



Social Media and Marketing

Chapter 18



Describe social media, how they are used, and their relation to integrated marketing communications



Explain how to create a social media campaign



Evaluate the various methods of measurement for social media



Explain consumer behavior on social media



Describe the social media tools in a marketer's toolbox and how they are useful



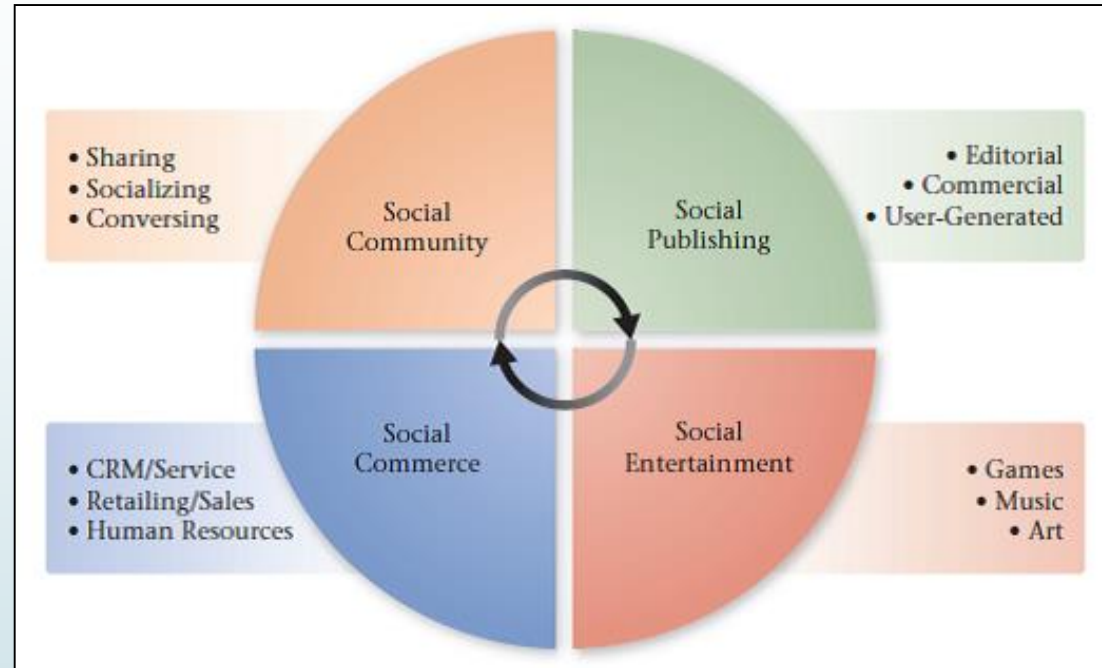
Describe the impact of mobile technology on social media



Understand the aspects of developing a social media plan



What is Social Media?



Any tool or service that uses the Internet to facilitate conversations.

How Consumers Use Social Media

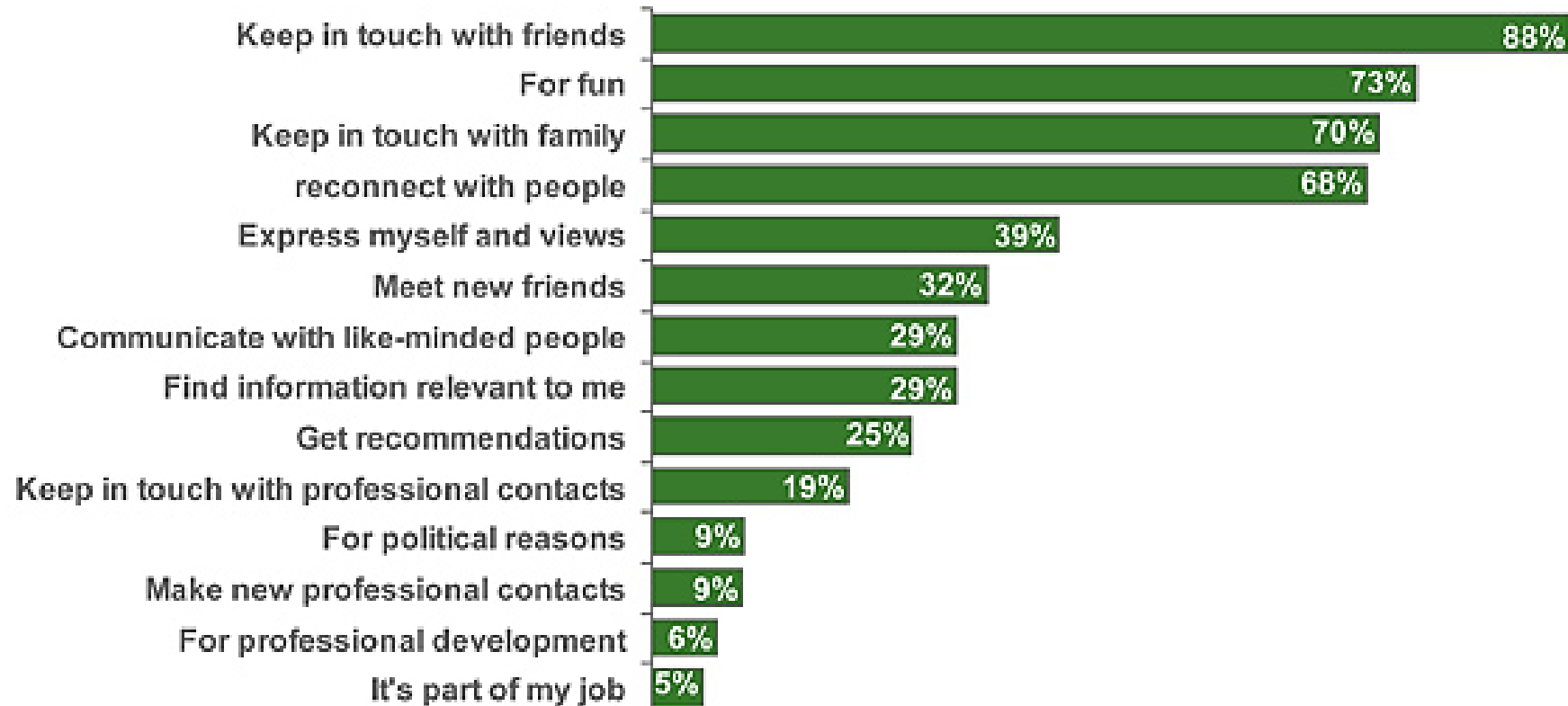
- In the US, 90% of American adults own a cell phone, with 50% owning a smart phone.
 - Instagram grew by 50 percent to more than 300 million users
 - Millennials spent more than two hours per day on their smartphones
 - Facebook had more video views (12.3 billion) than YouTube (11.3 billion)
 - Snapchat grew by 56 percent
 - Tablet usage has hit critical mass among mobile surfers
 - one in four smartphone users owns a tablet as well.

