

## Meeting the Traditional Marketing Goals through Social Media: Case Study of

### Asus Corporation

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#### Abstract

The purpose of this paper is to highlight the importance of social media as a new marketing tool that serves the goals of the traditional marketing and helps institutions to improve their marketing performance. In order to meet those goals we decided to study Asus corporation experience in using social media marketing through presenting their initial projects and objectives, strategies and their achievements.

**Keywords:** Social media marketing, social media, web 2.0, marketing strategies.

**Jel Classification Codes:** M310, O30.

#### المخلص

تهدف هذه الورقة البحثية إلى إبراز أهمية وسائل التواصل الاجتماعي كأداة تسويقية جديدة تخدم أهداف التسويق التقليدي وفي نفس الوقت تساعد وتعمل على تحسين الأداء التسويقي للمؤسسات. ومن أجل غاية بحثنا المنشودة قررنا دراسة تجربة شركة "Asus" الناجحة في تطبيق التسويق عبر وسائل التواصل الاجتماعي من خلال استعراض مشاريعهم وأهدافهم الأولية، الاستراتيجيات المتبعة في تطبيق التسويق عبر وسائل التواصل الاجتماعي وأخيرا النتائج والانجازات المتوصل إليها.

**الكلمات المفتاحية:** التسويق عبر وسائل التواصل الاجتماعي، وسائل التواصل الاجتماعي، ويب 2.0، الاستراتيجيات التسويقية.

تصنيف jel: M310, O30

## I. Introduction:

Thanks to the appearance of the internet many notions have emerged and created new chances for the development of many fields. Social media is considered among the most recent tools that caused significant changes and created great chances for institutions, especially in the field of marketing, because of the nature of these new tools that rely on the presence of the user and the extent of his influence and association with it. In short, since users are the engine of this tool, thus institutions need to control it and do all what is necessary in order to attract those users and build a new virtual market that serves its goals.

The use of social media continues to grow rapidly every single day. According to Statista (2018) and we are social (2018) the number of people that use social media worldwide has increased by almost 1 million new users every day during the past 12 months. More than 3 billion people around the world now use social media each month, with 9 in 10 of those users accessing their chosen platforms via mobile devices.

**Table 1: digital usage worldwide**

| Number of Internet users in 2018 | Number of Social media users in 2018 | Number of mobile phone users in 2018 |
|----------------------------------|--------------------------------------|--------------------------------------|
| 4.021 billion                    | 3.196 billion                        | 5.135 billion                        |

**Source:** <https://www.statista.com>, <https://wearesocial.com>

These numbers above indicate the great importance of social media, especially if we take into consideration the period that each user is spending every single day. According to statista(2017) the average daily usage of social media worldwide of global internet users amounted to 135 minutes per day, up from 126 daily minutes in 2016.

Accordingly, our main objective through this research paper focuses on showing the importance of social media in the field of marketing and how can marketers use it effectively in order to reach the institution marketing goals. In addition, we have tried to identify the meaning of social media marketing, its strategies and how can institutions apply it. Through presenting Asus corporation experience. To these ends, the study presents one main question: what is the importance of social media in the field of marketing and how can institution use it effectively to reach its goals?

## **II. Social media:**

Social media is a term that cannot be defined in isolation of web 2.0. The term was originally coined by DiNucci (1999) through his article "Fragmented Future". He said: "the web will be understood not as screenfuls of text and graphics but as a transport mechanism, the ether through which interactivity happens." (DiNucci, 1999). However, The concept of "Web 2.0" has been popularized by O'Reilly and Dougherty during a conference brainstorming session between O'Reilly and Media Live International on September 2005 (O'Reilly, 2007). Kaplan & Haenlein (2010) defined it as "a platform whereby content and applications are no longer created and published by individuals, but instead are continuously modified by all users in a participatory and collaborative fashion". Moreover, Campbell et al (2011) stated the next: "It is much more to do with what people are doing with the technology than the technology itself, for rather than merely retrieving information, users are now creating and consuming it, and hence adding value to the websites that permit them to do so". Another definition that shows the relationship between the social elements and the web 2.0 technologies

“Web 2.0 is a collection of open-source, interactive and user controlled online applications expanding the experiences, knowledge and market power of the users as participants in business and social processes. Web 2.0 applications support the creation of informal users’ networks facilitating the flow of ideas and knowledge by allowing the efficient generation, dissemination, sharing and editing/refining of content.”(Constantinides & Fountain, 2008, p.232)

