|  |  |
| --- | --- |
|  | **Article # 1** |

|  |
| --- |
| Your research question for Project Two:  How does social media impact the field of marketing? |

|  |
| --- |
| Bibliographic information for this article (including: author(s), title of article, name of journal, volume and issue of journal, year of publication, page range, DOI.)  MANIC, M. (2015). Marketing engagement through visual content. *Bulletin Of The Transilvania University Of Brasov. Series V: Economic Sciences*, *8*(2), 89-94. |

|  |  |
| --- | --- |
| Key points and terms/main ideas/quotes | Notes (your response, questions, connections to other texts) |
| * Insists visual content is key to successful marketing, especially social media. * Product videos increase the likelihood of a purchase by 85% * Social Media increases consumer engagement with a brand * Social media lowers costs compared to conventional methods, such as television ads * Gives example visual ads that were successful on social media, such as an Old Spice commercial that got 51 million views and increased channel subscribers to 500 thousand. | * Article provides good facts, information, and examples about the good that comes from marketing using social media, especially if visual content is present. |

|  |
| --- |
| **How does this article respond to your research question? (Which part does it answer? What does it not answer?)**  This article answers how to effectively use visual content on social media when marketing. |

|  |  |
| --- | --- |
| **Name: Aaron Brown** | **Article # 2** |

|  |
| --- |
| Your research question for Project Two:  How does social media impact the field of marketing? |

|  |
| --- |
| Bibliographic information for this article (including: author(s), title of article, name of journal, volume and issue of journal, year of publication, page range, DOI.)  Schoenfeld, A. (2012, March 27). The Impact of Facebook Timeline for Brands. Retrieved June 16, 2018, from https://simplymeasured.com/blog/the-impact-of-facebook-timeline-for-brands-study/#sm.0001qhz8q5f6ffa8yhe1m3hlj1h0q |

|  |  |
| --- | --- |
| Key points and terms/main ideas/quotes | Notes (your response, questions, connections to other texts) |
| * Facebook Timeline allows consumers easier interaction with brands * Timeline allows brands to personalize their identities * Consumers are able to find content about a brand easier * Photos and videos are easier to interact with * Increased consumer engagement 14% * Increased content engagement (posts) 46% * Increased interactive content engagement 65% | This study explains how Facebook’s Timeline increased consumers engagement with brands. This is because Timeline reinvented how we use Facebook and the way it looked. |

|  |
| --- |
| **How does this article respond to your research question? (Which part does it answer? What does it not answer?)**  This website shows how Facebook’s Timeline improved consumers experience with brands. |

|  |  |
| --- | --- |
| **Name: Aaron Brown** | **Article # 3** |

|  |
| --- |
| Your research question for Project Two:  How does social media impact the field of marketing? |

|  |
| --- |
| Bibliographic information for this article (including: author(s), title of article, name of journal, volume and issue of journal, year of publication, page range, DOI.)  King, C. (2015, January 01). 28 Social Media Marketing Predictions for 2015 From the Pros. Retrieved June 16, 2018, from https://www.socialmediaexaminer.com/social-media-marketing-predictions-for-2015/ |

|  |  |
| --- | --- |
| Key points and terms/main ideas/quotes | Notes (your response, questions, connections to other texts) |
| * Videos will be vital to marketing on social media platforms * Brands shift towards telling stories to their consumers instead of pushing things at them * Brands need to make consumer experiences the best possible to keep them loyal * Brands engage with customers through social media by answering questions and replying to comments * Hashtags can help brands connect with more consumers | This article gives tips on the best ways brands can use social media to their advantage. As other articles have stated, videos are vital to getting consumers to engage with a brand online. |

|  |
| --- |
| **How does this article respond to your research question? (Which part does it answer? What does it not answer?)**  This article gives suggestions on how marketers can use social media effectively. |

|  |  |
| --- | --- |
| **Name: Aaron Brown** | **Article # 4** |

|  |
| --- |
| Your research question for Project Two:  How does social media impact the field of marketing? |

|  |
| --- |
| Bibliographic information for this article (including: author(s), title of article, name of journal, volume and issue of journal, year of publication, page range, DOI.)  JOB, M. (2017). Facebook Advertising: Targeting the Right Audience: Facebook's ad targeting can drive new revenue for franchises with ads in front of the right people on the right devices. *Franchising World*, *49*(8), 46-47. |

|  |  |
| --- | --- |
| Key points and terms/main ideas/quotes | Notes (your response, questions, connections to other texts) |
| * 79% of internet users in America use Facebook   + 68% 18-29   + 84% 30-49   + 72% 50-64 * Facebooks ad platform lets businesses ads reach the right people by   + Uploading consumer information   + Placing Facebook Pixel code on their website   + Facebook SDK App code   + Engagement through FB itself * Facebook allows ads to reach consumers similar to the ones already identified as the brands audience. This is known as a lookalike audience * Core audience allows businesses ads to reach consumers that certain criteria such as   + Location   + Demographic   + Interests   + Behavior | This article explained why advertisements on Facebook seem so targeted towards users. Helps explain why ads are not usually random and the behind the scenes of how that is accomplished. |

|  |
| --- |
| **How does this article respond to your research question? (Which part does it answer? What does it not answer?)**  Explains how Facebook is so successful with its ad placement. |