How we are using Social Media

- 350 million photos are uploaded on Facebook daily
- 400 million tweets are written
- 5 million photos and 86 million comments are uploaded on Instagram
- 500,000 + hours of video are uploaded on YouTube
 - Tablets and smartphones further contributed to usage
 - 90% of American adults own a phone (US)
 - 55% are accessing the internet on a mobile phone

Social Networking drivers

Why do you use social networking sites?



Social Media and Consumers

At the basic level, social media consumers want to:

- exchange information
- collaborate with others
- have conversations

It is up to the marketer to *DECIDE* if *ENGAGING* in those conversations will be *PROFITABLE* and to find the most effective method of *ENTERING* the conversation.

Social Media – Implications for Marketers

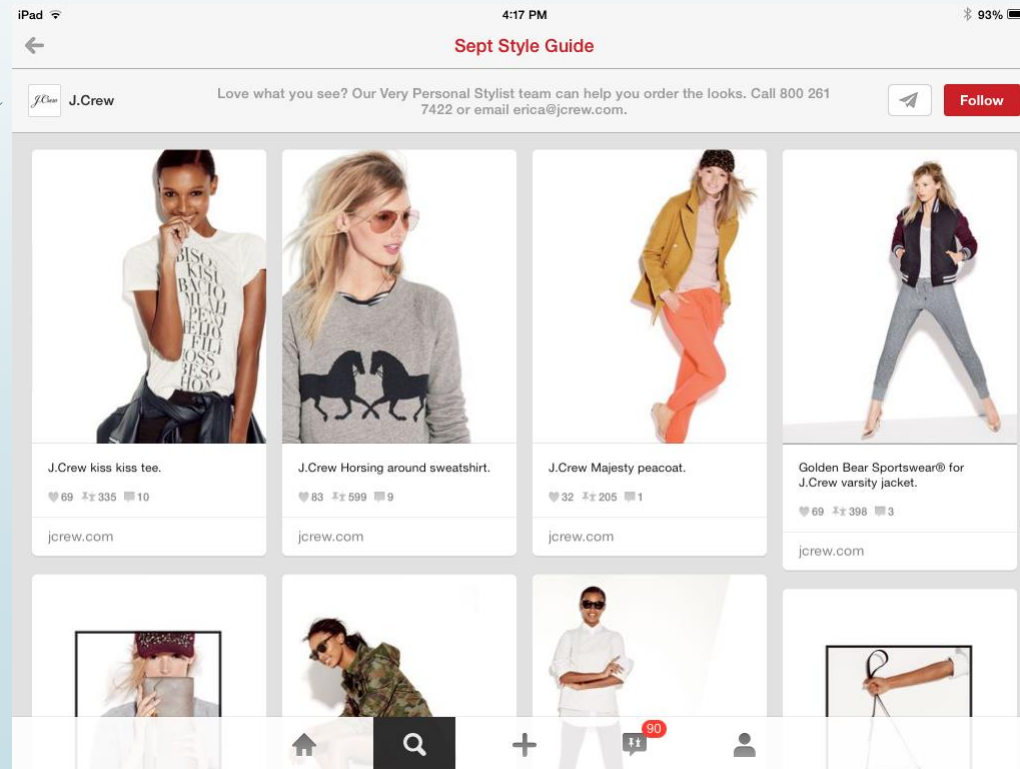
1. Marketers do not control the content – sharing with customers all around the world
2. The ability to share experiences at lightening speed with such large numbers can effect a company's bottom line
3. Allows marketers to listen (and react)
4. More sophisticated measurement of consumer interaction
5. Allows for much more direct meaningful conversations with customers.



Flo has 3.5MM FB followers

Social Commerce

- A subset of e-commerce that involves the interaction and user contribution aspects of social online media to assist online buying and selling of products and services.



