

CHAPTER 1: INTRODUCTION TO SOCIAL MEDIA MARKETING



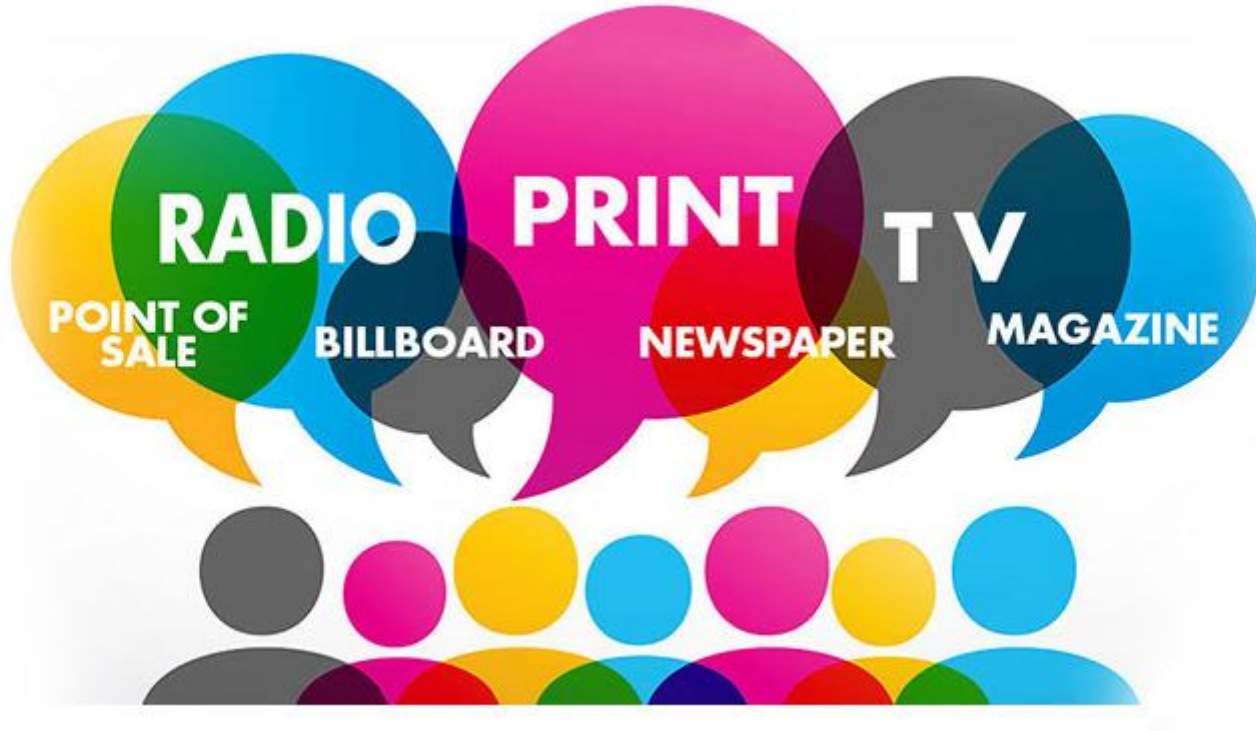
LEARNING OBJECTIVES

- Understand how social media has evolved over time
- Understand the different types of social media platforms
- Describe how social media has disrupted traditional marketing
- Understand the advantages and disadvantages of social media
- Define the most commonly used social media metrics
- Explain why social media marketing is important
- Understand the benefits of social media marketing
- Define paid, owned, and earned media in the context of social media
- Understand the social media skills gap and careers in social media marketing

MARKETING COMMUNICATIONS



TRADITIONAL MEDIA CHANNELS



DIGITAL MARKETING

- The promotion of products or brands via one or more forms of **electronic media**.
 - ← Any promotional efforts made via the **Internet, social media, mobile phones** and **electronic billboards**.
- Ideally, brands should use a mix of different types of digital marketing in order to reach your audience through various channels.

They are as follows:

1. Search engine optimization (SEO)
2. Search engine marketing (SEM)
3. Content marketing
4. Email marketing
5. Online advertising
6. Smartphone marketing
7. Viral marketing
8. Social media marketing (SMM)



1. SEARCH ENGINE OPTIMIZATION (SEO)

Online businesses basically live at the mercy of Google, Bing, Yahoo, and other search engines.