http://proxy.lib.wayne.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=124923397&site=ehost-live&scope=site

|  |  |
| --- | --- |
| **Name: Aaron Brown** | **Article # 5** |

|  |
| --- |
| Your research question for Project Two:  How does social media impact the field of marketing? |

|  |
| --- |
| Bibliographic information for this article (including: author(s), title of article, name of journal, volume and issue of journal, year of publication, page range, DOI.)  Khadim, R. A., Hanan, M. A., Arshad, A., Saleem, N., & Khadim, N. A. (2018). REVISITING ANTECEDENTS OF BRAND LOYALTY: IMPACT OF PERCEIVED SOCIAL MEDIA COMMUNICATION WITH BRAND TRUST AND BRAND EQUITY AS MEDIATORS. *Academy Of Strategic Management Journal*, *17*(1), 1-13. |

|  |  |
| --- | --- |
| Key points and terms/main ideas/quotes | Notes (your response, questions, connections to other texts) |
| * Businesses gain consumers trust through social media * Businesses can better understand consumers through the use of social media * Social media allows consumers to see the latest products and events from their brands * Brands can use social media to enhance communication with consumers by answering comments, questions, concerns, etc. * Consumers develop brand loyalty by seeing positive things, such as engagement, from a brand | This study states that consumers put more trust into brands that are active on social media platforms. Brands are also able to use social media to get feedback from consumers in a quick way. |

|  |
| --- |
| **How does this article respond to your research question? (Which part does it answer? What does it not answer?)**  This study shows that social media helps create brand loyalty and trust. |

|  |  |
| --- | --- |
| **Name: Aaron Brown** | **Article # 6** |

|  |
| --- |
| Your research question for Project Two:  How does social media impact the field of marketing? |

|  |
| --- |
| Bibliographic information for this article (including: author(s), title of article, name of journal, volume and issue of journal, year of publication, page range, DOI.)  PERRINE, B. (2015). Five Ideas for Using Visuals to Increase Social Media Engagement. *Franchising World*, 53-54. |

|  |  |
| --- | --- |
| Key points and terms/main ideas/quotes | Notes (your response, questions, connections to other texts) |
| * Social media allows brands to connect with consumers on an emotional level * Brands can quickly communicate with consumers using social media * Visual content is shared more frequently on social media * Use social media to create stories to get consumers attention * Don’t be too serious when using social media- it’s supposed to be fun | Article states not to be too serious when talking about brand as social media is not meant to be taken seriously. Tell stories and show videos of behind the scenes processes to gain attention. |

|  |
| --- |
| **How does this article respond to your research question? (Which part does it answer? What does it not answer?)**  Social media helps create an emotional connection with consumers. |

|  |  |
| --- | --- |
| **Name: Aaron Brown** | **Article # 7** |

|  |
| --- |
| Your research question for Project Two:  How does social media impact the field of marketing? |

|  |
| --- |
| Bibliographic information for this article (including: author(s), title of article, name of journal, volume and issue of journal, year of publication, page range, DOI.)  Ashley, C., & Tuten, T. (2015). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology & Marketing*, *32*(1), 15-27. doi:10.1002/mar.20761 |

|  |  |
| --- | --- |
| Key points and terms/main ideas/quotes | Notes (your response, questions, connections to other texts) |
| * Brands can use social media for:   + Customer service   + Consumer relationship management   + Buyer research   + Paid advertising channel   + Promotional delivery channel * Information must be relevant to consumer if you want engagement * As consumer knowledge about a brand increases, so does the consumers attachment to the brand | This article lists different uses of social media for a brand. Also includes information as to how to get consumers engaged. |

|  |
| --- |
| **How does this article respond to your research question? (Which part does it answer? What does it not answer?)**  The article gives information on how brands can use social media to their benefit. |

http://proxy.lib.wayne.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=99923076&site=ehost-live&scope=site

|  |  |
| --- | --- |
| **Name: Aaron Brown** | **Article # 8** |

|  |
| --- |
| Your research question for Project Two:  How does social media impact the field of marketing? |

|  |
| --- |
| Bibliographic information for this article (including: author(s), title of article, name of journal, volume and issue of journal, year of publication, page range, DOI.)  Vries, L. D., Gensler, S., & Leeflang, P. S. (2012). Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing. *Journal of Interactive Marketing,26*(2), 83-91. doi:10.1016/j.intmar.2012.01.003 |

|  |  |
| --- | --- |
| Key points and terms/main ideas/quotes | Notes (your response, questions, connections to other texts) |
| * Brands should include information in posts that consumers find useful * Brands need to make posts entertaining, making the brand more memorable * Consumers who like a brand are generally loyal to that brand, feel emotionally attached, and want to learn more and stay up to date * Posts by brands should be unique and interactive * Post questions to increase comments and engagement among consumers | This article gives brands tips on how to make their posts more noticeable to consumers who like their page. |

|  |
| --- |
| **How does this article respond to your research question? (Which part does it answer? What does it not answer?)**  Gives tips to brands on increasing noticeability of posts. |

Key

Visuals

Facebook/ Social Media Consumers

Facebook/ Social Media Brands

Statistics