Sites designed to help customers make more informed decisions



Social Media and Integrated Marketing Communications

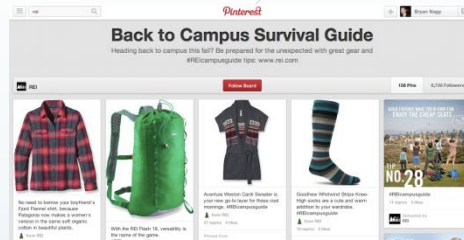
Allows marketers to:	Allows consumers to:
<ul style="list-style-type: none">• Have conversations with consumers• Forge deeper relationships• Build brand loyalty	<ul style="list-style-type: none">• Connect with each other• Share opinions• Collaborate on new ideas according to interests



Lays Crowdsourcing

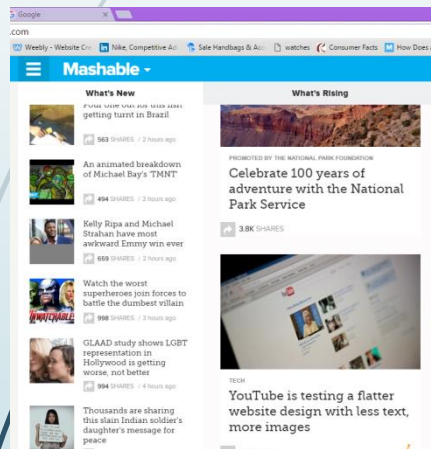


Categorizing Media Types



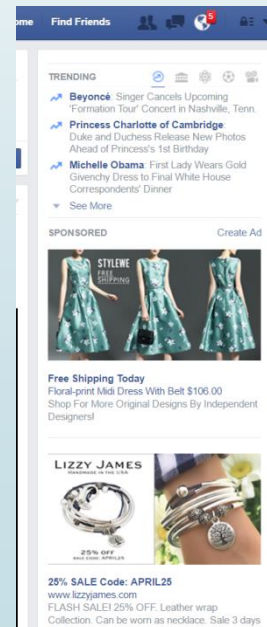
Owned Media

Owned media is online content that an organization creates and controls.



Earned Media

Earned media is a public relations term bringing free media such as mainstream media coverage.



Paid Media


Paid media is content paid for by a company to be placed online

Social Media Comparison Chart

						
Main Industry Impact	B2C	B2B / B2C	B2B	B2C	B2C	B2C
Social Media Site Focus	Sharing of news, content, stories	Sharing of news, content, stories	Sharing of company and industry news/discussions	Sharing of news, content, stories	Sharing of informative and entertaining videos	Sharing of interesting products / websites
Company Brand Presence	Facebook Business Pages	Profile Page / Enhanced Profile Page	Company Pages Products and Recommendations Industry or Networking Groups	Google+ Page	Brand Channel and Custom Brand Channel	Boards
Viral Brand Exposure Opportunities	"Likes" or Comments on Content	Re-tweets of Follows	"Likes" or Comments on News, Group Discussions or Company Follows	Shares, Comments, +1's and Add to Circle Activity	Subscribe and Share Activity	Likes, Comments, Repins
Impact on Website Traffic	Direct links from content posted; eCommerce Store Apps	Direct links from content posted	Direct links from content posted	Direct links from content posted - Google+ Activity Influences Google Search Results	Direct links from content posted	Direct links from content posted
Advertising Opportunities	Facebook Ads Premium Ads Sponsored Stories	Promoted tweets Promoted Trends Promoted Accounts Enhanced Profile	LinkedIn Ads	n/a	Video Ads Reach Ads Display Ads	n/a



The Social Media Plan

- 
1. Listen to customers
 2. Set social media objectives
 3. Define strategies
 4. Identify the target audience
 5. Select the tools and platforms
 6. Implement and monitor the strategy

1. The Listening/Monitoring System

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1. Monitor what is being said about a company, individual, product or brand.
2. Text mining specific key words on networking sites, blogs, discussion forums, and other social media.
3. Once listening, develop a more formalized approach to respond or engage in the conversation

The first action a marketing team should take when initiating a social media campaign is simple:

LISTEN!



Lexxi Raymo

@mrslexxii

 **Follow**



@BurgerKing just had the worst drive thru experience at one of your stores. Very disappointed. Next time ill give my money to @Wendys

LIKE

1



6:05 PM - 31 Jan 2017



1



Carter Wilkerson @carterjwm · 1m

Yo @Wendys how many retweets for a year of free chicken nuggets?



Wendy's ✓
@Wendys

Replying to @carterjwm

18 Million

2. Social Media Objectives


1. Listen to customers
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<i>Listen and Learn</i>	Monitor what is being said about the brand. Develop a listening strategy.
<i>Build relationships and awareness</i>	Open dialogues with stakeholders. Answer customer questions candidly.
<i>Promote products and services</i>	Get customers talking about products and services.
<i>Manage your reputation</i>	Respond to comments and criticisms. Participate in forums and discussions.
<i>Improve customer service</i>	Seek out displeased customers and engage them directly to solve issues.



Social Networks

Marketing Goals for Social Networking Sites

- Increasing awareness
 - Targeting audiences
 - Promoting products
 - Forging relationships
 - Highlighting expertise and leadership
 - Attracting event participants
 - Performing research
 - Generating new business
- 

3. Define your social media strategy

What differentiates you?

