campaign and what impacts they are creating. Those people are contributors and influencers.
- **Share of Voice:** Through tracking the company's volume in relations with closest competitors, an entrepreneur can know how much the overall conversation around the industry and product category is about his brand.

Jones, Malczyk and Bereke (et al. 2011, 57) recommend that companies can use Web statistics for calculating the effectiveness of the social media campaign through common and useful indicators, such as: Penetration, Conversion, Connection, Migration, Clicks to action and Intro skip factor.

- Penetration = (unique visitors to home page) / (unique visitors)

It shows the percentage of site visitors that go further to the company's home page

- Conversion = (unique visitors with desired action) / (unique visitors)

It shows the percentage of visitors who following specific action. For instant, there are percentages of visitor who purchase directly online or who only subscribe to the site.

- Connection = (referral click-through) / (views on desired page)

It shows how strong and effective the connecting relationship from an external designed page to the company site.

- Migration = (visiting numbers on content area) / (content area included site)

It shows the number of visits which leave the company's specific content area included site. The more the migration is, the less effective or favorite the content area is.

- Clicks to action = (average clicks number from home page to desired action)

CTA shows how many clicks would be from the company site to a desired action. For example, if CTA can be reduced, online users's conversions would be increased.

- Intro skip factor = (Intro page's visitors numbers) / (Intro bypass visitors)

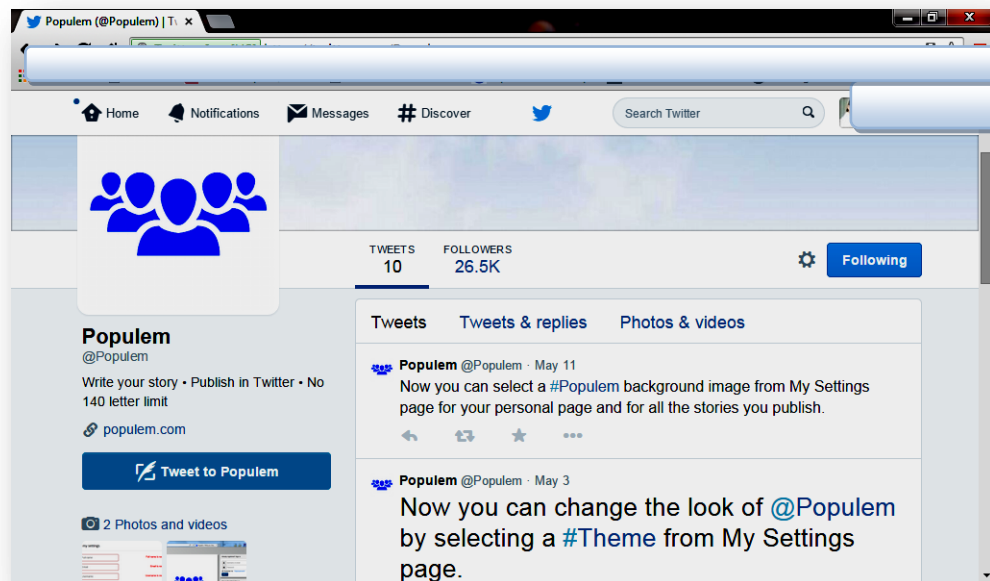
It shows the number of visitors who concern on the company's intro page. The larger the number is, the more ineffective the intro would be.

Through metrics and measurements, entrepreneurs can know more about their social media marketing campaign is as well as which the numbers from those metrics and measurements mean. It would bring the most practical clues to those entrepreneurs and help them to improve and manage their business activities from insides through internal marketing as well as responding activities to the campaign.

It would be nice because entrepreneurs and marketers can get possibilities to measure almost anything in their business operations. However, it would not also be nice when they can get chances to measure things, because the more detailed information they get, the further they are out from the overall picture. Therefore, decision upon their hands and they must always alert about putting the hand to right or left on their own decisions, which should be combined by much information but careful thoughts.

7.2 Practical results

After nearly half year of marketing team's action, the site @Populem on Twitter has gained approximately more than twenty six thousands of followers as well as a slight awareness on Facebook. It is suggested that Populem should create a main page on Facebook to gain more awareness from online users in general or Facebook users in particular.



GRAPH 12. The number of followers to Populem on the site @Populem on Twitter (Source from the Researcher)

In additions, Populem gets sixty percents on Google+ Authorship/ Optimization score band based on its social activities which are recorded through Google systems.

