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[DOSSIÉ - ACTIVISMO DIGITAL]

SOCIAL MEDIA: A WAY OF ACTIVISM IN DIGITAL MARKETING COMMUNICATION

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RESUMO

Hoje, as mídias sociais são a nova forma de ativismo em comunicação de marketing digital. As empresas não são mais os donos exclusivos da relação dos consumidores com seus produtos / serviços; em vez disso, a sobrevivência das organizações depende da utilização efetiva dos meios de comunicação social. Os consumidores confiam nas outras pessoas para fornecer recomendações sobre produtos e serviços de uma forma muito ativa, e é importante saber como e porque as mídias sociais influenciam as organizações. Este estudo analisa através de uma revisão da literatura a importância do ativismo através da mídia social para comunicação de marketing digital e propõe um modelo de negócio para as estratégias de marketing de sucesso.

Palavras-Chave: : ativismo de mídia social; marketing digital; comunicação digital.

ABSTRACT

Today, social media are the new way of activism in digital marketing communication. Companies are no longer the exclusive owners of the relation of consumers with their products/services; instead, the survival of the organizations depends of the effective utilization of the social media. Consumers trust other people to provide recommendations about products and services in a very active way and it is important to know how and why social media influence organizations. This study analyzes through a literature review the importance of activism through social media for digital marketing communication and proposes a model of business for successful marketing strategies.

Keywords: : social media activism; digital marketing; digital communication.

Introduction

Social media activism has revolutionized the way people communicate and share information between them. The consolidation of social media on a daily basis is increasingly intense, although some cases have been highlighted, in particular Facebook. The participation on a massive scale of thousands of people throughout the world to the phenomenon of social media has contributed to the exponential growth of the various social networking, allowing them to achieve the critical mass necessary for the social media to become an appreciated channel of communication for many organizations.

Scott D. (2010) says that “the use of the on-line phenomenon by organizations involves developing a communication program of integrated marketing, maximizing the individual and collective contribution of all the activities of communication, defining for the virtual channels a program of communication more personnel in the field of direct and interactive marketing”. This will make possible to perceive the role of activist in the creation of content and interaction with the customers in the various social platforms such as Facebook, Twitter, LinkedIn, Youtube, and other social networks.

An approach to transparency and trust concentrated the whole organization, and is an integral part of the activities of management, in particular in the perception of the internal and external environment, the vision and mission, defining and implementing strategies and monitoring. The growing importance of the activism through social media as a tool of marketing-mix, has encouraged the expansion of similar technologies, new and powerful on-line applications are to be launch especially in the mobile channel, which will be the main form of access to social networks in the near future, mobility will be driven by devices such as smartphone, e- readers and tablets (García, I., and Correia, P., 2012).

ACTIVISM THROUGH SOCIAL MEDIA IN DIGITAL MARKETING COMMUNICATION: A NEW MODEL OF BUSINESS

The strategic basis for social media is based in real relationship with people, find out what is important in long-term relationship between the organization and its fans and focus on genuine relationships, honest, lasting and value to both understand who is interested in maintaining a relationship with us and is truly on and react to our presence and actions. Important are those with whom we have a relationship of proximity and interactivity that allows the exchange of views and discussions on common interests, people who actively participate with their opinion on the subject, people who compliment or criticize you because they live in this community.

The difference is about people feeling essential to the relationship. Consequently, “networking” is important when there is a real link for everyone and is a useless distraction when the real connection does not exist, although we are constantly seduced by the image of useless popularity based on the numbers, it is important to know who follows my path and what I would follow them and go after these people and get the privilege of one day be able to gain value from this relationship (Tapscott D. and Williams, A. 2008).

In social media the company evolves in their strategies, understanding the mechanics of the social environment running small actions that will culminate with the full integration of the organization. The use of social media is confined to a specific area such as customer service, when the company intends to take few risks or reduce the uncertainty, using only management of internal resources and use existing tools for measuring results.

For companies it is important to select those who want to serve, as in off-line strategies is important to know which the group is / segment to serve. Use social media marketing requires a different attitude, it is useless to use the same “speak loud” off-line, it is necessary the link between people and the organization, both followers of a common interest. Behavioral changes manifested by customers in on-line experience are more pronounced, and revealed the need to monitor this behavior as a way to effectively understand the target market at the moment.