- What is your elevator pitch?
- Gather best testimonials
- What makes you unique
- Craft a compelling story?

How will you execute?

- What do you need to learn?
- What tools are necessary?
- Who is responsible?
- How will you measure

Who is your customer?

- Age
- Gender
- Location
- Education

What are your brand goals

- Establish you brand
- Increase awareness
- Generate traffic to website
- Sales/Revenue

When will you communicate?

- What social networks
- How often will you post
- Blog
- Use video

3. Define Strategies










Social Media Strategy Overview



	facebook	twitter	You Tube	Linked in	@
What?	Largest social network - 845m active users; high levels of engagement (avg visit is 23 mins, 40 times a month)	Micro-blogging site, all messages are limited to 140 characters; 127m active users	Video sharing site; more engaged users than TV audience; each user averages 1 hour per month	Business-focused networking platform; also features company pages, industry / interest groups, recommendations	Direct communication with previous customers / users who have signed up to receive newsletters
Who?	Consumers - females represent 58% of 'likes'; 55% ages between 25 and 44; around two thirds are from UK	Consumers - 60% of users are female; younger demographic than Facebook; most followers from North America; only 53% are active (post every two weeks)	Consumers - 53% of viewers are male; equal audience split between UK and USA	57% of users are male; 77% of all users are over 25 years old; more than half spend over 2 hours a week on LinkedIn	The target audience will be determined by the characteristics of the users who have previously purchased / signed up - but it should be tracked where possible
Objective	Show users the personality of Global Journey; engage users enough to comment / share our messages to their friends; drive traffic to Facebook store	Engage users, not sell; gather opinions (ask and answer questions); engage in conversations and interactions; drive traffic to Global Journey store	Support of web-site / iTunes store; opportunity to engage visually with a view to the user following the link to purchase; should not be limited to music only	Engage retailers and distributors of Global Journey and selling of StoreSound service; build audience for Global Journey	Drive traffic to desired call to action - e.g. Global Journey store; Facebook page; BelieveBand page with a view to converting them to purchase
Frequency	Twice per week (Monday and Wednesday) at noon	To maintain presence on people's timeline, once per day is recommended - although it should be reacting to comments / feed-back so frequency may vary	Despite no new content for almost 4 years, views have held up - so, content does not need to be very frequent - one release every month would be sufficient	One comment per week onto industry groups; join two customer groups per month; post one update from Global Journey per week	One email per month will ensure that the content is not too invasive, but is regular enough to be recognised
Message Type	Photos; videos; question; survey; poll; quotes; fill in the blank; competitions (e.g. fan of the month)	Photos; text; videos; links (most likely to be shared)	Video feed with short description and keywords, including link to purchase music	Personal in style, but with professional focus; links work well	This can be whatever the focus is for the month; should be a mixture of text and HTML to avoid being classified as spam
Message Example	Today is the King of Rock 'n' Roll's birthday - happy 80th Elvis Presley - <link to Legends album>	We have just taken delivery of our new Cafe Cuba range - it sounds great! Check it out bit.ly/aj5ksh7	Video feed with short description and keywords, including link to purchase music	Our new Cafe Cuba range is available to order now - and here is a testimonial from a satisfied customer to explain why you should start selling it - bit.ly/adSavhx	Father's Day is coming up in 3 weeks time, so why not treat him to the very best of Frank Sinatra - it contains all the greats and is only £2.99