Based on the previous definitions we can conclude that the emergence of Web 2.0 with its distinctive features, including the interconnectivity, interactivity and the ability to generate content for users has provided the opportunity for the emergence and the evolution of social media. In fact, there are some researchers who do not make a distinction between the two terms because they are closely related to each other. (Safko & Brake, 2009)

Social media is an umbrella term that refers to a set of tools, services and applications that allow people to interact with others using an electronic network (Berger & Thomas, 2014). Many scholars have tried to give a precise definition to “Social media” concept but as the case of all the new terms related to technology, we will not find one definition that has the acceptance from all scholars and academic researchers (Kaplan & Haenlein, 2010). Hence, we will try to provide some different definitions that could cover social media term. Kaplan and Haenlein (2010) defined it as a group of internet-based application that build on the ideological and technological foundations of web 2.0 and that allow the creation and exchange of user-generated content. (Kaplan & Haenlein, 2012). Almost the same idea was presented by (Fuller et al. 2009) where the researchers focused in their definition on the interconnectivity between individuals and how much it has expanded through the internet. what allow

customers and businesses to collaborate on the internet. social media enables customers to generate content and have social interactions online via social platforms (Hajli, 2013). Another aspect was given by Drury (2008) when he described social media as an online resource that people use to share content: video, photos, images, text, ideas, insight, humor, opinion, gossip, news. Safko and Brake (2009) further considered social media as activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media. Conversational media are Web-based applications that make possible for one to create and easily transmit content in the form of words, pictures, videos, and audios. In brief, social media or web 2.0 technologies represents all the websites that allow both customers and organizations to share their content, to discuss, and to collaborate. and comparing to traditional media, social media allows people to actively engage in a communication process not only as information receivers but also as message creators. The online applications are designed to facilitate information sharing, knowledge distribution, and opinion exchanges. (Chan-Olmsted, Cho, & Lee, 2013)

Just as much as its variety of definitions, social media includes a diversity of applications

with different core functions and structures, the most popular and high profile social media are: (Chan-Olmsted, Cho, & Lee, 2013; Constantinides, 2009)

**Social Networks:** Applications allowing users to build personal websites accessible to other users for exchange of personal content and communication. Social networks play an important role in the distribution of information and word-of mouth and allow users to communicate. e.g. Facebook, MySpace, LinkedIn, Google+...

**Blogs and Microblogs:** Short for web logs: online journals, the most known and fastest growing category of Web 2.0 applications. Blogs are often combined with Podcasts or Videocasts e.g. WordPress Blogger...

**Content Communities or Media Sharing Sites**  
(Video/Audio/Photo/Presentations): Web sites organizing and sharing particular types of content e.g. Flickr, YouTube, Dailymotion, Vimeo, Picasa, Pinterest, Slideshare...

**Wikis or User Generated Content (UGC):** is a communication mechanism to create Web-based contents that require group collaboration. By allowing users to easily create, modify, and disseminate information, anyone can participate in elaborating information as an author or editor e.g. Wikipedia, WikiTravel, World66...

**Social Bookmarking:** it refers to saving web links to websites that you want to remember. It is a process that is used by people to organise, arrange, maintain and reserve links on website pages. e.g. Digg, Reddit, Diigo, Delicious, Google Reader...

**Discussion Forums and Message Boards:** the longest established form of social media, are usually developed with specific topics and interests, such as music, car, and new gadgets. The major difference between forums and blogs places on who are in charge of leading the sites; blogs are maintained by a clear owner while a forum is typically initiated by its members e.g. Phorum, Yahoo Groups, PHPbb...

It is noted here that there are no specific classifications for social media applications that all researchers adopt. According to Kaplan & Haenlein (2010) there is no systematic way in which different social media applications can be categorized.

### III. Social media marketing:

Social media has caused a significant change in the strategies and tools institutions use for communicating with customers and engaging with them. Whereas marketing with traditional media like newspapers, television and news websites was about delivering a message, marketing with social media is about building a relationship and conversation with the firm audience (Drury, 2008). Consequently, consumers are no longer merely passive recipients in the marketing exchange process. Today, they are taking an increasingly active role in co-creating everything from product design to promotional messages. (Hanna et al, 2011). Social media applications allow institutions of all sizes to communicate with their audiences in a direct, instant and economical way known as Social Media Marketing. Indeed, large scale global organizations such as Nike, Hewett Packard and GlaxoSmithKline are all using SMM<sup>1</sup> as a method of promoting their products or services (Berger & Thomas, 2014). However, there is no universal definition for this kind of contemporary marketing for the reason of its status as a comparatively new discipline that is in continual development and expansion (Berger & Thomas, 2014). It was defined as a form of Internet marketing that uses social networking as a marketing tool (Berger & Thomas, 2014). For Barefoot and Szabo (2010), SSM indicates to the use of social media channels to promote the company and its products. Social media marketing is the process of gaining consumer attention through social media sites (Farkiya et al, 2014).