The on-line segmentation has focused on the selection of specific population groups with homogeneous characteristics, including the origin of the visitor, who is, what products and services are more seen. Combining these variables it is possible to specify the target segments capable of responding to offers / specific messages Targeting social networks turns out to have more support elements which gave it greater accuracy,

a result of the spontaneity of the people in the completion and regular updating of their profile, including records of demographic, geographic, psychographic and behavioral attitudes through their tastes and desires.

The segmentation identified with the actual characteristics of the group, provides a more solid basis for marketing actions, the marketing -mix with that audience can offers most effective results on-line than off-line, in addition to increasing channel options information and marketing communications and the resulting contribution.

The greater the match between the needs / desires of consumers in their “target” with the message of the company, the greater the importance to consumers, increasing their loyalty to the organization / brand and the implementation of identified opportunities.

The aim is, in a pragmatic perspective, to provide tools for analysis and decision support regarding the future implementation of the four variables of marketing mix: product, price, distribution and communication. The variable product may be considered as central in marketing strategy, considering that the pricing strategy is defined taking into account the characteristics and performance of the product, the degree of customer satisfaction and their sales volumes, the distribution strategy is strongly influenced by the characteristics of their products and consumers’ purchasing behaviors associated with them, the communication strategy is formed from the features and benefits provided by the product. Nevertheless, to the level of strategy formulation, the variable product does not dominate over the other variables, because the marketing strategy involves decisions in the four variables, firms may allocate more or less importance to one (s) them, selecting those that are essential, acting as engines of development of its offer. The important thing is to formulate an offer that meets the desires and needs of the target market. The marketing communication are the means that companies have to inform and remind consumers to interact (directly or indirectly) about the products / services and brands they sell and is a way to establish a dialogue and relationships with their customers. (García, I., and Correia, P., 2012).

Communication has several functions, you can tell how and why the product is used, what kind of people use it, where and when you use it, consumers can know who produces under that mark and may receive an incentive to use it. It allows companies to connect their brands to people, places, events, other brands, experiences, feelings, etc.. And contribute to creating a brand image. It is why social media should be integrated into the marketing - mix strategy relevant to the marketing communications program, maximizing individual and collective contribution of all stakeholders.

In communication there are two important objectives, first to alert the recipient

of the message, the second time to win their attention. In a world saturated with information and suspicion, to achieve these objectives requires an increased effort. In an analogy economic time for individual attention is a scarce resource for excellence in developed societies in paradox with a growing supply. In this scenario brands need to make a greater effort to achieve more than a little public attention saturated by messages trying to get their attention and less tolerance for invasion of personal space (Nuñez, 2009).

People are constantly bombarded with contents of consumer marketing, but they are looking for honest interactions with real content. The most important message is one that is passed from one friend to another, which means that marketing needs to ensure that all communication is as open and honest as possible, be authentic and away from bonds that may seem unethical. The technology revolution of the Internet was 2.0, which caused the power center of this economy of attention shifts to the transmitters to receivers who decide how, when, where and to whom your valuable time to pay attention.

Internet, phones, mobile phones, PDAs, digital terrestrial television and other interactive technologies have been democratizing the market communications. Whatever the message the company wants to convey is increasingly necessary to overcome accessibility barriers, context, relevance and seduction of the message to be able to connect to the receiver. The emergence of social networks revives the art of storytelling, storytellers “storytellers” whatever the story / content (movies, advertising, commercial information, company presentation). A good story is playful, sensual and emotional, loaded with meaning, is instructive, because it is non-intrusive by invitation and promotes cohesion, participation and interactivity of your recipients. The brand communication and organizations is matched or unfolds against the backdrop of a teleseries with an unlimited number of chapters.

An account of the need to create, plan, feed, protect and update constantly to respond to unrest caused by social media. These information technologies (internet, mobile, ...) made the cost of creation, production and cheap distribution of content to the receivers, which ceases to be a passive audience so as to become active participants in communication, deciding on the content and form of the message , modifying it to become co-authors. In this interactivity, the life cycle of the messages is uncontrollable, is no longer a sealed package to become a transformative content, which diffusion is enhanced by on-line channels. We will learn that success will depend on how we tell and how people tell us the reality. (García, I., and Correia, P., 2012).