Social Platform Cheat Sheet

* Updated May 2016

									
Need to Know	Most established social channel; broad reach in US & global. Very advanced targeting; paid ads necessary.	Very well established w/ strong ad products & potential for wide reach, though audience is more niche.	Owned by Google. 2nd most popular search engine. 6 billion hours of video viewed per month.	Prioritizes quality video/photo content that looks and feels like those organically using the platform. Explore new content, topics and users within the platform catered to users interest.	Where people go to "create their own future" and "discover, save, do." Updates to search are indicative of a focus on the "Discover" portion of the platform. 80% of usage happening on mobile.	Started by a high school dropout; now owned by Yahoo. Blogging platform for the creative set.	Owned by Twitter. Launched the short-form video craze. Very influencer driven. Nearly all mobile.	Mobile app; expiring images & videos, 24-hour Live/Sponsored Stories, Discover tab. 10 Billion video views per day; positioning itself as full-service messaging platform	Reach more than 234 million engaged and passionate users through a flexible programmatic platform. Target audience by interest, location, and specific communities.
Who's On It	Everyone, with a majority of Millennial users living in U.S., India & Brazil. However, teens are using it less, and differently (more for networking)	A fairly wide audience, with pops in: Tech, Marketing, African American, Entertainment, Politics	Everyone. Especially Millennials (72%), GenX (58%), and teens 14-17 (81.9%)	Millennial parents, millennials, teens.	Over 45% of the users are from overseas and, while women still dominate the platform, men are the largest growing demographic.	Teens and Millennials. 56% users are 18-34. Popular amongst the fashion, art, entertainment, food & creative set.	Early adopters, Millennials and teens. Hardcore content creators.	*86% of demo between 13-34 years old; ~50/50 = US/International Over 100MM daily active Snapchatters	53% M/ 47% F 54% from the US and 46% are International. US users spend over 13 minutes on the site with each visit (on average.)
MAU	1.51 Billion	310 Million	1 Billion	400 Million	100 Million	N/A - Tumblr tracks audience based on blog network & dashboard	Est. 200 Million Vines watched	200 Million	234MM unique users
How People Use It	Go-to social network for many demos. Browsing the feed; keeping up with friends; sharing news/photos; sharing & discovering content; planning events. Also used for customer service.	Many are spectators rather than active participants, discovering content, articles, & news, though participation has increased with the introduction of the algorithm. Others use it for 1:1 engagement with friends, peers, celebrities & brands. Lots of customer service inquiries.	Watching videos, uploading videos, following video creators (now celebrities in their own right).	Showcase their daily lives in a unique and artistic way. Discover other brands/users that resonate with personal interests. Become content creators by consistently inventing ways to utilize the platform with hacks.	Aspirational content curator that helps users plan for their next life phase. Discovering new things & products; getting inspired; planning their lives and purchases.	Curating & creating content that provides a window into their personalities, interests, etc. Riffing on pop culture, trends, humor, etc. Following others who inspire them.	Consuming & sometimes creating fun, interesting 6-second videos. Following influential content creators.	1:1 photo/video messages that expire after 24 hours. Daily storytelling to friends via 24-hour "story" feature. Access publication sourced stories	Platform is primarily for the sharing of interesting and noteworthy content. Users are able to vote up content. And commentary is contained within reddit threads. Great community for discovery.
How Brands Use It	Publish high quality visual content, often an extension of brand campaigns. Elicit action (social engagement, clicks to website, video views, etc.) from fans & non-fans. Can do very robust demo & interest targeting. Increasingly as a sounding board for customer service.	Real-time participation in cultural events. Publish high quality visual & text based content. Ask questions & have 1:1 conversation with consumers & influencers. Host Twitter chats & parties. Respond to customer service inquiries.	Distribute TV commercials and other video content, and create unique web-based content including Virtual Reality, Live Streaming, and 360° video. Leverage influencers to create video content.	Share high-quality video and photo creative showcasing the brand or product in unique/innovative ways. Engage with audiences by utilizing and viewing hashtags. Leverage influencers to create UGC content increasing reach and awareness of the brand/product.	Businesses currently create 2/3 of platform content. Publish high quality content with rich, keyword focused descriptions & vertical imagery. Integrate Pinterest button on website & optimize web content. Create rich & promoted pins to make content more discoverable.	Maintain branded Tumblr page & curate experience through reblogs & original content. Engage with Tumblr influencers. Brands can also drive awareness through Blogless Sponsored Posts (branded Tumblr page not needed).	Creating 6-second videos - one-off's or, increasingly, whole storylines in 6-sec episodes. Leverage influencers to create brand content.	Showcase exclusive, behind-the-scenes content, which should be entertaining and spontaneous. Work with influencers to engage fans. Buy 3V Ads, integrated into content on Live and Discover.	Launch authentic discussions with the Reddit community in order to build awareness and offer brand perception. Target relevant subreddits in order to build relevance and incentivize the community to take action.
Content Types	Standard Video, Live Video, 360 degree video, strong visuals (print quality) with less than 20% text on image; link, carousel, and canvas ads.	140 character limit Text-based, image content, videos, live-stream content & GIFs. Conversational ad units that encourage social buzz.	Short & long form video	Strong visuals - artistically created, specific look & feel with "filters" Looped video up to 60 seconds, link and carousel ads	Vertical visuals with links back to brand site & keywords for search in descriptions, Buyable pins, Cinematic pins, How-To pins, & Rich pins	Text, photo, quote, link, chat, audio, video. Photos and GIFs tend to perform best.	6-second videos	Photos, videos, drawings, emojis, stickers, text, audio/video notes, audio/video calls	Photos, videos, text, and links.
Paid Media	Yes - Robust	Yes - Robust	Yes - Robust	Yes - Leverages Facebook Ads API	Yes - Robust with Buyable Pins	Yes - Sponsored Blog & Day, Sponsored Posts (static, video, blogless & on Yahoo)	No	Yes - Discover, Stories, Geofilters, Lenses	Yes - Sponsored Headlines Premium ads and custom programs
What It Can Help Achieve	Awareness Brand Equity Purchase Intent Traffic (for Publishers) Reach New Audiences	Awareness Fan Engagement Brand Equity Brand Engagement Purchase Intent Traffic (for Publishers) Reach New Audiences	Awareness Brand Equity Purchase Intent Traffic (for Publishers) Reach New Audiences	Awareness Brand Equity Brand Engagement Purchase Intent Reach New Audiences	Awareness Brand Equity Brand Engagement Driving Traffic Sales Purchase Intent	Awareness Brand Equity Brand Engagement Traffic	Brand Equity Brand Engagement	Awareness Brand Equity Brand Engagement Young Audiences	Awareness & Conversation Sales & Sign-ups Site Traffic
Major KPIs	Impressions, Video Views, CTR, CPE, CPM, Likes, Comments, Shares, Frequency, % of audience reached	Retweets, @replies, Likes, Followers, Impressions, CTR, CPE Hashtag use	Video Views, Video Completion Rate, Likes, Comments	Likes, Reach, Impressions, Eng. Rate, Hashtag use, Clicks, CPC, CPE, Video Views	Repins, Likes, Impressions, Unique Viewers, Clicks, CPA, CPE, CPC, CPA, Installs, Closeups, Purchases	Engagements (likes, reblogs), Impressions, Follows, Clicks, Views, ER	Re-vines, Comments, Loops (# of times video is played)	Views, Screenshots, Replays, Filter Usage, Filter Impressions	Impressions, Clicks, Comments, CTR, CPM, and CPC

SOCIAL MEDIA EXPLAINED With Coffee



I Like Coffee



I am drinking #Coffee



I am good at drinking Coffee



Watch me as I drink coffee.



