

SOCIAL MEDIA ENVIRONMENTS AND THEIR ROLE ON SUCCESS OF MARKETING PROCESSES*

Utku KÖSE[†]
Selçuk SERT[‡]

Abstract

Since its first appearance, social media has gained a remarkable popularity in our life. As general, it has improved the ways of communication by providing more interactivity and effective approaches in sharing information. Today, social media oriented environments are widely used in almost every place all over the world. Thanks to wide application spectrum of social media, it has been used by people in even working life. We can see that especially popular social media environments are used by many companies in order to improve effectiveness and efficiency in their works. At this point, one of the most popular employment types of social media in work life is marketing and social media marketing has currently a vital role on success of companies in their marketing processes. Based on these explanations, objective of this work is to focus on social media and its employment in marketing. In this sense, the work has examined some remarkable, successful social media marketing campaigns and took a rapid look at to the recent literature. Briefly, the work directs readers to understand more about impact of social media on marketing and figures out important reasons causing the marketing strategies to be successful thanks to the social media.

Keywords: social media, social media environments, marketing, social media marketing, successful social media marketing

SOSYAL MEDYA ORTAMLARI VE BU ORTAMLARIN PAZARLAMA SÜREÇLERİNİN BAŞARISI ÜZERİNDEKİ ROLÜ

Özet

Sosyal medya, ortaya çıkışından bu yana günlük hayatımızda dikkate değer bir popülarite kazanmıştır. Genel olarak sosyal medya, daha fazla etkileşim ve bilgi paylaşımında etkili yaklaşımlar ortaya koyarak iletişim yollarını geliştirmiştir. Bugün, sosyal medya yönelimli ortamlar dünya çağında neredeyse her yerde yaygın bir şekilde kullanılmaktadır. Geniş uygulama kapsamı sayesinde sosyal medya, çalışma hayatındaki insanlar tarafından bile kullanılmaktadır. Özellikle popüler sosyal medya ortamlarının, çalışmalarındaki etkinliği ve verimliliği artırmak için birçok şirket tarafından kullanıldığını görebiliriz. Bu noktada, sosyal medyanın iş hayatındaki popüler uygulama türlerinden birisi pazarlama olmakla birlikte, sosyal medya pazarlaması şirketlerin pazarlama süreçlerindeki başarılarında hayati bir role sahiptir. Açıklamalar bağlamında bu çalışmanın amacı, sosyal medya kavramına ve sosyal medyanın pazarlamada işe koşulmasına odaklanmaktır. Bu bağlamda, çalışma sosyal medya pazarlama yaklaşımına yönelik bazı dikkat çekici, başarılı kampanyalar incelemiş ve geçerli literatüre kısa bir bakış atmıştır. Çalışma özetle okuyucuları sosyal medyanın pazarlama üzerindeki etkisi hakkında daha fazla bilgi sahibi olması konusunda yönlendirmekte ve pazarlama stratejilerinin sosyal medya sayesinde başarılı olmasına sebep olan nedenleri ortaya koymaktadır.

Anahtar Kelimeler: Sosyal medya, sosyal medya ortamları, pazarlama, sosyal medya pazarlaması, başarılı sosyal medya pazarlaması

Introduction

Technology has always affected humankind's life with different ways. Although some technological development caused even negative results, it has been often aimed to improve life standards and ensure better future for new generations. In this sense, especially rapid improvements in computer and communication technologies have enabled people to benefit

* This work is extension of "Impact of Social Media on Marketing: A View on Success Stories" presented at the International Conference on Knowledge, Economy and Management 2014 (ICKEM 2014), Antalya, Turkey.

[†] Usak University, Computer Sciences App. and Res. Center, utku.kose@usak.edu.tr

[‡] Usak University, Karahallı Vocational School, Dept. of Foreign Trade, selcuk.sert@usak.edu.tr

from many innovative approaches to perform their daily life activities in more effective and accurate ways. From a general perspective, it can be said that both these technologies have improved communication opportunities and made it easier to share and modify information in order to obtain new forms of information or just ensure a better information flow among people in distant places. So, when we examine today's computer and communication-oriented technologies, it can be clearly seen that there are great numbers of tools. On the other hand, one of the most important results of the related improvements is the information – informatics community, which is actually the result of both needs for information and developments in computer and communication technologies. For each individual of the information – informatics community, it is an important ability to reach desired information rapidly and share the obtained information with other people or modify it in order to keep the change – modernize of information alive. In time, needs for such abilities and other unstoppable needs of the information – informatics community have made it necessary to develop new kinds of sub-technologies supported by popular technologies. As a revolutionary communication approach and technology, Internet is one of the most important sub-technologies, which still has an important role on our daily life as also an active communication technology of the future.

Because of its strong using features and functions, Internet has become a vital communication environment in the modern world. As an international communication network, Internet has improved its popularity day-by-day and as a result of developments in other supportive technologies, it has been possible to benefit from Internet even over mobile devices. Furthermore, Internet of Things, an approach on ensuring communication among physical devices has been introduced as the future of Internet (Evans, 2011; Mattern, & Floerkemeier, 2010). In time, Internet has been improved by introducing new approaches, methods, and techniques and made it easier to perform communication tasks by using its logical interface called as Web. At this point, developments in software technology have affected the way of Web and innovative methods of viewing information in different formats over computer systems have made it possible to benefit more from advantages of the Internet.