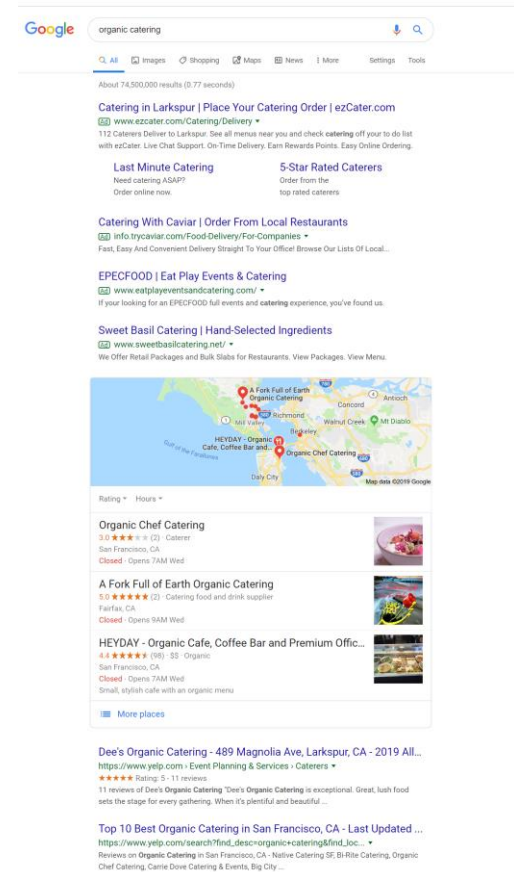
- Done right brands can attract significant organic traffic to a website.

The goal of SEO is to **optimize content** in a way that makes it appear among the first results on a search engine results page (SERP).

- Example: Organic Gluten Free Pizza – your website appears

There are several methods you can use to **rank high** on a SERP, such as building a mix of inbound and outbound links or **optimizing the content** for specific keywords.

Probably the hardest thing about SEO is to constantly follow the changes of search **engine algorithms** and update your strategy and methods accordingly.



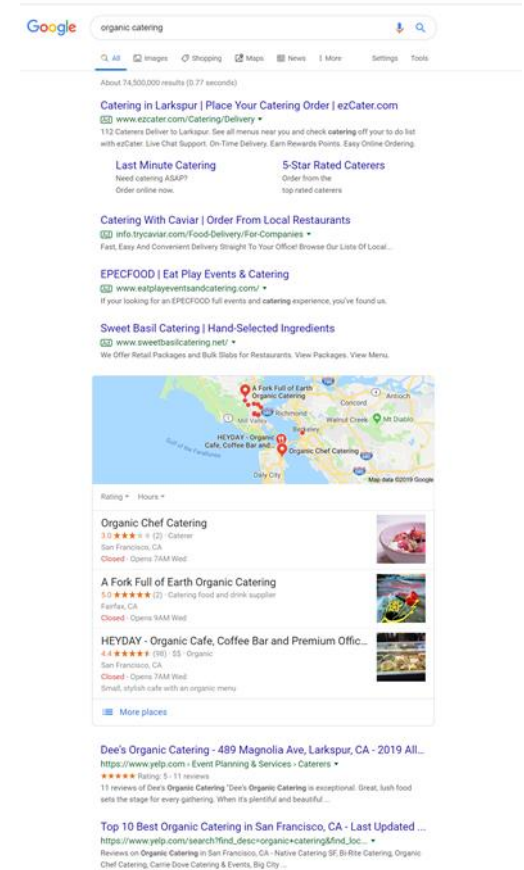
2. SEARCH ENGINE MARKETING

SEO is not the only way to increase incoming traffic from search engines.

Search engine marketing (SEM) makes it possible to advertise a product in search engines and make it appear among paid search results.

Search engines usually display paid results above **organic results** on SERPs.

They almost look the same as organic results with only small differences in appearance, for instance, Google shows a small **“Ad”** label next to the related URL.



3. CONTENT MARKETING

Used to promote a business online.

A brand publishes **content** that the audience finds naturally while browsing the web.

The main goal of content marketing is to make viewers interact with the content by reading, sharing, and commenting on it.

4. EMAIL MARKETING

Email marketing is a different kind of engagement, as you connect with customers **within their own mailboxes**.

Although email marketing is one of the oldest types of digital marketing, it's still very successful.

