Paper 170 – Poster

Search & Social Media Marketing – current directions for educational researchers?

Aleksej Heinze
University of Salford, ISOS Research Centre (www.isos.salford.ac.uk), Salford
Business School, Salford, Greater Manchester, M5 4WT, A.Heinze@salford.ac.uk

Abstract

Developments in the theory and practice of Search & Social Media Marketing are fuelled by the increased use of the Internet in the UK and world-wide. The shift that this move creates in the attitudes of learners requires a thorough examination by marketing and educational researchers. This is particularly interesting for Higher Education Institutions (HEIs) that are exploring ways in which to make their learning and teaching material relevant to the needs of industry and engaging for students. Developing student's ability to understand the potential of social media and how it can be used in business is one of the great challenges and opportunities that tutors and curriculum designers are currently facing.

There are a number of emerging and established tools that unlock several levels of data and information that could be studied by researchers to improve our understanding of the phenomena that is Search & Social Media Marketing. Using examples of www.searchmarketing.salford.ac.uk and the www.isos.salford.ac.uk research centre website we can see how an academic website can demonstrate its performance data to help us in academia to offer a better service to our students.

In particular, the research opportunities present us with a number of questions and directions:
- From a skill for social use to a skill for business benefits and commercial returns on investment
- From Corporate Identity Guidelines to Social Media Guidelines
- Word of Mouth Marketing - from tens in face-to-face campaigns to millions in the online world
- Development of benchmarks, systems and processes to meet the increasing challenges of online marketing
- Understanding the online behaviour of consumers
- Managing and capitalising on social network marketing
- Managing Search Engine Optimisation campaigns in the continuously evolving environment

Keywords: Search Marketing, Social Media Marketing, Enterprise 2.0, marketing education