Web has also adapted itself to the needs of the information – informatics community. Because information flow found way in different kinds of media as a result of increasing trend on information sharing over the Web, new kinds of Web environments have appeared. Social media is one of these environments, which have taken an active part in our daily life. As general, social media has improved the ways of communication by providing more interactivity and effective approaches in sharing information. Today, social media-oriented environments are widely used in almost every place all over the world. Thanks to wide application spectrum of social media, it has been used by people in even working life. We can see that especially popular social media environments are used by many companies in order to improve effectiveness and efficiency in their works. At this point, one of the most popular employment types of social media in work life is marketing and social media marketing has currently a vital role on success of companies in their marketing processes.

Based on these explanations above, objective of this work is to focus on social media and its employment in marketing. In this sense, the work has examined some remarkable, successful social media marketing campaigns and took a rapid look at to the recent literature. Briefly, the work directs readers to understand more about impact of social media on marketing and figure out important reasons causing the marketing strategies to be successful thanks to the social media. In this context, the work is also a typical reference work focusing on the bridge between social media and the marketing approach.

Organization of the remaining content is as follows: Next section is devoted to brief explanations regarding to concepts of social media and social media marketing. The section aims to give some information about the social media, current popular social media environments, and also social media marketing concept in order to enable readers to understand essential factors forming the main subject. Next to that section, the third section focuses on some recent and remarkable successful social media marketing campaigns. In the context of the third section, it is aimed to give information about the related experiences. After that section, factors making it possible to be successful in marketing via social media environments are discussed in the fourth section. Following to that, the paper is ended with conclusions and some discussion on future works.

1. Concepts of Social Media and Social Media Marketing

Just before examining some recent successful social media marketing approaches, it is better to give information about essential factors forming the main subject. In this sense, this section briefly explains concepts of social media and also social media marketing.

1.1. Social Media

Social media is a term, which can be used for defining the digital social interaction and information sharing, editing platform over which people can also communicate with each other by using special interactivity tools. Social media is originally associated with especially computer technologies including computer – based communication technologies. When we look at to the literature, we may also encounter with some more definitions. For example, Ahlqvist *et al.* (2008) defines it as a social interaction among people which allows them to create, share or exchange information, ideas, and images or videos over virtual communities and networking systems. On the other hand, Kaplan and Haenlein (2012) define it as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content”. The term of Web 2.0 over here is used for defining the generation of Web platform and technologies, which provides the function of sharing, creating information and ensuring interactive communication and collaboration-based activities over the Web. We can express that social media environments – technologies are typical Web 2.0 technologies.

Social media environments are useful tools – technologies for creating Web-based communities where people can communicate and interact with other people by using Web interfaces and tools. Today’s popular social media environments employ different approaches, methods, or technologies for enabling people – users to experience interactive communication and different ways of sharing, creating, and also exchanging the information. It has been expressed in the literature that social media environments have encouraged new ways to communicate and share information and they are used regularly by millions of people with a rapidly improving popularity in time (Kose, 2013; Ortutay, 2009; Owyang, 2009).

Nowadays, there are many different kinds of social media platforms in order to ensure the related communication and information usage mechanisms and features explained for the social media generally as above. In order not affect the flow of the paper negatively, we have explained some popular – recent social media environments as follows:

- **Facebook:** Facebook is one of the most important social media environment, which employs many different sides of the social media concept / environment. Currently it is the most popular social media environment for users all over the world. In this social media environment, it is possible to prepare a profile for yourself and ensure contacts via this profile by adding your friends to your friend list, or making any other

Facebook related activities like creating pages, joining to groups, playing games or using applications, which are provided over the Facebook platform, and perform any other things related to information modification and share. Generally, Facebook is a wide social media platform for sharing the information in different forms like text-based, image-based, or video-based. When you reach such information over the Facebook platform, it is possible to make comments over it, or perform any other activities like sharing it over your profile, or page, groups...etc. and liking it in order to make it a “trending share”. Facebook includes all kinds of communication ways including Web-cam contact.

- **Twitter:** Twitter is a revolutionary social media environment in which users can type and share a 140-word text (Tweet) by using the related controls. In this sense, it is possible to use some special syntax to share your text with defined groups – topics. Like Facebook, Twitter also has a typical profile-based account for each user and it is possible for each user to follow other ones in order to receive their shares instantly over the Twitter interface. Twitter is also a very strong media tool, which has been effective on sharing information with other users or communicating with each other during especially communal events, or riots.
- **Wikipedia:** Wikipedia is a free Web-based encyclopedia in which users can have a collaboration to prepare pages providing information for any specific subject – item. It is also the origin of the Web technology “Wiki”, which defines the social media approach of creating and updating a Web-based knowledge collaboratively. Today, there are many similar forms of such technology for enabling users to work collaboratively for creating knowledge related contents over the Web.
- **LinkedIn:** LinkedIn is a social media platform, which is related to mostly work life oriented social interaction. At this point, LinkedIn uses the profile-based account system and users on LinkedIn can create their own profiles by indicating their jobs, working experiences, abilities... etc. and contact with other people providing their own profiles. Over the platform, it is possible to join groups of specific companies or search for job announcements or take part in announcing job opportunities in order to reach more people over the Web.
- **Google Plus:** Google Plus is the social media environment provided by the Google Company. Google Plus is similar to other wide social media environments like Facebook or LinkedIn and uses the same approach of user profile in order to enable users to share information and have social interaction with other users over the Web / social media environment.
- **Mendeley, Academia, ResearchGate:** Over the Web, there are also academic-oriented social media environments that academicians, researchers and scientists can use to create their own profile and share academic works, ideas over specially designed Web interfaces. Some popular versions of such environments are Mendeley, Academia, and ResearchGate. All of these environments aim to provide an effective information sharing and communication platform for especially people from academic and scientific fields.
- **YouTube:** YouTube is a social media environment for sharing videos over the Web. In time, YouTube has improved and gained many features and functions for being a more effective social media platform, which focuses on videos. Over this platform, it is possible to create user accounts, which also include profile-oriented features and also channel feature in which you can share your videos over the YouTube and with users, who are following your channel. It is possible for YouTube-users to like your video and / or make comments under it in order to form a social environment.