It's an excellent way to increase brand loyalty and upsell to existing customers

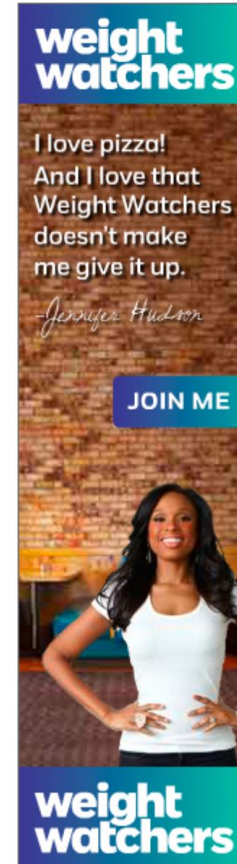


5. ONLINE ADVERTISING

Digital marketers have been using online advertising since the first days of the web.

Displaying banners or ads on other websites belonging to the same niche is the most common form of online advertising.

Ad networks usually let you configure the parameters of the sites your ads appear on based on keyword, location, audience demographics, and other data.



Flash Banner -
12692pts - 2013-12-12

[Download this ad](#)



Flash Banner -
31590pts - 2014-01-24

[Download this ad](#)

6. SMART PHONE MARKETING

Great your target audience is the **younger** generation.

Besides sending text messages to subscribers, brands can further engage an audience by providing them with free mobile apps for Android and iOS devices.

Brands can send users **real-time push notifications** that appear on their smartphones when new content is available on the website.



7. VIRAL MARKETING

Viral marketing makes use of all types of digital marketing

The essence of viral marketing is to **create a post, video, meme, or another short-form content type that spreads across the web like a virus.**

To make a successful viral marketing campaign, brands need to promote the same content across multiple channels such as Twitter, Youtube, blog posts, newsletters over a short period of time.



8. SOCIAL MEDIA

Social media is the **queen** of 21st-century digital content.

- One of the most important types of digital marketing

Social media is not simply a marketing channel but also a way for **people to keep in touch with their friends and family**, get the latest news, or follow topics they are interested in.

There are a plethora of social media platforms brands can choose from, such as **Facebook, Twitter, LinkedIn, Instagram**, and many others.

Brands need to find the ones that are **relevant** to their target and promote the business there.

***Social media** is defined as a form of electronic communication through which users create online communities to share information, ideas, personal messages, and other content such as videos.*



THE ELEMENTS OF A SUCCESSFUL DIGITAL MARKETING STRATEGY



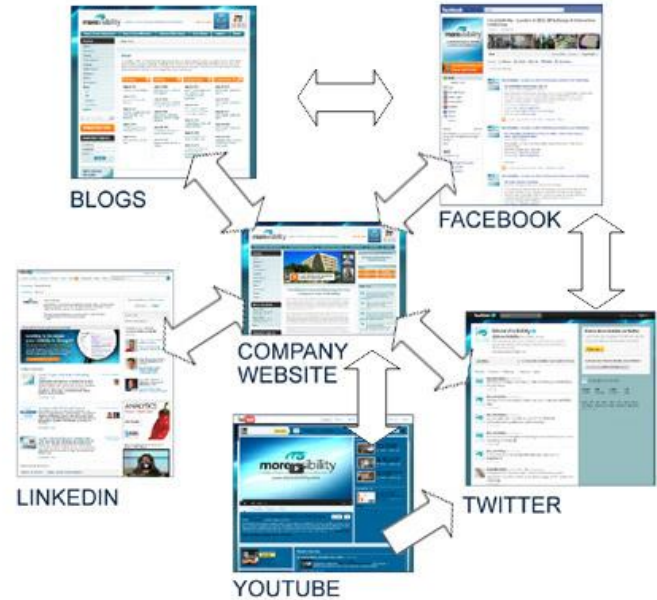
WHAT SETS SOCIAL MEDIA APART?

Four defining characteristics set social media apart from non-social digital media:

1. Social interactivity
2. Openness and flexibility
3. Fast-paced flows of information
4. Constant innovation and evolution



- Social interactivity means that on social media, **people are able to communicate or interact with others**.
 - For example, on **Twitter**, you can follow or send messages to anyone (or anything) that has a public account (whether they pay attention, however, is up to them).
 - On **Pinterest**, you can create boards for almost anything (e.g., clothes you want to buy or places you want to visit) and share these interests with others who want to check out your boards.
 - **Facebook**, of course, you can build up a network of “friends” and keep up with their lives by seeing their posts in your newsfeed.