The screenshot shows the KnowEm website interface. At the top, there's a navigation bar with the KnowEm logo and links for 'About Social Media Optimization (SMO)' and 'About KnowEm?'. Below this, a search bar contains 'www.populem.com' with a 'Check It >' button. A row of social media sharing buttons is visible: Tweet (482), Like (317), Share (95), Print (30), tumbir, and +1 (329). A horizontal menu below the search bar includes tabs for 'All SMO Markup', 'Facebook', 'Google+', 'LinkedIn', 'Twitter', 'Standard SEO', 'Geo/Local', and 'Semantic'. The 'Google+' tab is active, displaying a 'Google+ Authorship/Optimization Score: 60%'. Below the score, a message states: 'You've optimized for a total of 3 out of 5 of the minimum required tags for Google+ and Google Authorship (rel=author, rel=publisher, Google+ Author Profile, title, and description)'. At the bottom, there are three informational sections: 'Open Graph Protocol', 'Google Rich Snippets', and 'Twitter Cards'. The footer indicates 'v1 updated Jul 10th © 2013 KnowEm'.

GRAPH 13. Evaluation about Optimization score of Populem from Knowem (Source: Knowem.com)

As it can be seen from the graph, each time people click into each different tab, such as Facebook tab, Linked tab, Twitter tab, Standard SEO tab, Sematic tab, different data could be showed out, based on the name of the social media platform.

8. Conclusion

It can be seen clearly that social media platforms and online channels have helped much to spread the site Populem out to online users. By connecting itself to other social media activities, it can develop not only its own online powerful region but also join to the developing waves with others social media service site.

Although the site holds enough qualification for a social media service site, it cannot still multiply its users as fast as other old and well-known ones, because there is so many other sites, which have same functions or can even be equipped much more interesting functions. If NSD wants to keep Populem as a long-term project, it would need time for approaching more users. Meanwhile, developers can try to create certain unique and special functions for Populem. As a lesson from Google, it would be best to concentrate to one thing, which can be done best. Populem has friendly and simple user-interface as well as functional tabs as such as other well-known and popular site, but it is not enough. People do not want to change their behavior or take a new try on something similar with what they have already, as mention before.

It is also suggested that NSD should care more on knowledge management, as because the chief of the project and the dad of the Populem site, here, has given much trust on his assistant – the project manager. The project managers, as an important point in working chains, who took guidance and demands from the chief and then send it to the marketing team's members, have not performed well and clear as could be. Besides, it had a shift between the old and the new project manager without any report or guidelines from the old to the new.

It caused to situation of that the chief believe that the project would have been done as in his suppose. However, in other side, the marketing team members cannot know in which point of process they were performing so that they can adjust their endeavors. The chief would think too far from the real of project processing and the members may be blind to the road which the chief is trying to get to there.

Group-working is also important factor to NSD's projects. In the Populem project, marketing team member joint to the work enthusiastically, however, some members still have weaknesses in certain fields or are lacking of experiences in particular how to apply technological platforms to marketing campaign. Although that so, all members are sympathy to each other and looking forward to the common goals through helping and join to multi-tasks together. It is very important to realize that, the work needs to be finished, and it will always be there and wait for solving. The team members can choose either to finish the work or let it be unfinished, and it is often better to finish the work and following the common target together. It can occur some reasons, when people need to scarify something and show their values responding to the target.

NSD can, to sum up, save much financial effort on advertisement while choosing social media tools and online channels for their marketing strategy. However, it needs much endeavor in process of applying social media tools in order to gain some 'pieces of awareness' from online environment, because nothing can be free without any labor.

In conclusion, the most important point when using social media channels is that how much and how deep NSD can transmit information of their service to online users. The transmitted information can be seen as the service's knowledge. It means, in the other way, online users should know about the service as something, which has rooted in their minds surely or when someone recalls about the service, the service's knowledge would turn on immediately in their brain's parts. If NSD can do that, they would get success in the social media marketing field, at least.

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Glossary and Definitions

*Anchor text

Anchor text is the visible, clickable text in hyperlink, often be blue and underlined.

Code Sample: ` Example Anchor Text</ a>` (Moz.com 2014)

More available at: <http://moz.com/learn/seo/anchor-text>

*Customer lifecycle

In customer relationship management (CRM), customer lifecycle is a term used to describe the progression of steps a customer goes through when considering, purchasing, using, and maintaining loyalty to a product or service. (Rouse, M. 2014)

More available at: <http://searchcrm.techtarget.com/definition/customer-life-cycle>

*Consulting company

A company includes a group of experts who provides professional advices to an organization for a fee.

(Wordwebonline.com 2014)

More available at: <http://www.wordwebonline.com/en/CONSULTINGFIRM>

*HTTP (Hypertext Transfer Protocol)

It is used to transfer data over the World Wide Web.. The Website address boxes begins with "http://" and when typing a URL into the browser and hit Enter, the computer sends an HTTP request to the appropriate Web server, from which user can receive the requested HTML page.

More available at: <http://www.webopedia.com/TERM/H/HTTP.html>

**Inbound Marketing & Outbound Marketing*

Inbound Marketing called as the new marketing, which is any marketing tactic that relies on earning people's interest instead of buying it.

Outbound Marketing called as the old marketing, which concludes any marketing that pushes products or services on customers without caring about how they would feel.