- **Instagram:** Instagram is a social media environment in which users can share pictures – photos or videos over their account. Like other social media environments, it is possible for Instagram users to like and make comment on other users’ photos shared over their pages. Instagram is also actually a mobile application connected with the Web interface so users can use the application to take pictures, record videos and share them over the Web.
- **Pinterest:** As an interesting social media environment, Pinterest is used for sharing media over subject groups – collections, which are called as pinboards. At this point, shared media objects are also called as pins. As can be used as both Web and mobile application, Pinterest allows users to share pins and interact with other users’ pinboards in the context of a social interaction environment.
- **Foursquare, Swarm:** Foursquare and Swarm are social media environments focused on location based interaction. By using these environments, users can make check-ins on the visited places and ensure interaction with other users near to them. It is also possible to vote and comment on the visited locations in order to inform other users about locations all over the world. Thanks to these environments, users can take part in a competitive world, which provides opportunities to gain points while going around.
- **Snapchat, Periscope:** Snapchat and Periscope are social media environments, which are generally based on video share. As different from similar video oriented social media environments, Snapchat allows users to set time limits for shared media in order to determine how long other users can reach – view them. On the other hand, Periscope employs the idea of live video share – streaming for other users over the related social interaction environment.

Except from the explained ones above, there are many different kinds of social media environments over the Web (Interested readers are referred to: Wikipedia, 2015). Popularity of such environments comes from increasing usage of especially mobile devices. Because people generally use their mobile devices like smart phones or tablets in order not to cut their connection with the social media over the live Web.

Figure 1. Brave new world with social media environments (Image: Green Book Blog, 2015).



1.2. Social Media Marketing

Effectiveness of social media environments on information sharing, creating, exchange and also interactive communication have caused these environments to be widely employed in different fields for ensuring efficiency in the performed works. For example, although it is often discussed that social media environments affect learning processes in a negative way, there is also opportunities on ensuring effective teaching – learning experiences if the related environments are used in an appropriate way. Because of interactive media and communication features – functions, social media environments take active part in different fields. One of them is also related to the work life and the use of social media environments as social media marketing tools is a popular trend among today's companies.

Trattner and Kappe (2013) define the social media concept as receiving Web site traffic or attention – popularity through social media environments. Briefly, this definition is related to use of social media environments for marketing oriented works of companies. When it is evaluated in terms of advantages of social media, it is more possible to understand exact mechanism for work life oriented approaches. First of all strength of social media marketing is connected with wide spectrum of social media in the sense of communication. Because social media has a great popularity among people, it is generally effective to perform any work over the social media, by aiming to ensure contact with people – users. Because of this, marketing related works also gain power they are applied within the concept of social media marketing. It can be said that using the Internet for marketing purposes allows gaining advantages in terms of time and practicality, which should be supported with some other things to ensure the exact marketing system. But on the other hand, usage of social media marketing will allow reaching to the marketing objectives in a real manner, because of improved interaction and communication approaches, which are directly based on people – users.

Generally, DeMers (2014) explains the most remarkable advantages – benefits of social media marketing as follows:

- **Visibility:** Applying social media marketing approach improves the visibility of the brand – company.
- **Loyalty:** Using social media marketing strategies improves people's loyalty to the brand – company.
- **Diffusion:** Social media marketing allows companies to reach to more number of people, thanks to the improved interaction that can be ensured via many different kinds of elements like images, videos, interactive media or text-related effective tools.
- **Humanization:** Social media marketing makes the company more humanized for people – users. In this way, the company can reach to more people – users, because it is more friendly to have contact with a human (or humanized company) rather than a company itself.
- **Popularity:** Social media marketing strategies enable people – users to talk more about the brand – company over the Web. This helps to reach to more people – users, improve the value and also ensure a higher brand authority.
- **Decreased Costs:** Social media marketing allows companies to have decreased marketing costs.
- **Increased Traffic:** Social media marketing also allows increased inbound traffic.
- **Instant Contact:** By employing social media marketing, companies have more opportunity to have contact immediately with their customers or people – users, who are interested in them.

Figure 2. The most remarkable advantages – benefits of social media marketing.