1. SOCIAL INTERACTIVITY

2. OPENNESS AND FLEXIBILITY

Social media is **open** to almost everyone, and people can do pretty much whatever they want on their social media platforms of choice (as long as they do not violate terms of service).

- Implies that all people can **participate and interact** via social media channels with minimum eligibility restrictions (usually the only restriction is on **minimum age**).
- People can make themselves open to social interactions that individuals and businesses initiate.

Flexibility refers to social media being a multifaceted type of digital media, particularly in the sense that social interactions can take place in many formats, including sharing a photo, posting a video, sharing a current location, broadcasting an opinion in a blog, or even writing a product review.

- Within each format, people can share different kinds of content.

3. FAST PACE FLOW OF INFORMATION



The third key characteristic allows for **fast-paced flows** of information, which means information can be communicated and spread **rapidly** through social media, typically much faster than in other forms of media



Information flows on social media can take one of two general forms: **one-to-one** and **one-to-many**. These flows are sometimes referred to as, respectively, **narrowcasting and broadcasting**.



Information spreads much **faster** when transmitted via one-to-many information flows (i.e., broadcasting, something that only firms used to be capable of doing via TV, radio, and print channels).



Nike ✓
@Nike



This team wins. Everyone wins.

Victory is when we all win. It's only crazy until you do it. [#justdoit](#)
[@USWNT](#)



♡ 280K 9:56 AM - Jul 7, 2019



💬 105K people are talking about this



Spread of Nike Ad on Twitter

<https://www.talkwalker.com/uploads/2019/0%20-%20a%20Nike%20ad%20virality%20map.gif>

4. CONSTANT INNOVATION AND EVOLUTION

- The fourth and final key characteristic of social media is that it is marked by constant **innovation** and **evolution**.
- What users can do on any given social media platform today will probably be different tomorrow
 - ← As the platforms face a never-ending challenge to keep their services fresh so that users don't abandon them for competitors.
- This also means that new platforms and social apps are also popping up all the time.
 - ← Some take off in a big way (e.g., Snapchat), and others might get a bit popular for a while but never really reach the mainstream (e.g., Yik Yak).
 - ← Yik Yak, once valued at \$400 million, shuts down and sells off engineers for \$1 million. After taking in \$73.5 million in funding
- There are also always changes on the **back end, behind the scenes**, that affect users and—important to us—marketers.



<https://www.theverge.com/2017/4/28/15480052/yik-yak-shut-down-anonymous-messaging-app-square>

SOCIAL MEDIA



To summarize, social media is a **form of digital media** that enables communication and interactions among people and between people and organizations, including brands, companies, and other entities (e.g., governments).



Four characteristics set it apart from other forms of digital media: high levels of **social interactivity**, **openness** and **flexibility**, **fast-paced flows** of information, and **constant innovation** and evolution of the platforms and how they are used by individuals and businesses.



How many of you already use all the biggest social networks (Facebook, Twitter, LinkedIn) and media sharing sites (Instagram, YouTube, Snapchat), along with maybe a handful of others like Pinterest and Google Plus.



Which social media platforms are most important to you on?



Do you consider yourself to be a social media marketing expert?



Do you ever think a brands marketing strategy on social media?

QUESTION



SOCIAL MEDIA CREATES VALUE



WHEN CONSIDERING SOCIAL MEDIA MARKETING,
BRANDS FOCUS ON HOW MARKETING ACTIVITIES
THROUGH A SOCIAL MEDIA PRESENCE CAN
CREATE VALUE FOR COMPANIES

WHAT IS CUSTOMER VALUE?

To achieve organizational goals, firms need to not only create customer satisfaction (or better, **customer delight**), but creating customer value.

Starts with **tangibles** like....

- Product and service quality
- Value pricing
- Differentiated products and services (uniqueness)
- Enhanced benefits, such as usability, functionality, etc.

In addition, **customer value** is created when customers receive **intangible** elements in the exchange. Intangible benefits include:

- Feelings of **belongingness or togetherness**, such as being a valued member of a group or family
- Feelings of **comfort, such as safety, nostalgia, familiarity**
- Feelings of **respect**, such as having people look up to you
- Feelings of **specialness**
- Feelings of **cultural identifications**, such as patriotism
- Feelings of **accomplishment**



REMEMBER...

