

CHAPTER 13

SOCIAL MEDIA MARKETING CAMPAIGN

LEARNING OBJECTIVES

After reading this chapter, you should be able to:

- Understand the campaign concept
- Understand the importance of integrated marketing communications
- Comprehend what a social media marketing campaign is
- Know what steps to take before, during and after the launch of a social media campaign
- Understand how organizations have succeeded with social media marketing campaigns

SOCIAL MEDIA MARKETING CAMPAIGNS

In general, a **campaign** refers to a set of planned and coordinated activities geared toward achieving a goal.

Traditionally, marketers have stressed the importance of **“Integrated Marketing Communication” (IMC)**.

IMC involves integrating the promotional tools in the marketing mix around a **single themed idea** or “campaign.”

IMC results in a **synergistic effect**, ensuring that all promotional elements are carefully linked together.

These linked elements include **advertising, personal selling, public relations, SEO, television, radio, email, direct mail, events, web** and, more recently, social media.

- **IMC integrates social media with other promotional mix elements to achieve specific goals.**
 - Increasing **brand awareness**, cultivating interest or **encouraging contacts to respond to a specific call to action**.
 - The promotional mix elements used and the amount of emphasis on each depends on multiple factors including the **audience being targeted**.
- Today, many brands do not succeed with IMC they are **applying tactics that don't correlate** with where their target audience members spend the majority of their time and what their audience wants.
- Often social media as part of the IMC is an **afterthought** composed of one-way communication that is nothing more than a promotional message.
 - It is imperative for marketers to consider the **social media element** of the IMC mix as a **major** component. In fact, for some brands today, it can be the only element!
- Like a marketing or IMC campaign, a social media marketing campaign is a **coordinated social media marketing** effort to communicate with a target audience to achieve a marketing or business goal.



- Social media campaigns are **built on big ideas** that persuade **action** among followers.
- Social media campaigns have specific **start and end dates**.
 - The campaign strategy, goals and specific time frame are what distinguish the campaign from day-to-day social media activities.
 - Campaigns can be used to promote a product or service, an event or a company milestone; they can also be used to build brand awareness or to create a community of brand advocates.
- **Social media-only campaigns are on the rise and are proving to be very effective.**
 - In fact, a majority of today's audiences expect and respond to social media-only campaigns and ignore the rest.
 - Nearly 59% of people follow a brand on social media profiles for deals and promotions, while just over 42% follow for incentives
- **Social media-only campaigns** have great influence on consumer purchase decisions, consumer brand perception and consumer likelihood to recommend a brand to family and friends.
- In order to keep fans coming back for more, many brands today are implementing social-only marketing campaigns.



Grab their **Attention**

Build their **Interest**

Create the **Desire**

Persuade them
to take
Action

AIDA MODEL



AIDA

This model should be adapted for every social media campaign. In fact, unlike most traditional methods, social media seems to be a space where all the stages of the process can be naturally integrated. Marketers should use the AIDA model when creating a social media campaign in efforts to:

Grab the attention of a social media audience with an enticing campaign idea, intriguing copy and eye-catching social media graphics or videos

Spark interest in the campaign through likes, comments and shares on campaign-related social media posts or with new followers to the brand's social media page

Create desire to participate in the campaign

Persuade users to action through participating in the campaign and recommending it to friends and other social media followers

PLANNING A SOCIAL MEDIA CAMPAIGN

- <https://www.youtube.com/watch?v=m0fjx7A02ho>

LAUNCHING A SOCIAL MEDIA CAMPAIGN

Before

1. Establish goals (awareness, sharing, drive to web)
2. Choose a campaign idea, theme, type
3. Identify the target audience (customer persona)
4. Determine a Campaign Budget and Resources
5. Outline the Campaign Parameters
6. Choose Incentives
7. Determine where the campaign will live
8. Select social networks
9. Choose a Timeline
10. Develop the Campaign Assets & Content Calendar
11. Set up listening streams

During

1. Promote the Campaign
2. Monitor and Engage
3. Adjust

After

1. Share results
2. Follow-up
3. Report and Analyze

LAUNCHING A SOCIAL MEDIA MARKETING CAMPAIGN

Launching a Social Media marketing Campaign

Before

1. Establish Goals

- Establish what you want the campaign to **accomplish**.
- **Built around specific business goals** such as increasing brand awareness, leads or sales; increasing web traffic; or generating email subscribers.