I am 13 and I drink coffee when I'm not taking pictures of myself.



Here is a collection of pictures and recipes of coffee drinks.



What is the difference between a Latte and a Macchiato?



Let's Get together (in person) and drink coffee together.



Here are a bunch of popular articles about coffee.



I am a Google employee who drinks coffee.



Here is where I drink coffee. I come here alot, I am the Mayor.



Here is a vintage picture of me drinking coffee. (more than likely also making the "duck" face)

Burberry Kisses

<http://kisses.burberry.com>



Social Media Campaign Best Practices

Action-gate - ask users to interact with social media posts.

- Invite them to ask questions, take polls, provide reviews, enter contests and join mailing lists.

Provide incentives –

- give them a reason to provide information about themselves.
- Offer prizes, discounts and exclusive content in exchange for their attention and information
- Make prizes relevant to the business if using a contest.

Proactively engage throughout the campaign –

- answer and address critique quickly and reinforce positive interactions with personal attention.

Promote across all social media accounts

- even if the campaign is focused on one platform (e.g. Facebook).

Adapt the look and messaging of your entire online presence to reinforce the campaign.

- Include campaign branding and language on headers, landing and home pages.

Carefully monitor performance and adjust strategy if needed.

4: Have a clear understanding of who your target audience is.

- Both demographic and psychographic (attitudes, interests and behaviors),
- Helps to develop key messages and to identify the best communication channels to reach them.
- Pay attention to how your target participates on social media

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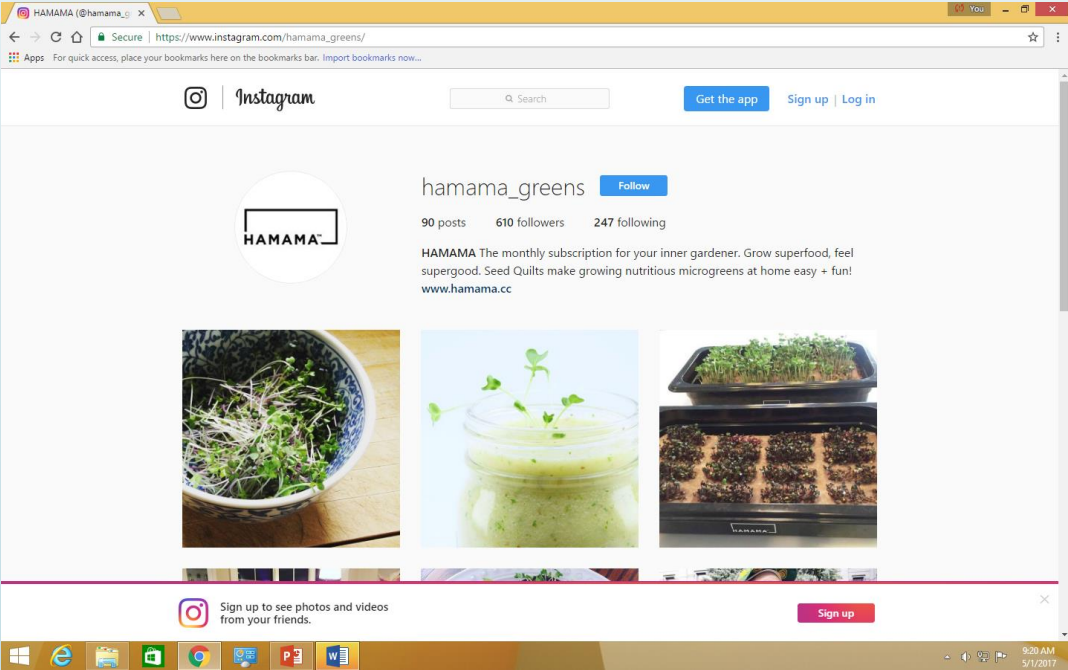
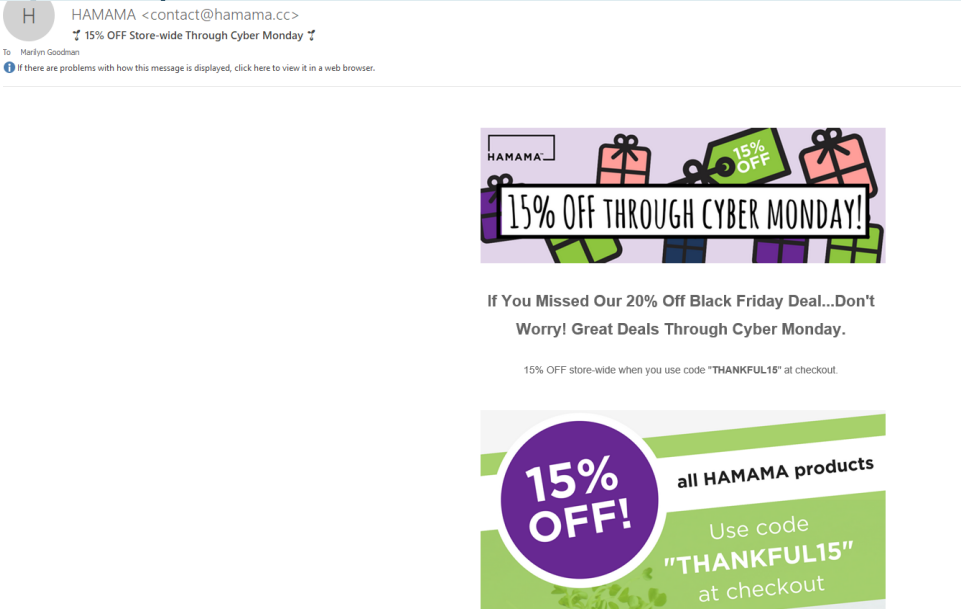
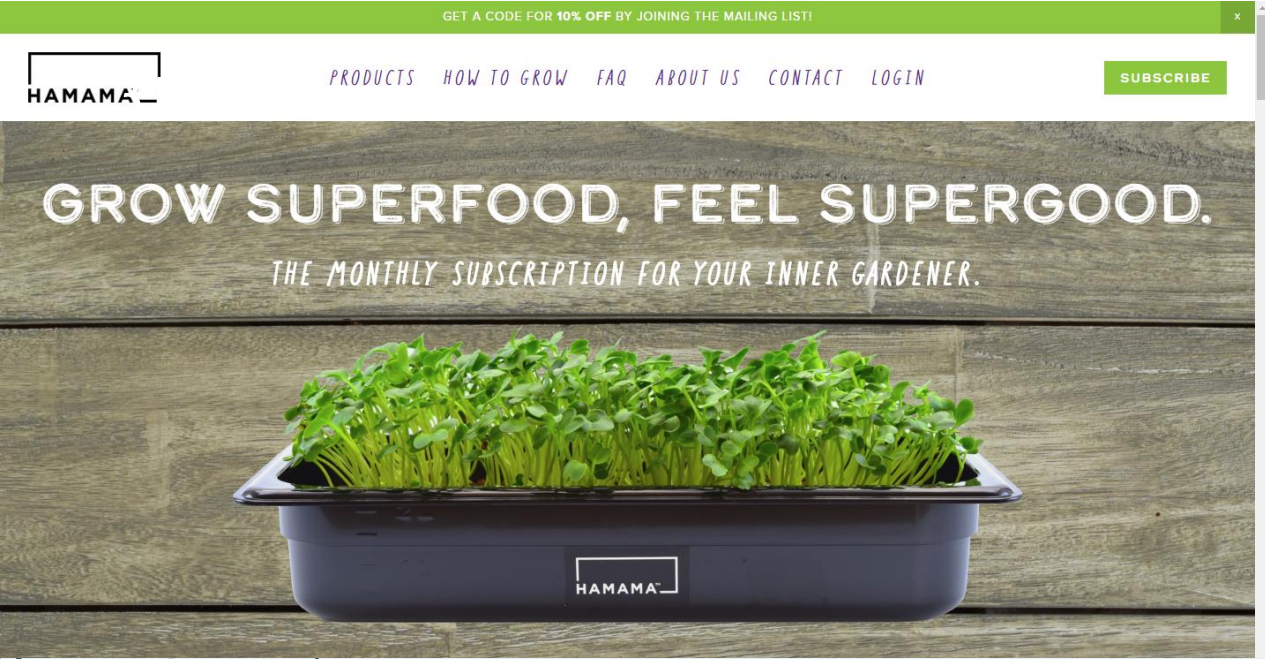
5: Pick your channels