INTERACTIONS FIRST, CHANNELS SECOND

- **IFCS** focus *first* on what interactions should be taking place.
 - ← Which customers, companies, or both do you want to interact with?
What is the preferred format and content of these interactions, and in which direction(s) should information be flowing?
- In developing social media marketing plans, a typical mistake is to say, “**We need to be on Facebook!**” or “**We need a Snapchat strategy!**”
- Don’t design strategies and implementations (campaigns) to fit a given social media channel, instead of thinking more **strategically** about what kinds of social interactions would best help them achieve their marketing objectives.



JOHNNIE WALKER PENICILLIN DRINK

https://www.facebook.com/JohnnieWalkerUS?ref=aymt_home_page_panel



Johnnie Walker

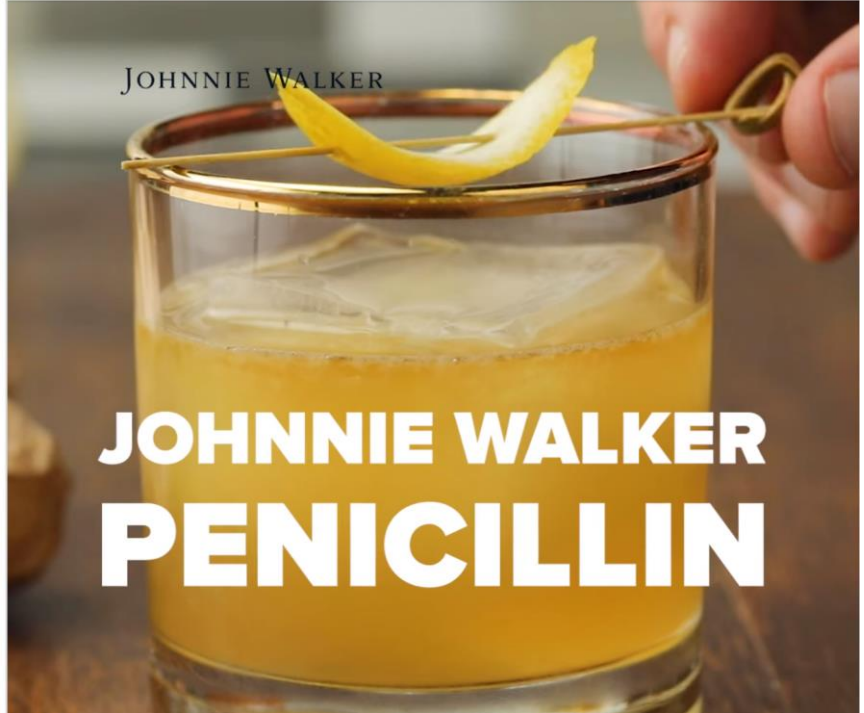
July 12 at 1:32 PM · ⚙️



Try your hand at a Johnnie Walker Black Label Penicillin.

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LIST OF 10 TYPES OF SOCIAL MEDIA AND THEIR USE

1. **Social networks**—Connect with people
2. **Media sharing networks**—Share photos, videos, and other media
3. **Discussion forums**—Share news and ideas
4. **Bookmarking and content curation networks**—Discover, save, and share new content
5. **Consumer review networks**—Find and review businesses
6. **Blogging and publishing networks**—Publish content online
7. **Interest-based networks**—Share interests and hobbies
8. **Social shopping networks**—Shop online
9. **Sharing economy networks**—Trade goods and services
10. **Anonymous social networks**—Communicate anonymously

1. SOCIAL NETWORKS

A social network site is a social media site that allows users to connect and share with people who have similar interests and backgrounds.

Examples: Facebook, Twitter, LinkedIn

Why people use these networks: To connect with people (and brands) online.

How they can benefit your business: Market research, brand awareness, lead generation, relationship building, customer service... the list is pretty much endless.

Social networks, sometimes called “relationship networks,” help people and organizations connect online to share information and ideas.



2. MEDIA SHARING

Media sharing websites allow users to share different types of media, such as pictures and video. Most of these sites also offer social features, like the ability to create profiles and the option of commenting on the uploaded images.

YouTube is the most well-known media sharing site in the world.

Examples: Instagram, Snapchat, YouTube

Why people use these networks: To find and share photos, video, live video, and other media online.

How they can benefit your business: Like the major relationship networks, these sites are invaluable for brand awareness, lead generation, audience engagement, and most of your other social marketing goals.