2. Choose a Campaign Idea, Theme and Type

- **Big idea that strongly resonates with the target audience.**
- It's important for the campaign idea to be enticing enough to persuade individuals to take action.
 - The most successful campaigns are simple, customer-centric, emotionally engaging and encourage social media users to interact directly with the brand.
- Once the campaign idea has been selected, choose a **suitable campaign name and theme** and **write a detailed overview of the campaign**, conveying all of the information about the campaign.



3. Identify the Target Audience

- Determine the target audience for the campaign.
 - Include detailed information on the target audience, such as demographics, interests, location, most-used social media networks and more.

4. Determine a Campaign Budget and Resources

- Determine the total budget and the resources needed to run the campaign, remembering to allocate funds needed for social media ads promoting the campaign.
 - Account for any costs associated with hiring additional employees or acquiring social media tools as campaign-building software. Assign responsibilities to social media team members for the campaign.

5. Outline the Campaign Parameters

- One example of a social media marketing campaign is a contest.
 - For this type of campaign and others, campaign parameters should be included. Campaign parameters may include things like contest submission instructions for users, hashtag use, how personal data of participants will be collected and used, contest guidelines, rules and how winners are selected.

6. Choose Incentives

- Incentives should be provided to encourage campaign participation.
 - Prizes, coupons, discounts or exclusive content should be given in exchange for action users take such as providing email addresses or uploading photos with a given hashtag. Prizes relevant to the brand or business can help to further promote the brand.



7. Determine Where the Campaign Will Live

- Depending on the campaign type, the campaign could live within the social media network itself (such as for a user-generated photo contest or hashtag contest), on a company website, on a microsite, on an app or on all of the above.
- If a campaign webpage or microsite is needed, build out the site prior to launching the campaign.

8. Select Social Networks

- Next, determine the social media networks the campaign will run on. Research the best social media network for the target market and the campaign goals.

9. Choose a Timeline

- Set a clear timeline for the campaign by including a start date and an end date.
 - A timeline is important for a contest or giveaway, as participants will need to be notified of any deadlines to participate in the contest.



10. Develop the Campaign Assets and Content Calendar

- Choose a **campaign hashtag** and **color scheme** representing both the brand and the campaign.
- Design **social media posts, header images, post images, videos, web page images** and all of the assets needed to promote the campaign.
- Create a **content calendar** that **accounts** for all of the promotional tactics and social media posts to be used during the campaign.

11. Set up listening streams

- **Listening, or monitoring streams** will help social media managers track conversations around the campaign.
- Prior to launching the campaign, set up listening streams to track the campaign hashtag or mentions of the brand/ promotion in order to monitor submissions and engage with followers.



During

1. Promote the Campaign

- Seventy-five percent of campaign success is due to promotion (Belosic).
- Once a campaign has been launched, continuously promote the campaign across all marketing channels, including through events, company web pages, flyers, direct mail pieces, social media, emails, press releases, blog posts, web banners and more.
- Make sure that participants have an easy way to promote the campaign on their own social media networks.
 - If paid media budget was allocated, **create social media ads to further promote the campaign**. Leverage employee brand advocates, customers, partners or social media influencers to further promote the campaign.
- Lastly, incentivize people to share by rewarding them with extra chances to win or small prizes throughout the campaign.

2. Monitor and Engage

- During the campaign, social media managers will need to closely monitor all activity in order to determine campaign success or change the campaign strategy if needed.
- Social **media managers should be actively engaging with all participants**, liking, commenting and sharing on their posts or thanking them for participating.
- For a user-generated photo campaign, share submissions along the way to encourage participation and keep followers engaged throughout.

3. Adjust

- If monitoring efforts determine that the campaign is not succeeding, adjustment to the campaign strategy may be needed.
- Revisit the goals, platforms or target market, allocate more budget, change the incentives or campaign parameters and experiment with different post content until you find a successful strategy.