2. Some Remarkable Successful Social Media Marketing Campaigns

Since the first usage of social media for marketing aims, there have been many different successful campaigns that took place already in the related literature. At this point, experiences regarding to especially big brands are always attractive and many other growing companies take such successful experiences into consideration in order to improve themselves and have a good situation within the market. In this work, only some recent and also remarkable successful campaigns are explained briefly. In this sense, the campaigns have taken from the years between 2012 and 2015. By examining these campaigns, it will be more possible to have ideas about effects of social media marketing.

Some remarkable, successful campaigns on social media marketing from the years between 2012 and 2015 can be examined briefly as follows:

- **Lay's (Do Us a Flavor):** Lay's has a 75-year history but it was the first time that the company has used the power of social media marketing. In this sense, the company has used the Facebook page, Twitter platform, and even text messaging (SMS) in order to provide an effective campaign. The campaign has aimed to enable fans to create a new flavor of chip. During this campaign, Lay's have received lots of flavors and after a while, the company has decreased the number of the submissions to the top 25 flavors, which were manufactured and tested, and then finally decided on top three flavors. During 2013, these flavors were sold in stores and at this point the flavors have been voted via the related ways including Facebook, Twitter, and also SMS. After the voting process, one flavor has been chosen as the winner. Eventually, the campaign was a totally successful for the company (Cassinelli, 2013; David, 2013). Some statistical information and results about the campaign are as follows (Cassinelli, 2013; David, 2013):

- For the campaign, there were a total of 3.8 million submissions, between the July 20th and October 6th in 2012. Technically such a big number of submissions can be seen as an early sign of the success.
- There was a \$1 million prize for the winning flavor in the sense of this social media based campaign.
- With this campaign, sales of the company increased by 12%.

Figure 3. A view from the ‘Do Us a Flavor’ campaign by Lay’s.



- **AT&T (Be the Fan):** AT&T started a social media oriented campaign aiming especially football fans. In this sense, campaign starring a famous actor has performed along one football season. The actor was a coach, who was issuing weekly game-day challenges for fans. At this point, fans were able to respond these challenges by uploading content over some social media environments like Twitter, Instagram, and Vine. The related challenges and the winners were showed over a Web site along the campaign(Cassinelli, 2013).

Some statistical information and results about the campaign as follows(Cassinelli, 2013):

- The campaign has caused a more than 80% higher engagement rate on Twitter.
- There has been a 400% increase in sweepstakes entries along the year and the social buzz has been up 271% over the previous period.
- The actor, who has taken role within the campaign has increased his popularity among especially social media environments.

Figure 4. A view from the ‘Be the Fan’ campaign by AT&T.



- **Heineken (Crack the US Open):**In their campaign, Heineken used the Instagram as the social media marketing platform. In this sense, they have started as campaign called as ‘Crack the US Open’ over their Instragram profile. They have provided a panorama by using hundreds of photos showing tennis fans sitting in the grandstands. At this point, Heineken started to post a clue about a photo and code-word on Instagram and want people to search for the correct fan-photo and comment on the correct photo with the code-word mentioned, for winning tickets to the US Open. This campaign is a successful one with its innovative idea(Cassinelli, 2013). Some statistical information and results about the campaign are as follows(Cassinelli, 2013):
 - During the campaign, a total of 1.500 people have taken part in the “photo hunts”. This situation shows the power of social media for creating innovative projects and ideas to provide attractive campaigns in the sense of marketing objectives.
 - The campaign has enabled the Heineken to grow their Instagram follower count by 20%. This is technically a good point that the visibility of the brand – company and its scope has been improved.

Figure 5. A view from the ‘Crack the US Open’ campaign by Heineken.



- **Wendy’s (Pretzel Bacon Cheeseburger):** During the 2013 summer, Wendy’s introduced their new food Pretzel Bacon Cheeseburger. With the campaign launched for promoting the Pretzel Bacon Cheeseburger, it has been the most successful product launch ever for the Wendy’s. In more detail, fans tweeted about their ideas for the new burger, and then the company used the related tweets to music videos(Cassinelli, 2013).

Some statistical information and results about the campaign are as follows(Cassinelli, 2013):

- There have been a total of 7.5 million Facebook views for the campaign. This means that the visibility of the company has improved and the company has reached to more people over the Web.
- Thanks to the campaign, Wendy's stock has risen.
- The idea on using fans’ tweets and enabling them to take part in such campaign has enabled people to feel more friendly about the Wendy’s and the company has employed the advantages of reaching to more people with the power of social media.

Figure 6. A view from a music video (showing a tweet) in the ‘Pretzel Bacon Cheeseburger’ campaign by Heineken.



- **Oreo (A Super Bowl Tweet):** This is not an organized social media related campaign but the Oreo tweet during the Super Bowl event is a remarkable example for effectiveness of the social media marketing. During the third quarter of Super Bowl in 2013, a power outage caused a total of 34-minute delay in the game. When the delay occurred, marketing team of the Oreo has created an excellent way to take advantage of this delay as a power for marketing via Web. At this point, Oreo has posted a tweet on Twitter, showing the message: “Power Out? No problem. You can still dunk in the dark.” In a short time, the message has gained a great popularity as an unexpected but in-time marketing approach(Cassinelli, 2013; David, 2013). Some statistical information and results about the campaign are as follows(Cassinelli, 2013; David, 2013):
 - Over the Twitter, the tweet – message has gained 16.000 retweets.
 - Over the Facebook, the shared messages have received more than 20.000 likes.
 - Along the social media, the message has received more than 5.000 shares.