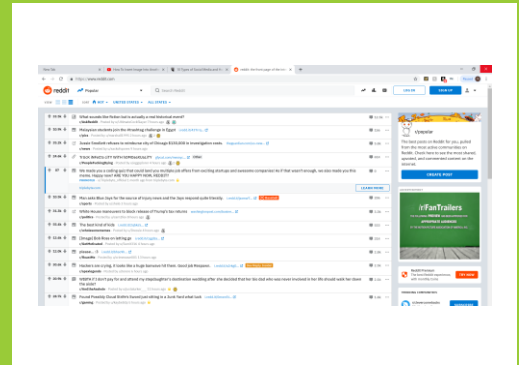
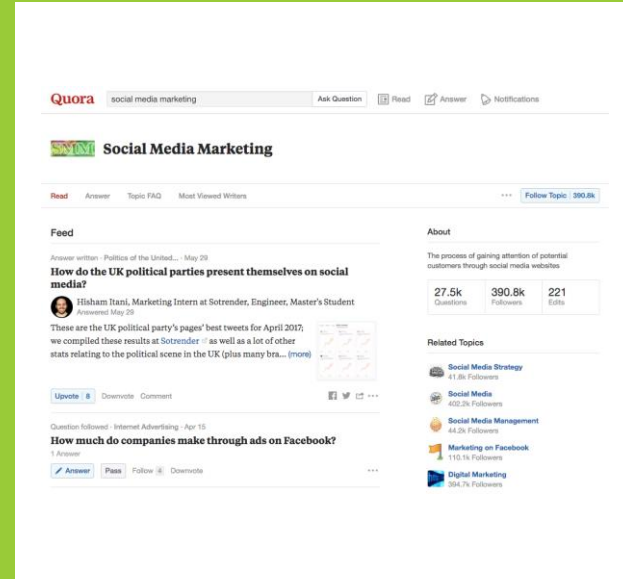


3. DISCUSSION FORUMS

Examples: reddit, Quora, Digg

Why people use these networks: To find, discuss, and share news, information, and opinions.

How they can benefit your business: These networks can be excellent resources for market research. Done right, you can also advertise on them, though you'll need to be careful to keep your ads and posts separate.



4. BOOKMARKING AND CONTENT CURATION NETWORKS

These networks are a hotbed of creativity and inspiration for people seeking information and ideas, and by adding them to your social media marketing plan, you'll open up new channels for building brand awareness and engaging with your audience and customers.

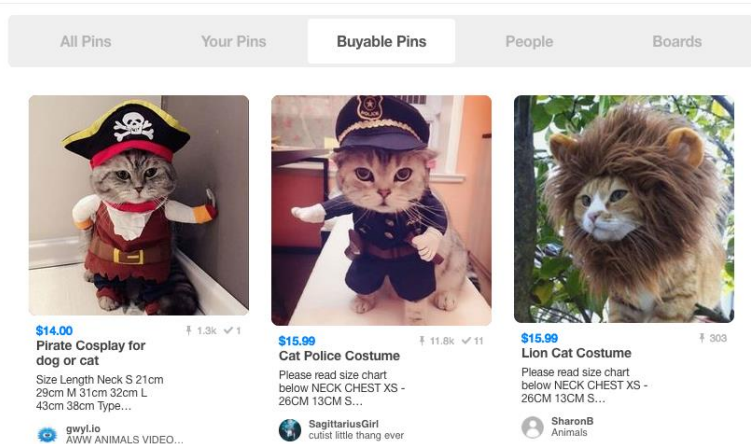
Bookmarking networks like **Pinterest** help people discover, save, and share visual content. An easy first step for getting started with Pinterest is to make your website bookmark-friendly.

Examples: Pinterest, Flipboard

Why people use these networks: To discover, save, share, and discuss new and trending content and media.

How they can benefit your business: These networks can be highly effective for driving brand awareness, customer engagement, and website traffic.

Bookmarking and content curation networks help people discover, save, share, and discuss new and trending content and media.



5. CONSUMER REVIEW NETWORKS

Examples: [Yelp](#), [Zomato](#), [TripAdvisor](#)

Why people use these networks: To find, review, and share information about brands, products, and services, as well as restaurants, travel destinations, and more.


How they can benefit your business: Positive reviews bring social proof to your claims. Handled well, you can resolve issues with unhappy customers.

