

## Book Review

Quesenberry, K. A. (2016). *Social Media Strategy: Marketing and Advertising in the Consumer Revolution*. Lanham, MD: Rowman & Littlefield.

# Social Media Strategy

## Marketing and Advertising in the Consumer Revolution

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We all use some type of social media. We communicate with our friends using Facebook, we watch videos on Youtube, and we look up information on Wikipedia. Social media could be used to inform, to entertain, and to interact with others. However, there is one more function—that is, to persuade. Social media could be a useful tool for advertising and marketing.

The book “Social Media Strategy: Marketing and Advertising in the Consumer Revolution” suggests how social media could be used for advertising and marketing, and it consists of five major parts. The first part (Chapters 1-3) offers a nice overview of social media, which includes the definition and role of social media in the changing media environment. Chapter 1 talks about the scale and scope of social media, Chapter 2 claims that there is a shift from push marketing (e.g., traditional advertising) to pull

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marketing (e.g., through the use of social media), and Chapter 3 claims that there is a shift from marketer's control (e.g., traditional media channels through IMC) to consumer engagement (e.g., social media empowered consumer).

The second part (Chapters 4-6) illustrates how to use social media in marketing and advertising. Chapter 4 talks about its use to achieve business objectives, Chapter 5 concerns its impact on business units, Chapter 6 focuses on the integration of social media, marketing, and PR.

The third part (Chapters 7-10) provides information about various different categories of social media. Chapter 7 lists some examples of social networks (e.g., Facebook, LinkedIn, and Google+) as well as blogs and forums (e.g., Blogger, WordPress, Tumblr, and Forums) and the considerations to be made for marketing in these channels. Chapter 8 describes microblogging (e.g., Twitter, Pinterest) and media sharing (e.g., Youtube, Flickr, and Instagram). Chapter 9 describes social media based on geo-location (e.g., Foursquare, Facebook Places, Google+ Locations) as well as ratings and reviews (e.g., Yelp, Citysearch, and Google+ Local). Chapter 10 talks about social bookmarking (e.g., Reddit, StumbleUpon, and Digg), social knowledge (e.g., Wikipedia, Yahoo! Answers, and Quora), and Podcasts (e.g., RSS Feeds, iTunes).

The fourth part (Chapters 11-13) suggests additional strategies for marketing and advertising using social media, such as crowdsourcing (Chapter 11), branded content (Chapter 12), and customer service (Chapter 13).

Finally, the fifth part (Chapter 14) puts together all these strategies to create and implement a social media plan for advertising and marketing. The chapter mentions the characteristics of new media technology and its gratifications, including modality (e.g., realism and being there), agency (e.g.,

community building and bandwagon), interactivity (e.g., interaction and responsiveness), navigability (e.g., browsing and play). These characteristics could be applied to create a social media marketing campaign metrics.

It should be noted that each chapter includes a consistent format, such as a “Preview” that provides some background information about the topic, “Mini Cases” that explain cases relevant to the topic, and a “Theoretically Speaking” section that gets into the theory behind the practice. This type of format could help readers connect theory and practice.

For example, in Chapter 1 (The scale and scope of social media), social media is characterized by its user-centric and interactive characteristics. As a “Mini Cases” example, the author talks about the KONY 2012 documentary film, which aimed to make Uganda militia leader and war criminal Joseph Kony known globally to have him arrested. The video was produced by a nonprofit organization Invisible Children, and was shared on Youtube, which reached more than 100 million views. This is a practical example of the potential success of video-sharing social media. In the “Theoretically Speaking” section, the characteristics of social media are explained based on theoretical concepts such as user control, interactivity and two-way communication. Finally, all chapters end with questions for discussion and exercises.

Also, Appendix A provides worksheets relevant to each chapter, Appendix B offers a social media guide in a five step process leading to a social media strategy and presentation, and Appendix C includes a list of tools and resources to be used in social media planning and implementation.

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