(Mashable.com 2014)

More available at: <http://mashable.com/2011/10/30/inbound-outbound-marketing/>

**Multi-channel buying process*

It is benefited from a marketing strategy that allows customers to buy services/products in various ways from many different places.

More available at: <http://smallbusiness.chron.com/definition-multichannel-retailing-20263.html>

**Newfeed (Facebook)*

A News Feed is a list of update from other Facebook users's own Mini-Feed, which is shown on your own Facebook homepage. (Webopedia.com 2014)

More available at: http://www.webopedia.com/TERM/F/Facebook_News_Feed.html

**PPC (Pay per Cick)/ CPC (Cost per Click)*

Pay per click (PPC) also called Cost per Click (CPC) is an Internet marketing formula used to price online advertisements. In here, the online advertisers will pay to Internet

Publishers the greed upon PPC rate when an ad is clicked on, regardless if a sale is made or not.

More available at: <http://www.webopedia.com/TERM/P/PPC.html>

*Product Mix

A range of associated products that yields larger sales revenue when are marketed together than if they were marketed individually or in isolation from others.

(Businessdictionary.com 2014)

More available at: <http://www.businessdictionary.com/definition/product-mix.html>

*URL (Uniform Resource Locator)

-A protocol for specifying addresses on the Internet

-An address that identifies a particular file on the Internet, usually consisting of the protocol, as HTTP, followed by the domain name.

More available at: <http://dictionary.reference.com/browse/url>

*The Pareto Principle

A principle, named after economist Vilfredo Pareto, that specifies an unequal relationship between inputs and outputs. The principles states that, for many phenomena, 20% of invested input is responsible for 80% of the results obtained. In another words, 80% of consequences from 20% of the causes. Also referred to as the *Pareto rule* or the *80/20 rule*. – Investopedia.com, 2014. More available at: <http://www.investopedia.com/terms/p/paretoprinciple.asp>

The quick list of general social media platforms
(Evans, D. 2012)

Listening tool

Google Reader
Spotify

Search tools

Technorati
Google
bing

Home base blog

Worldpress.com or Wordpress.org
Posterous.com

Better search

Feed Burner
Mobil blogging
12seconds.tv
Utterli
Qik.com

Social conversation

Twitter

Video hosting

Youtube
blip.tv

Social profile

Facebook

Business Profile

LinkedIn

Social bookmarking

Del.icio.us (delicious.com)

Collaboration

wiki.com

Shared documents

docs.google.com

Instant messaging

Meebo
Campfire

Photo sharing

Flickr
Zoom

The Periodic Table of SEO Success Factors

OFF-THE-PAGE FACTORS	
Elements influenced by readers, visitors & other publishers	
LINKS	
Lq QUALITY	Are links from trusted, quality or respected web sites?
Lt TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln NUMBER	Do many links point at your web pages?
Vp PAID	Have you purchased links in hopes of better rankings?
VI SPAM	Have you created many links by spamming blogs, forums or other places?
TRUST	
Ta AUTHORITY	Do links, shares & other factors make site a trusted authority?
Th HISTORY	Has site or its domain been around a long time, operating in same way?
Ti IDENTITY	Does site use means to verify its identity & that of authors?
Vd PIRACY	Has site been flagged for hosting pirated content?
SOCIAL	
Sr REPUTATION	Do those respected on social networks share your content?
Ss SHARES	Do many share your content on social networks?
PERSONAL	
Pc COUNTRY	What country is someone located in?
Pl LOCALITY	What city or local area is someone located in?
Ph HISTORY	Has someone regularly visited your site or socially favored it?
Ps SOCIAL	Have your friends socially favored the site?

THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.



FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

ON-THE-PAGE FACTORS	
These elements are in the direct control of the publisher	
CONTENT	
Cq QUALITY	Are pages well written & have substantial quality content?
Cr RESEARCH	Have you researched the keywords people may use to find your content?
Cw WORDS	Do pages use words & phrases you hope they'll be found for?
Ce ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Cf FRESH	Are pages fresh & about "hot" topics?
Vt THIN	Is content "thin" or "shallow" & lacking substance?
Va ADS	Is your content ad-heavy, especially "above the fold"?
HTML	
Ht TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd DESCRIPTION	Do meta description tags describe what pages are about?
Hh HEADERS	Do headlines & subheads use header tags with relevant keywords?
Hs STRUCTURE	Do pages use structured data to enhance listings?
Vs STUFFING	Do you excessively use words you want pages to be found for?
Vh HIDDEN	Do colors or design "hide" words you want pages to be found for?
ARCHITECTURE	
Ac CRAWL	Can search engines easily "crawl" pages on site?
Ad DUPLICATE	Does site manage duplicate content issues well?
As SPEED	Does site load quickly?
Au URLS	Are URLs short & contain meaningful keywords to page topics?
Am MOBILE	Does your site work well for mobile visitors, on smartphones and tablets?
Vc CLOAKING	Do you show search engines different pages than humans?