Consumer review networks give people a place to review brands, businesses, products, services, travel spots, and just about anything else.

zomato Metro Vancouver Search for restaurants or cuisines... Search

Get the App

Home > Canada > Metro Vancouver > Vancouver > Mount Pleasant > 33 Acres Brewing



All Photos Food Ambience

33 Acres Brewing

Mount Pleasant • Microbrewery

3.9/5
Based on 120 votes

Bookmark

Been Here

Add a Review

Rate

Add to collection

Overview

Menu

Reviews (38)

Photos (78)

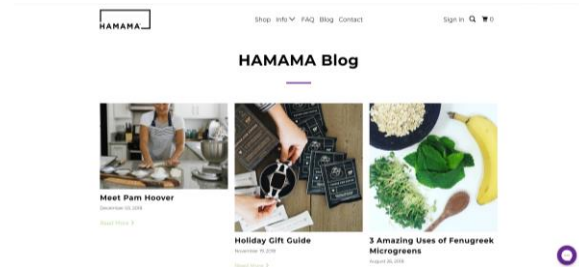
6. BLOGGING AND PUBLISHING NETWORKS

Examples: WordPress, Tumblr, Medium

Why people use these networks: To publish, discover, and comment on content online.

How they can benefit your business: Content marketing can be a highly effective way to engage with your audience, build your brand, and generate leads and sales.

Blogging and publishing networks give people and brands tools to publish content online in formats that encourage discovery, sharing, and commenting. These networks range from more traditional blogging platforms like WordPress and Blogger to microblogging services like Tumblr and interactive social publishing platforms like Medium.



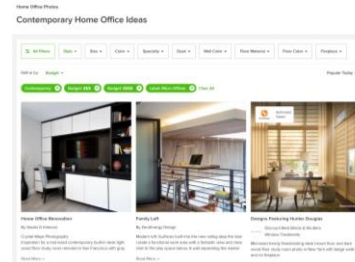
7. INTEREST-BASED NETWORKS

Examples: Goodreads, Houzz, Last.fm

Why people use these networks: To connect with others around a shared interest or hobby.

How they can benefit your business: If there's a network devoted to the kind of products or services you provide; these networks can be a great place to engage with your audience and build brand awareness.

Interest-based networks take a more targeted approach than the big social networks do by focusing solely on a single subject, such as books, music, or home design.



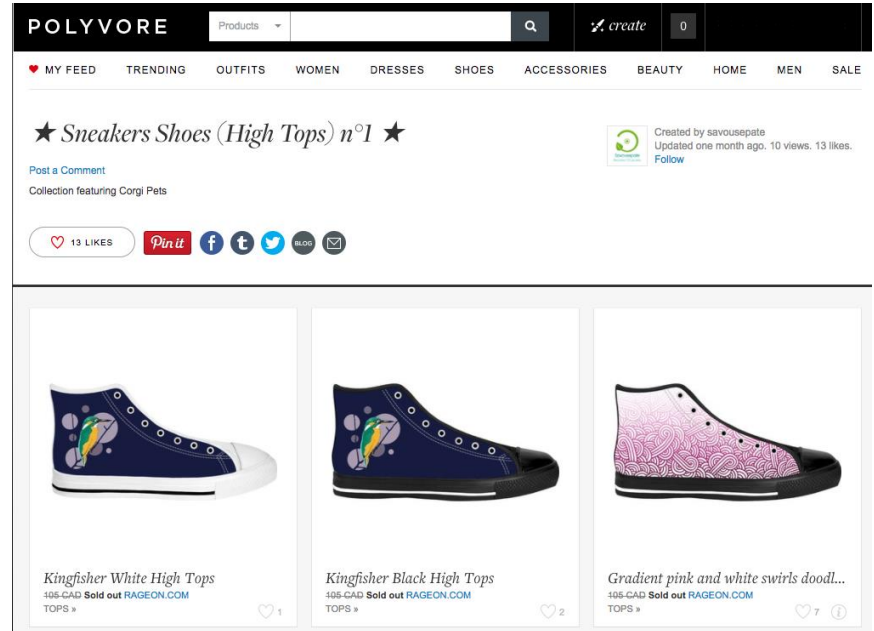
8. SHOPPING NETWORKS

Examples: Polyvore, Etsy, Fancy, Wayfair

Why people use these networks: To spot trends, follow brands, share great finds, and make purchases.