Not everyone needs to be on Facebook, or in a magazine

- Ask, which channels do my customers use?
- What are the channels' strengths and weaknesses?
- How will being on these channels help reach my business objectives
- Concentrate on most effective channels vs. being everywhere



Have a consistent look and feel

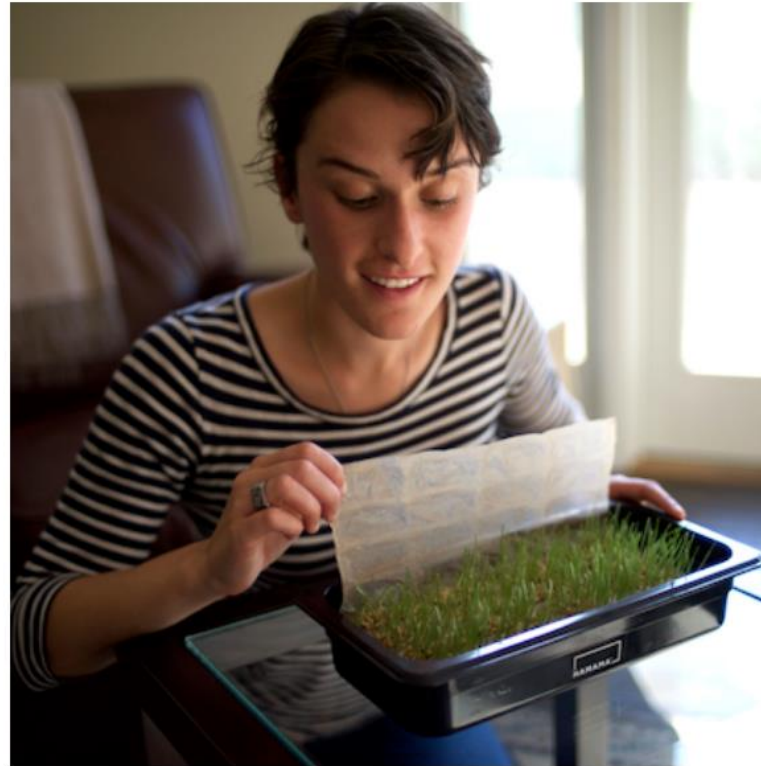




THE HAMAMA HALLOWEEN HOW-TO

Don't forget to use your HAMAMA grown microgreens to spruce up your Halloween festivities this year! In this blog post, we'll give you the essential tools for a HAMAMA Halloween - pumpkin, costume, and all!