Figure 7. Oreo’s famous tweet posted during the Super Bowl event.



- **Heinz (Five Beans):** Heinz used the Facebook platform for forming a social media marketing strategy for their product launch. In this sense, Heinz has provided a Facebook quiz application for a new Five Beanz variety, and at this marketing approach people are informed about “what kind of bean they had grown up to become in response to a series of questions about their personality traits”. In order to spread the application over the social media environment, five winners among users used the application were picked every hour and sent a personalised bean. Furthermore, any user, who invited a total of 10 users to take the quiz, was received a bag. Finally, Heinz also provided Facebook fans a coupon for their product. All of these activities

within the strategy has been a success for marketing operations of the company (Moth, 2012).

Some statistical information and results about the campaign are as follows (Moth, 2012):

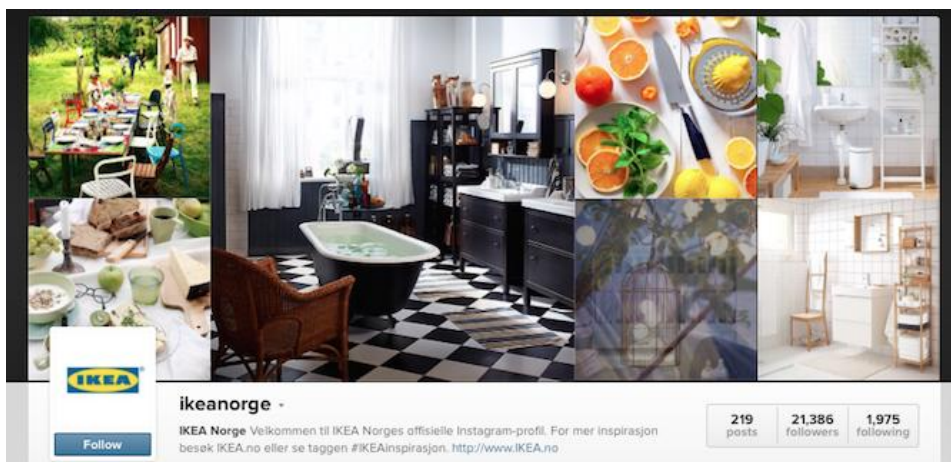
- A total of 22,143 users have taken the quiz. It was a good sign for the success at the final. Also, more than 10,000 users have shared the application over the social media.
- Total number of people to which the company has reached was 10.8 million. Except from the Facebook, the campaign has reached to around 3 million people over Twitter, blogs... etc.
- Facebook community of Heinz has increased by 30,000 extra users.

Figure 8. A view from the 'Five Beans' campaign by Heinz.



- **Ikea (Virtual Catalogues):** Ikea in Norway started a campaign over Instagram by enabling users to take photos of their favorite products from the catalogues and share them over the social media. While sharing, users were using hashtags to indicate the name of the company and any other information regarding to products. At this point, shares by users transformed into a virtual catalogue approach in time, allowing the company to spread its catalogues around the world without any cost at all. With this campaign, a few users have won their favorite products for free (Ewer, 2014).

Figure 9. A view from virtual catalogues by Ikea (Ewer, 2014).



- **Cadbury (Facebook Celebration):** Using the social media environment for marketing purposes too much, the Cadbury company launched also a campaign for celebrating the brand reaching to a total of 1 million Facebook fans. At this point, the company has done that only 16% of their fans ever saw content that was posted over the Facebook platform. The objective was to increase the engagement among the fans and reach to a wider Facebook community. Cadbury also build a big size Facebook “like-thumb” made via pieces of Dairy Milk. In this sense, they have provided a video including user content and photos, and they responded to user requests and comments in received over the video (Moth, 2012).

Some statistical information and results about the campaign are as follows (Moth, 2012):

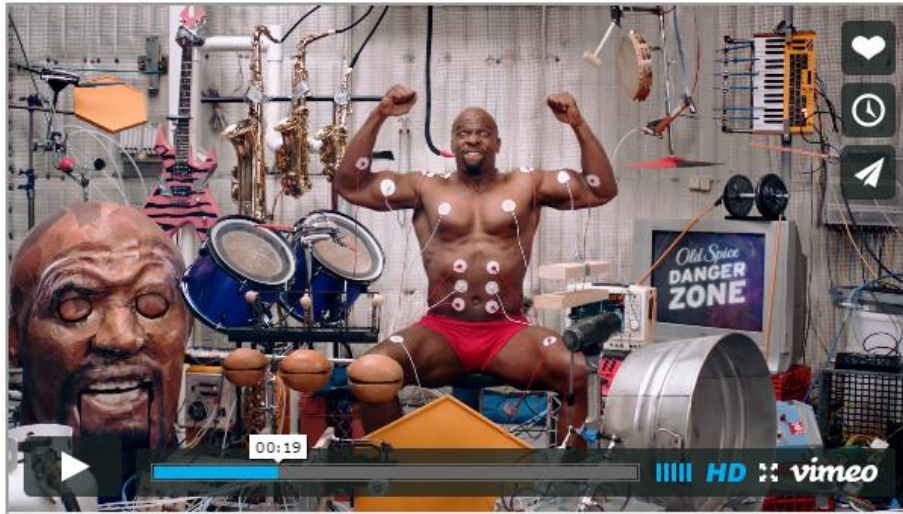
- Cadbury has increased its total number of Facebook fans by 40.000. Technically, attractive and interactive approach to reach to wider Facebook community has made this increase easier.
- As general, fans and more than 350.000 people involved in the campaign directly. All of these increased numbers are good sign for improving the loyalty for the brand – company, and also ensuring a better visibility.