Social media started as an entertainment tool and evolved to a powerful marketing tool. While serving its primary purpose of connecting people, SMM is on the rise, as this type of media gains importance in the industry and shows

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<sup>1</sup>SMM : Social Media Marketing

potential for further development(Statista, 2018). Hence,social media needs to be added as a hybrid element constructing the new communications paradigm(Mangold & Faulds, 2009), in which it complements the traditional web-based promotional strategies like email newsletters and online advertising campaigns. social media marketing qualifies as a form a viral marketing or word of mouth marketing. Wherein, viral marketing relies on telling friends about media (Barefoot & Szabo, 2010). Consequently, we can say that the goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach(Berger & Thomas, 2014). In addition, one of the most advantages of SMM is the ability to reach and connect with a vast amount of people. In the same context, various studies have found the following(Funk, 2012):

- 74% of consumers have a more positive brand impression after interacting with a company through social media.
- Purchase likelihood increases 51% after a customer clicks the “like” button.
- When they receive good customer service, social media users tell three times as many people about it as do non users of social media.
- 83% of people who complained about a given company on Twitter “liked or loved” a response by the company.
- 90% of consumers trust product reviews from people they know; 70% trust reviews from people they don’t know.
- 40% of social media users “like” businesses in order to receive special discounts and promotions.
- Facebook fans of a brand spend twice as much as those who are not Facebook fans.

A stronger web presence should be the primary goal of every social media marketing campaign, because whenever that happens many benefits will follow, we mention some of it as the next: (Barefoot & Szabo, 2010)

- Move visitors to your website;
- More incoming links to your website;
- More RSS subscribers;
- More views of your content on video and photo sharing sites like YouTube and Flickr;
- More references to your company, products and services on blogs, podcasts, twitter and social networking sites like MySpace and Facebook;
- More followers for your twitter account;
- Better search engine optimization and improved Google ranking;
- More genuine interactions with your customers.

After providing the most important definitions of social media and identifying social media marketing, we will try in the next element to deal with Asus corporation case study, in order to present its experiences and to identify the its followed strategy to reach its objectives.

#### **IV .ASUS Case study in using social media marketing:**

There are plenty of successful experiences in using social media marketing, such as Oracle, Intel, Cisco Systems, Sap, Hynix... ect (Brennan & Croft, 2012). But among those leading experiences, we have chosen ASUS experience for the reason of its results achieved and efforts exerted on social media over the past years.

**A.About Asus:** It is a Taiwan-based, multinational computer hardware and consumer electronics company that was established in 1989. Dedicated to creating products for today's and tomorrow's smart life, ASUS is the world's No. 1 motherboard and gaming brand as well as a top-three consumer notebook vendor. Its products include desktops, laptops, netbooks, mobile phones, networking equipment, monitors, projectors, motherboards, graphics cards, optical storage, multimedia products, peripherals, servers, workstations, and tablet PCs. In 2015 and 2016, Fortune magazine recognized ASUS as one of the World's Most Admired Companies, and for the past four years Interbrand has ranked ASUS Taiwan's most valuable international brand. The company has more than 17,000 employees, including a world-class R&D team. Driven by innovation and committed to quality, ASUS won 4,385 awards and earned approximately US\$13.3 billion in revenue in 2016.(Asus)

**B. ASUS' Business Objectives:** The ASUS "Transform Everyday" campaign was designed to create a social movement which means encouraging audiences transform their daily activities and create a positive difference. In order to Help promoting the ASUS Transformer Book family of products and connect it with the idea of everyday acts of kindness can transform the world into a better place – just like the right technology can transform your everyday life(ShortyAwards). In brief their objectives were as follows:(Gandhi, 2016)

- Promote its newly launched Transformer Book family of products via digital marketing means.
- It launched a #TransformEveryday campaign to reach out to its audience.
- The campaign revolved around talking about the small acts of kindness that can transform lives – just like the right technology can transform your daily lives.