It is difficult for any organization to be present in all social media effectively,

therefore, should select those who may have more value in order to be able to respond appropriately to all requests. It is better to opt for one or a few channels that exist in everyone and do not communicate efficiently and effectively with the selected audience, hence the need for a strategy that defines the channels and the modus operandi for each one and do not follow or to be present just because the competition is there. Selling price is based on a strategy used by many companies in restrictive conditions of inequality and operation of multinational dimension, and therefore, its actions must involve the use of means that differentiate from the larger companies. The idea is to see who in your virtual community and how they feel their presence, who is connected to the company and make a difference by adding value beyond the physical product and price, with shares that may be based on tools provided by social media.

Human beings are naturally social; they want contact with other people in developing different activities from social events up to sporadic coffee. In social media that need is amplified by a community that is constantly creating, sharing, collaborating, commenting, criticizing, etc.. spontaneously. Thus, it is important for the organization to show a human character to your community. Honesty, transparency, loyalty, generosity, respect are adjectives that characterize and solidify the notion of belonging to the community and the satisfaction of basic human need and that makes the difference with the competitors, differentiating it from the way the organization does and why does.

When the company is a supplier guided by the price, people will not talk about it, and not remember it, because it is not well known, limiting their growth prospects. It is important that the organization fosters an attitude of belonging on the part of its target audience, a community where people interact with the organization and feel it as their own, sharing common interests, act as host organizing discussions or events, that indispensable the daily lives of its audience, which makes people feel its lack, is not limited to communication based on price and product, but adding value for its service to the community through a positive attitude (eg Wikipedia - all around an interest free, everyone wants to contribute). The online presence and degree of interaction of the organizations should have four important factors as guidance on strategy for social media in particular, be found to be true, be relevant and be promoted.

Be found by people looking for their products or services, enhancing the presence and content, under terms that are not filtered or refused to assume the position identification with the selected segment. The good companies are mainly aimed at meeting the needs of its customers, using the keywords and descriptions corresponding to the offer. To be authentic must demonstrate transparency and honesty, allow people to connect and identify with the company / brand. The very notion of

community is related to the trust. Connect and commit the necessary help to create community around the business, own business / brand also helps define the people who take (reporting real stories). Companies must become part of the community in order to truly benefit from social media (regularly updated information, new routine messages, listen, respond, question, discuss, discuss, participate in daily life). Social media helps to feel part of a wider community (Tapscott, and Williams, 2008).

Be relevant and need to hear and interact with this community, participate where supply is direct value and make the competition irrelevant. The promotion uses a particular philosophy of viral marketing, an adaptation to internet marketing used to effect word-of-mouth, which can be understood as an advertising message spread by consumers, between consumers, a marketing tool that attracts attention with a view its propagation, videos, photos, podcast, are the operational tools of the communication strategy of viral marketing to social media. Advertising has traditionally been integrated into the exterior of the content (programs, reports, articles, etc.). But now needs to be integrated into the content itself to take advantage of viral marketing opportunities.

Planning viral marketing is part of the growing digital campaigns, using the interactivity of the fans in a free and spontaneous manner (with high levels of credibility), to propagate the contents related to the organization in various formats, including video, audio and text (eg video clips, pictures, news, blog, media clips, games, news, podcasts, blog articles, discussions). It is important that these contents are simple, easy to propagate, with value to the community, reflecting the company's position and reflect their social position. (García, I, and Correia, P., 2012).

Conclusions

Many companies start realizing that the number of fans on their pages is not synonymous of success in social media, the value is not the number of fans in their communities but the compromise between people and the company increased by social networks. Consumers are no longer passive, they are activist, taking an active role in organizational communication, so organizations need to adopt a culture of inter-relational customers, based on trust and transparency.

There is a progression in the development of standards of transparency online. Consumers will manage and share their data with trading partners, making it a viable business model.

The major social players accumulate individualized information about each of their users in four groups of variables of marketing segmentation: demographic,

geographic, psychographic and behavioral, in order to optimize the selection and provision of information customized to the individual profile, this customization can be extended to other areas of business and other businesses cut superfluous information received by consumers, which increase the efficiency and effectiveness of traditional marketing to social media. New applications for the various social and mobile platforms will tend to a high customization, increasing the link between organizations and customers, this will provide increased communication effectiveness of on-line advertising with a social and interactive nature of the on-line marketing, viral and “worth of mouth “with a growing consumer participation in organizational communication.

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