Figure 10. A view from virtual catalogues by Ikea.



- **Old Spice (Old Spice Man):** Old Spice created a series of “Old Spice Man” videos, which were provided over the social media and attracted many people – users over the Web. In this sense, YouTube can be seen as the power of this social media marketing strategy, which enables the company to improve its visibility and popularity all over the world. Via these videos, the company made announcements about itself, over the Web. As the Old Spice Man, Terry Crews, who is also ex-NFL player, even played in an interactive video in which users can also use the keyboard to flex Crews’ muscles for playing the musical instruments, which are connected separately Crews’ muscles. Eventually, all social media marketing campaign including the Old Spice Man has been a successful for the company in the sense of marketing operations (Moth, 2012).

Figure 11. A screenshot from the ‘Old Spice Man’ interactive video by Old Spice.



- **LEGO Architecture (Fill the Gap):**LEGO started a social media campaign called as Fill the Gap. In this campaign, followers were wanted to construct their own LEGO models and locate these models in the real life to take photos and share over the social media. After starting exactly over the LEGO Architecture Facebook page, the campaign has gained popularity in a short time and spreaded over other environments like Instagram. In time, there have been many different competitions, which caused improvements in number of social media interactivity and so popularity of the brand (Econstultancy, 2015).

Figure 12. A screenshot from the Instagram page of LEGO, about ‘Fill the Gap’ campaign.



- **Domino’s Pizza (Emoji Campaign):**Domino’s Pizza used Twitter in order to achieve an effective marketing approach. At this point, the company has used the pizza emoji in order to take customers’ attention. In detail, customers were able to place and order at the Domino’s Pizza restaurant by just tweeting pizza emoji(s). For ensuring the appropriate environment focused on this ordering approach, the company has enabled

their customers to register ‘easy order’ Twitter account and fill some details regarding to their pizza ingredients preferences and payment information(Friedman, 2015). It is reported that more than 500 people in the US used this emoji oriented ordering approach in just one day (when it was started). Also, this campaign has been announced in some media sources like USA Today, Forbes, Good Morning America and even comedian Jimmy Fallon (Digital Training Academy, 2015).

Figure 13. A screenshot from the Domino’s Pizza Twitter profile with pizza emojis.



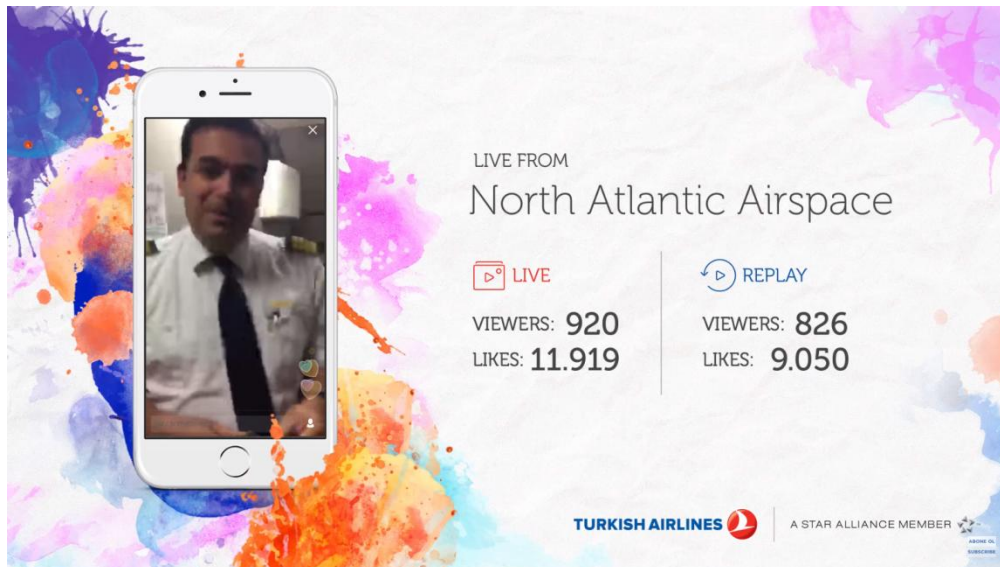
- **Reebok (Hunt for the Pump):**Reebok performed a social media campaign enabling customers to take part in a virtual game, in order to win a pair of Reebok ZPump Fusion sneakers. In order to achieve that, the company has used Instagram for setting the game environment. The game over the Instagram platform keeps users on a virtual tour through San Francisco with photos of major city landmarks. At this point, each photo is a hidden Pump ball and after the ball is found in a photo, users like the related post, and continue to the next landmark. This campaign is known as a remarkable, creative and effective social media marketing approach done recently (Econstultancy, 2015; Pillay, 2015).

Figure 14. A view from the ‘Hunt for the Pump’ game – campaign by Reebok.



