

Lecture 5
Management

DECAL

FACILITATORS: MEGHANA AND ZEHRA

Chapter 2 - Becoming An Influencer

100 Things In 2016 - Tyler Oakley



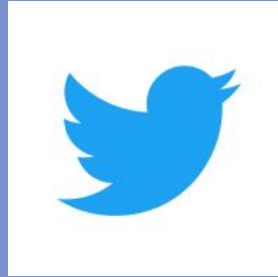
Slide by
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Major Social Media Apps To Reach Your Demographic



Yelp



Twitter



Facebook



Pinterest



Tumblr



Instagram



LinkedIn

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HARO



Periscope



Reddit

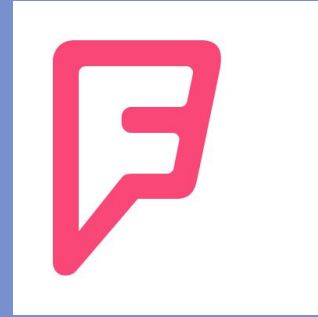
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Secondary Social Media Sites



VK.com



Foursquare



StumbleUpon

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The logo for Entrepreneur CONNECT, featuring the word "Entrepreneur" in a white serif font and "CONNECT" in a white sans-serif font, both on a black rectangular background.

Entrepreneur CONNECT

Entrepreneur Connect



Snapchat

The Ryze logo, featuring a stylized orange arrow pointing up and to the right, followed by the word "Ryze" in a white sans-serif font, all on a teal-to-blue gradient background.

Ryze

Ryze



MySpace

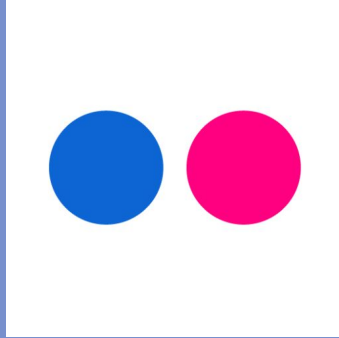
The Affluence logo, featuring the word "AFFLUENCE" in a large, black, serif font, with the tagline "Make life better." in a smaller, black, cursive font below it, all on a white background.

AFFLUENCE
Make life better.

Affluence

Slide by
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Flickr



Xing

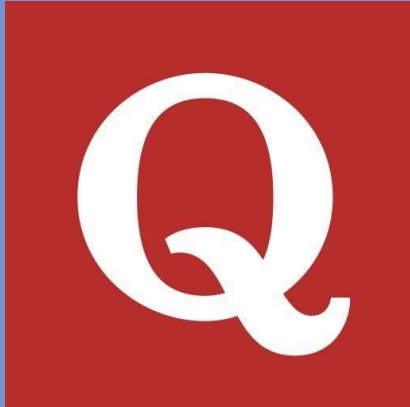


RenRen



Medium

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Quora



Meetup



Whatsapp



Disqus



Management

- Leverage information from data analysis
 - ◆ Make right action for the brand
 - ◆ Create a hypothesis for problem and prove whether it is true or false.
 - ◆ Ex. Alevé- had a problem with sales
 - Hypothesis 1: Consumers not aware of brand
 - Hypothesis 2: Consumers aware of brand but did not choose to buy Alevé.
 - 35% of consumers used Alevé with other brands
 - Brand needed to drive loyalty
 - Solution: created a campaign that combined their best attributes of the company and increased sales 10-20%



Management

→ Understand the competition

- ◆ Important to maintain a point of difference and to use its strengths
- ◆ Ex. Pepsi and Coke
 - During the 1996 Cricket World Cup in India, Coke got the sponsorship rights.
 - Pepsi used its point of difference (“youthful rebellion brand positioning” like Levi’s) and launched its “nothing official about it” campaign which strengthened its leadership position in India.



Management

- Be consistent with your positioning
 - ◆ Example: Dove
 - Uses its smooth/moisturizing milk brand in all of its products. To grow the company to multiple products, they stay consistent with this specific brand which ultimately only strengthens the company.



Management

- Know what your target consumer wants
 - ◆ Connect with the consumer
 - Example: Louis Vuitton
 - First created as a suitcase company because traveling was considered a luxury.
 - They connected with the consumer by extending their business to shoes, glasses etc.
 - One of the most extended brands that received almost no diminishing returns.



Management

- Manage the team with thought leadership
- Needs to have a clear vision of the brand- needs to have a team on the same track
 - ◆ Example: Cosmopolitan
 - Sales decreased sharply in 1960s and when Helen Brown took charge she wanted to focus the magazine on empowering women.
 - Led her team to believe in the new mission and within the first publication under this change, 350,000 copies were sold out before the end of the day.

Midterm

Grade Based On Presenting to Class & Content in Presentation

Due & Present: October 16th at 3pm

Email Directly To Meghana (Find On Website)

Answer the Following Questions:

- Biography of YouTuber:
- Net Worth & Type of Influencer
- Consistency & Target Audience
- Proof YouTuber Achieves 6 Concepts of Influence Psychology
- YouTuber's Business Empire Focus Within Industry
- Ups & Downs: Struggles of the YouTuber in Career (Possible Advocation, Neglect to Understand Audience, or Giving Back To Community)
- One Link to One YouTuber's Video
- UPDATE ON GROUPS: 9 GROUPS OF 3 ONE GROUP OF 4



MIDTERM SIGN UPS

<https://docs.google.com/a/berkeley.edu/document/d/1AtRVhO3UTt1TxHfci1ovjRpk-BSoohbs3DhPwAzxHAk/edit?usp=sharing>

PLEASE EMAIL US YOUR DIGITAL INFLUENCER SO WE HAVE NO REPEATS!



Get into your midterm groups, if you can't find one today, join a group just for the exercise. Listen for instructions!



Thanks for coming! See you next week!