After

I. Announce the Winner or Share the Results

- If applicable, collect all of the entries and announce a winner.
- **Announcing** the winner through a live video is a great way to show contest authenticity and to create more excitement as participants can tune in live to see the winners.
- **Increase engagements with the campaign by posting the top candidates** and asking followers to vote on the winner.
- **Consider producing a video or writing a blog post** featuring the winner and promote it across all marketing channels.



3. Follow Up with All Entrants

- A great best practice for brands is to follow up with all participants with a **thank you and special offer**.
- Offering all **participants a coupon or incentive** to purchase can help to further achieve campaign goals.

4. Report and Analyze

For example, if your goal was to generate website traffic, report on the increase of website traffic and traffic sources during the campaign. Consider the following questions:

- How did the overall campaign perform?
- Did the campaign achieve its objectives?
- Was the campaign a success or failure?
- What worked, and what didn't work?
- What could have been done better?
- Was the target market reached?
- Was the incentive powerful enough?
- Was more budget needed?
- What was the feedback from participants?
- Did the brand perception change during the campaign? If so, how?

The campaign reached over 2 million people on Facebook, generating press worth \$1.5 million. Air Asia was able to double the amount of flights and increase their Facebook followers by 30 percent.



SPARKLING ICE

- Beverage brand Sparkling Ice wanted to give social media word of mouth a megaphone by rallying fans to compete against each other for the title of “Biggest Flavor Fan,” winning a picture of his or her face on a bottle and a year’s worth of Sparkling Ice. All participants had to do was share Sparkling Ice-related content using a branded hashtag on social media to earn points. Take a look at the video below to see how Sparkling Ice inspired followers to publish user-generated content through this campaign:
- The campaign resulted in close to 500,000 pieces of user-generated content that Sparkling Ice could leverage on social media for years to come and a 68% increase in social media followers. Website traffic increased by 500%, generating a \$15 increase in sales with each visit!
- <https://vimeo.com/172857710>



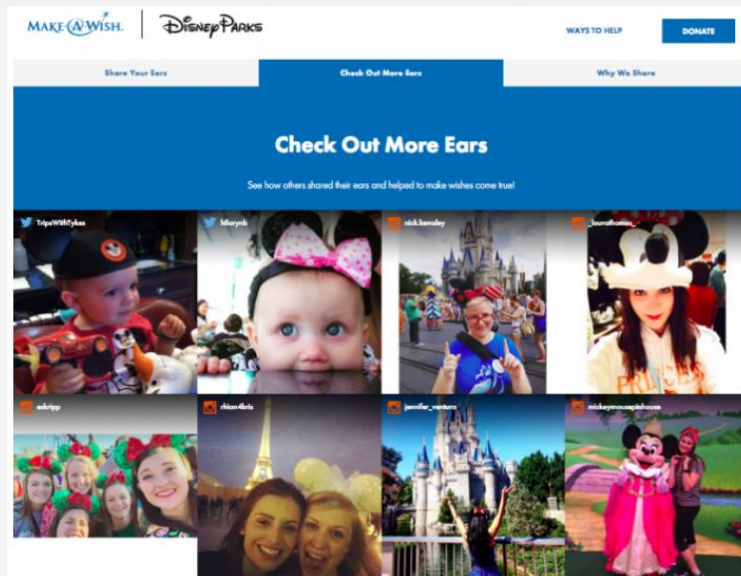


DISNEY

Not all social media campaigns are focused on promoting a brand's product or service. Disney proved just that with its #ShareYourEars campaign. To raise awareness and funds for terminally ill children, Disney partnered with the **Make-A-Wish** Foundation in a social media marketing campaign that involved images of people wearing Mickey Mouse ears. The images were shared on Twitter and Instagram and included the campaign hashtag, with Disney donating \$5 to the Make-A-Wish foundation for every image uploaded.

The campaign received overwhelming support and became a trending topic on social media, resulting in a \$2 million donation from Disney to Make-A-Wish.

<https://www.youtube.com/watch?v=6--fxBeIEcg>



<https://www.youtube.com/watch?v=IjnPTqmkZc0>

THE POWER OF SOCIAL MEDIA MARKETING IN 2019 | GARY VAYNERCHUK -