- **Turkish Airlines(First Live Broadcasted Flight):**Turkish Airlines used the Periscope, which is a fresh social media environment, in order to form a creative, remarkable approach. In this context, the ‘first live broadcasted flight’ has enabled the viewers to watch a flight from Istanbul to New York with its all aspects including flight preparations and even behind the scenes videos with the airline crew. During this live broadcast, the company has also provided promoting tweets (Gibson,2015).As general, the campaign is an example of innovative, effective campaigns on improving popularity of the brand – company.

Figure 15. A view from the video prepared for the ‘First Live Broadcasted Flight’ by Turkish Airlines.



4. A Discussion on Factors for Successful Social Media Marketing

Campaigns explained under the previous section were some examples of successful social media marketing approaches. These examples are good for having idea about potentials of social media on marketing. Additionally, it is also possible to focus on marketing experiences by famous brands like Coca Cola, Volkswagen, Red Bull...etc. Because there are many similar campaigns and experiences reported in the literature, the authors have decided to focus on only some remarkable ones in the context of this work.

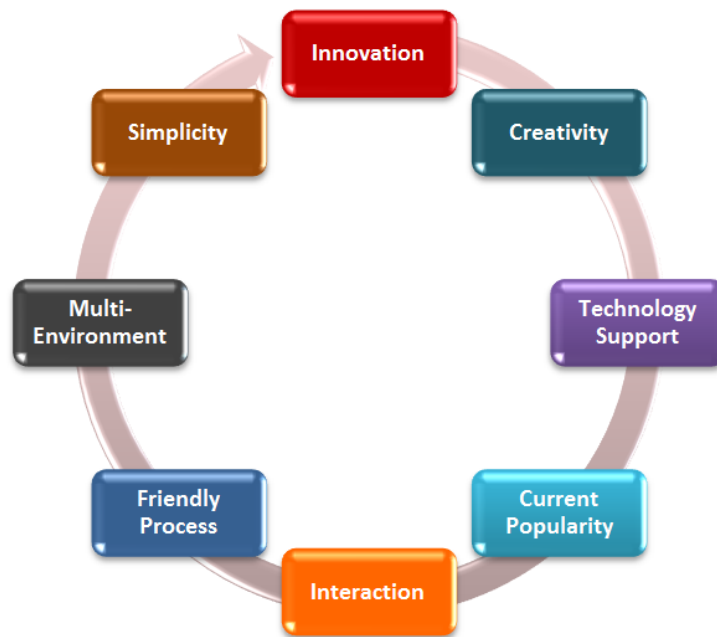
Taking the related campaigns and the recent literature into consideration, we can also discuss about factors having active role on making social media marketing campaigns successful. In this context, it is possible to explain the related factors as follows:

- **Innovation:** Innovative approaches in social media marketing always attract people’s attention. Especially social media environments employing innovative ideas for ensuring social interactivity make it easier to form an effective social media marketing process. On the other hand, it is also possible to use different features and functions of social media environments for supporting the campaign with innovative aspects.
- **Creativity:** In addition to the innovation, creativity is another factor affecting success of a social media marketing campaign. Usually, both innovation and creativity can be run in the same social media marketing approach in order to improve its effectiveness. It can be expressed that there is a thin line between innovation and creativity.

Especially recent years, it is possible to see many examples of creative (and also innovative) social media marketing approaches as a result of increased interest on using the social media in marketing processes.

- **Technology Support:** Using social media environment for marketing processes makes it possible to benefit from computer and communication technologies. Because social media environments are some typical outputs of improved computer and communication technologies. In this way, companies can be more able to reach to people – users, who are far away, thanks to the technology support.
- **Current Popularity:** Sometimes, current popularity of the brand – company is an important advantage when thinking about a social media marketing campaign. Especially famous brands – companies benefit from this advantage. At this point, a good enough social media marketing campaign is a triggering factor to keep alive or improve popularity of the brand – company.
- **Interaction:** Achieving interaction with people – users along social media marketing processes is also another important factor for success. In this way, it is possible to gain people’s loyalty, take their attention and also reach to more people over current people, who enjoy the campaign process and like the brand – company.
- **Friendly Process:** Keeping a friendly and user-oriented process is another important factor in success of a social media marketing approach. This will give many opportunities to the brand – company to improve its popularity, effectiveness...etc.
- **Multi-Environment:** Today, many popular social media environments are widely used by people at the same time. Yet because of this, different social media environments provide plug-ins or small applications to ensure create bridges between other social media environments and themselves. So, it is too important to keep a social media marketing approach over different social media environments at the same time. At least providing announcements or advertisements over other social media environments will improve influence of an already running social media marketing process launched by the brand – company.
- **Simplicity:** Ensuring simplicity in social media marketing campaigns is another important factor leading to success. It is important for the brands – companies to launch a campaign including simple enough rules or tasks that can be understood easily by people. Keeping a balance in this factor is vital because providing a campaign too simple may not attract people’s attention while a complex one may cause decrease in attractiveness.