Humor · October 16, 2017



HOW TO GROW DIFFERENT TYPES OF MICROGREENS AT HOME WITH HAMAMA

So you're ready to take the leap and grow your own microgreens? Don't worry, we'll tell you everything you need to know.

Informative · October 12, 2017



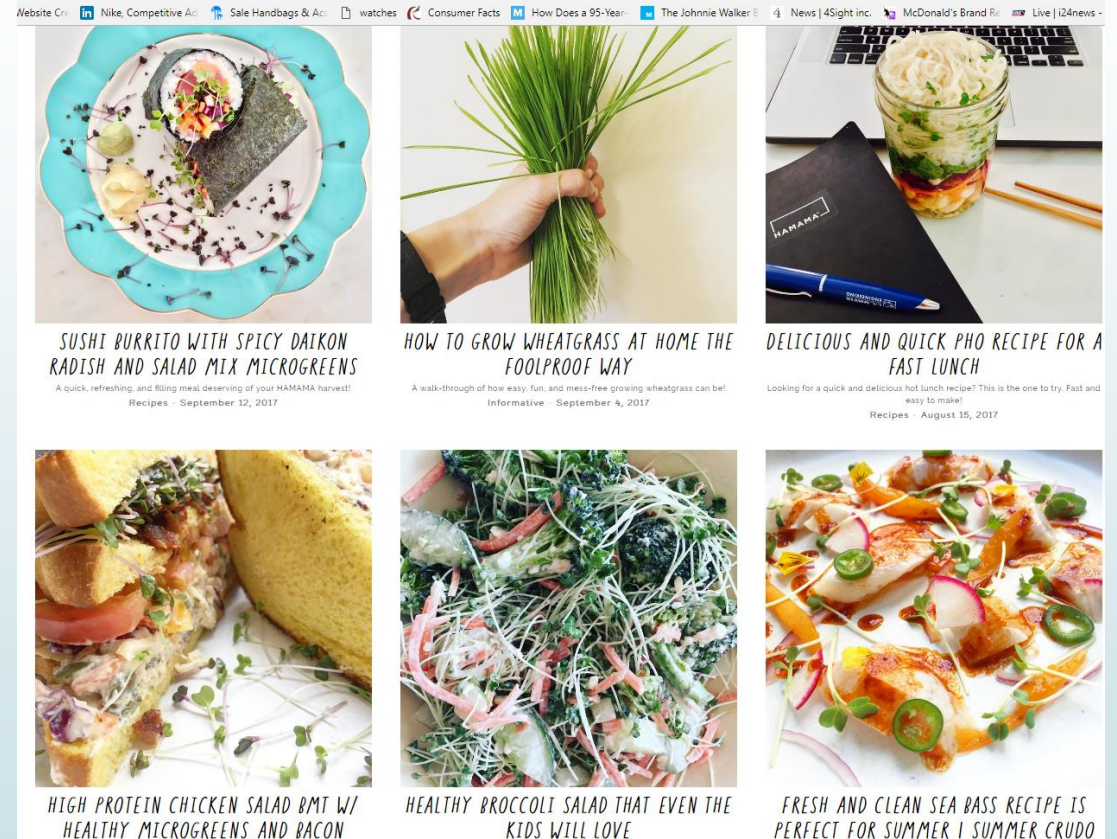
HOMEGROWN WHEATGRASS SORBET

Hold onto these last summer feelings and enjoy a refreshing, cold dessert made with your very own homegrown wheatgrass!

Recipes · October 1, 2017

Ensure that your messaging is integrated.

- Make sure each element of your marketing campaign is set up to drive traffic to your ultimate target
- If you have multiple members of a team working on disparate projects within the same integrated marketing campaign, facilitate team meetings to ensure all members are on the same page, the message behind the campaign is consistent and to manage company brand standards across the campaign



6. Implement and monitor the strategy

Buzz

- Volume of customers based on posts and impressions, by social media channel
- By stage in the purchase channel, by season, and by day

Interest

- Number of likes, fans, followers, and friends
- Growth rates, rate of pass along

Participation and Engagement

- Number of comments, ratings, bookmarks, subscriptions, page views, uploads, downloads, embeds, retweets, FB posts, pins, and time spent with platform

Search Engine Ranks and Results

- Increase and decrease in searches
- Changes in key words

Sentiment analysis

- Positive, negative, neutral, volume

Website Metrics

- Clicks, click-through rates, and percentage of traffic

New Media Landscape

- The average attention span is 8 seconds, dropping from 12 seconds in 2000.
- 17% of page views last less than 4 seconds
- 4% of page visits last more than 10 minutes
- 60% of consumers do not remember the last display ad they saw
- Mobile banner ads are far more insidious and harder to ignore.