- Create product awareness and increase sales of the newly launched product.
- Create an emotional connect with the audience, and making a long lasting impression about the brand.

**C. The strategy adopted by ASUS:** The “Transform Everyday” campaign launched by Asus used multiple advertising mediums like social media, original videos, microsites and contest rewards.

It encouraged the audience to participate and share their personal stories about how they had transformed someone’s life or how someone had transformed theirs. Audience strongly connects with brands that are associated with a good purpose or a social cause, and Asus’ social message of “transforming society” and the act of working to positively transform the world into a better place was designed to do just that. (Gandhi, 2016)

For eight weeks, the new microsite – [transformeveryday.asus.com](http://transformeveryday.asus.com) – allowed users to access Facebook, Twitter and Instagram to upload photos and videos of themselves performing acts of kindness, such as picking up a piece of litter and throwing it away, holding a door open, or smiling at a stranger and spreading joy. To encourage and motivate participation, participants were shortlisted for winning an ASUS Transformer Book T100 every week. Additionally, the entries got a chance to win a grand prize of \$2,000 in ASUS gear. As a social activity, 15 ASUS Transformer Book T100s were donated to one of three predefined charities namely Shriners, United Way or Operation Homefront. To participate in the contest, consumers submitted entries via the microsite using the hashtag #asustransformeveryday. (ASUS, 2014)

These moments were shared on Twitter via ASUS’ twitter handle @ASUSUSA. While engaging the audience in social media activities, in addition to this, Asus also released multiple videos on televisions and other digital

platforms, based on small acts of kindness that Transform Everyday. This widened their target audience by reaching out even to the older age group not present on social media.

#### **D.Results achieved by ASUS:**

Using social media to promote ASUS new products rather than adopting traditional means was the best choice they did. Asus opted a modern strategy of making an impact on the audience's minds with promotions that they could relate to, thereby attracting attention to the campaign. The audience was given a chance to perform good deeds, connect with their loved ones, help those in need of it and they made good use of it all, and the following point indicates to the results that were achieved: (Gandhi, 2016)

- The campaign target was 225,000 site clicks, which instead received nearly 500,000 clicks (progress towards objective shot up by 122%).
- While their social media target was 30,000 engagements (likes, shares, comments, retweets. ), they crossed 50,000 social media engagements.
- Video views target of 2 million, video views reached 2.6 million video views
- The campaign generated goodwill by sharing the story of the ASUS donation to one of the campaign's three chosen charities – generating hundreds of positive comments and shares in addition to millions of views.

The Transform Everyday campaign also helped to widen, grow and diversify Asus' social media audience while creating brand awareness and highlighting the features and benefits of buying the Transformer Book range of products.

“The Office's mission is to provide creative and effective forms of marketing for committees and clubs within and outside of ASUS. We seek to foster an excitingly innovative atmosphere in all of our teams, may it be in Photography, Graphic Design, Videography or in our hands-on Marketing Team.

In the Marketing Office, we aim to inspire others as we create in the mediums we are most passionate about”. (Asus, 2018)

Based on the lines above, we conclude that Asus has definitely realized the direction of today’s marketing that stands on the flexibility, creativity, interactivity with customers and the ability to influence them. In the era of social media, the company strives to invest and exploit all its opportunities. And that what the case study above revealed. ASUS joined to social media on 2011 but after “Transform Everyday” campaign, fans of all its pages were increasing very rapidly. Based on its social media sites, Asus has more than 26.2m fan on Facebook, more than 580 k follower on Tweeter. 98% of Asus's tweets were retweeted by its followers (Economic times, 2018). The company realized the necessity to adopt the new tools in order to support its traditional media. Hence, Asus launched many campaigns later and built a great online relationship with its customers. Especially, when the company took advantage of social listening to profile customers and optimize the launch of new Smartphone “Zenfone “.

## **V. Conclusion**

Majority of the marketers see the success of social media as an important part of the overall marketing objectives of a company. Along with more traditional digital approaches and channels such as email marketing and content marketing, social media marketing is considered one of the most effective digital marketing channels for customer retention. Marketers particularly turn to social media marketing to increase their audience engagement and brand awareness, as well as generating leads and sending traffic to the website. These are just a few of the leading social media marketing objectives. Global marketers also mentioned

other benefits of using social media for marketing purposes such as providing marketplace insights, improving search ranking and improving sales.

Being a part of these means is not a choice, but a necessity, especially in the age that stands on information and communication. And doubtlessly there is no sources better than social media to get the information needed.

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