16. Factors for succesful social media marketing.



Conclusions

Nowadays, social media has been employed in different fields, for many different objectives. As it was expressed in this work, one of the most effective uses of social media is related to marketing. Companies wanting their marketing processes to be successful with low costs but more effectiveness benefit from advantages of popular social media environments greatly. Currently, there is a remarkable interest in development of new social media approaches and so environments. So, it can be expressed that continuing developments and improvements in social media will take attention of such companies to employ social media oriented marketing strategies in their future works. The authors believe that more developments will provide more successful rates in social media marketing processes.

This work has also examined some recent, remarkable, succesful social media marketing campaigns chosen from the years between 2012 and 2015. All of these campaigns are examples for understanding the effect of social media in marketin processes and figuring out the foremost factors that making the marketing better. Of course, it is also possible to find out many other examples regarding to employment of social media in marketing. Such examples can be found in the associated literatures for the research efforts in the concept of e-marketing. At this point, readers can view especially social media marketing and e-marketing oriented Web sites in order get the latest news about this popular trend in work life. Additionally, the latest reports by such Web sites will give compherensive enough ideas about the current status of works regarding to social media marketing.

In addition to this work, the authors also think about some application oriented future works in order to provide more scientific findings on social media marketing. It is believed that typical applications of social media in marketing will provide more information about effectiveness of this communication – information share trend in work life. In order to achieve that, an experimental research work with employment of different social media

environments in marketing processes of different companies will be performed in the future. Additionally, some additional research works focusing on ideas obtained from companies experienced social media marketing will be done in the context of future works.

References

- Ahlqvist, T., Bäck, A., Halonen, M., & Heinonen, S (2008). Social media road maps exploring the futures triggered by social media. VTT Tiedotteita – Valtion Teknillinen Tutkimuskeskus (2454): 13.
- Cassinelli, A. (2013). 13 Best Social Media Campaigns of 2013, Postano, [online]: <http://www.postano.com/blog/13-best-social-media-campaigns-of-2013>
- David, E. (2013). Top 10 Influential Social Media Marketing Campaigns of 2013, Adhere Creative, [online]: <http://www.adherecreative.com/blog/bid/152638/Top-10-Influential-Social-Media-Marketing-Campaigns-of-2013>
- DeMers, J. (2014). The Top 10 Benefits of Social Media Marketing, Forbes, [online]: <http://www.forbes.com/sites/jaysondemers/2014/08/11/the-top-10-benefits-of-social-media-marketing/>
- Digital Training Academy (2015). Cannes Lions case study: Dominos emoji pizza orders. Digital Training Academy – Digital marketing industry case study library, [online]: http://www.digitaltrainingacademy.com/casestudies/2015/07/cannes_lions_case_study_dominos_emoji_pizza_orders.php
- Econsultancy (2015). 10 best social campaigns and stories from April 2015. Econsultancy – Blog, [online]: <https://econsultancy.com/blog/66403-10-best-social-campaigns-and-stories-from-april-2015/>
- Evans, D. (2011). The internet of things: How the next evolution of the internet is changing everything. CISCO white paper, 1, 14.
- Ewer, T. (2014). 4 Brands Getting E-Commerce Social Media Right, Woo Themes, [online]: <http://www.woothemes.com/2014/06/successful-social-media-brands/>
- Friedman, L. (2015). The best social media campaigns of 2015 (so far). iMedia Connection, [online]: <http://www.imediaconnection.com/content/38930.asp>
- Gibson, R. (2015). 5 Stand Out Social Media Campaigns of Summer 2015. Postano, [online]: <http://www.postano.com/blog/5-stand-out-social-media-campaigns-of-summer-2015>
- Green Book Blog (2015). #reThink13 Day 1: The Rise of Superman & The Super Sample Provider. Green Book – Charting the Future of Market Research, [online: image]: <http://www.greenbookblog.org/wp-content/uploads/2013/03/connected.png>
- Kaplan, A.M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 61. doi:10.1016/j.bushor.2009.09.003.
- Kose, U. (2013). A sociologic evaluation: effects of social networking caused e-learning on university students. *International Journal of Web Based Communities*, 9(2), 274–290.
- Mattern, F., & Floerkemeier, C. (2010). From the Internet of Computers to the Internet of Things. In From active data management to event-based systems and more (pp. 242-259). Springer Berlin Heidelberg.
- Moth, D. (2012). 10 of the best social media campaigns from 2012, Econsultancy, [online]: <https://econsultancy.com/blog/11244-10-of-the-best-social-media-campaigns-from-2012>
- Ortutay, B. (2009). Fast-growing Facebook's User Base Hits 200 Million. Yahoo! Finance.
- Owyang, J. (2009). A Collection of Social Network Stats for 2009. Web Strategy by Jeremiah Owyang, [online]: <http://www.web-strategist.com/blog/2009/01/11/a-collection-of-social-network-stats-for-2009/>
- Pillay, N. (2015). Reebok allows consumers to virtually run through San Francisco with Instagram 'Hunt for the pump' campaign. The Drum, [online]: <http://www.thedrum.com/news/2015/04/17/reebok-allows-consumers-virtually-run-through-san-francisco-instagram-hunt-pump>
- Trattner, C., & Kappe, F. (2013). Social stream marketing on facebook: A case study. *International Journal of Social and Humanistic Computing*, 2(1/2), 86–103.
- Wikipedia (2015). List of social networking websites. Wikipedia – The Free Encyclopedia, [online]: https://en.wikipedia.org/wiki/List_of_social_networking_websites