How they can benefit your business: Brands can build awareness, increase engagement, and sell products via new channels.

Social shopping networks make ecommerce engaging by adding a social element.



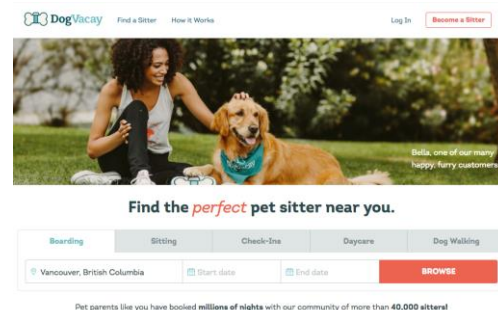
9. SHARING ECONOMY NETWORKS

Examples: Airbnb, Uber, Taskrabbit, letgo

Why people use these networks: To advertise, find, share, buy, sell, and trade products and services between peers.

How they can benefit your business: If you happen to offer the kind of products or services traded here, these networks can be another channel for bringing in business. (For example, if you operate a bed-and-breakfast, Airbnb could help you find customers.)

“Sharing economy” networks, also called “**collaborative economy** networks,” connect people online for the purpose of advertising, finding, sharing, buying, selling, and trading products and services.



10. ANONYMOUS SOCIAL NETWORKS

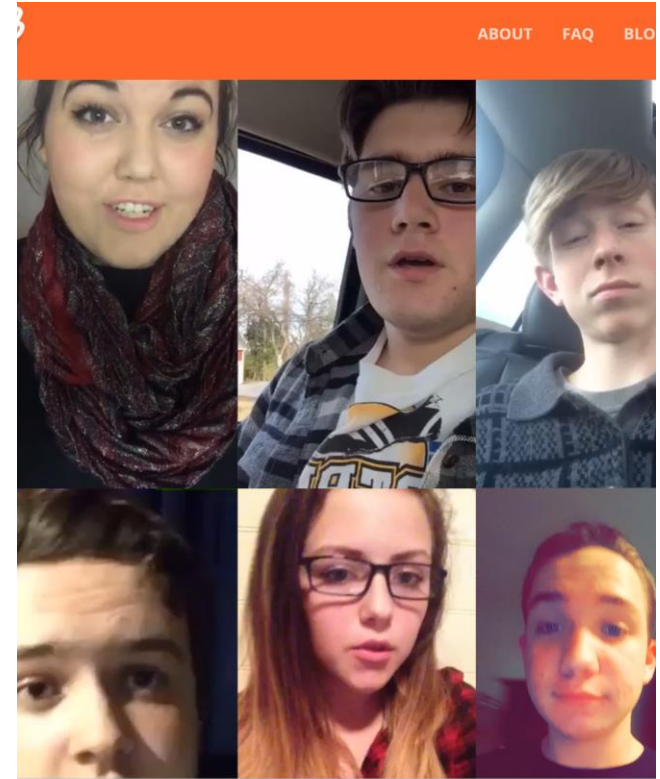
Examples: Whisper, Ask.fm, After School

Why people use these networks: To gossip, vent, snoop, and sometimes bully.

How they can benefit your business: They almost certainly can't. Steer clear.

Last—and least—are anonymous social networks. While major social networks are making increasing efforts to hold users accountable for their social activity, these sites go the other way and allow users to post content anonymously. CBS New York described Whisper as “the place to go these days to vent, come clean, or peer into other people’s secrets,” saying the site focuses on “turning confessions into content.”

These networks might sound like a fun place to blow off steam (for example, if you’re a teen and want to complain about your parents, teachers, boyfriend, and so on).



QUESTION



WHICH BRANDS OR
COMPANIES DO YOU
FOLLOW ON SOCIAL
MEDIA?



WHAT IS YOUR PERCEPTION
OF THESE BRANDS BASED
ON YOUR SOCIAL MEDIA
INTERACTIONS?



WHAT PLATFORMS DO YOU
FOLLOW YOUR FAVORITES
BRANDS ON?



HOW MANY STUDENTS
HAVE HAD EXPERIENCE
WITH SOCIAL MEDIA
MARKETING FOR A REAL
COMPANY OF BUSINESS?

TODAY'S BUSINESS REALITY



Many businesses struggle with social media because they lack well-defined **social media marketing strategies**



It's not because they are not trying.

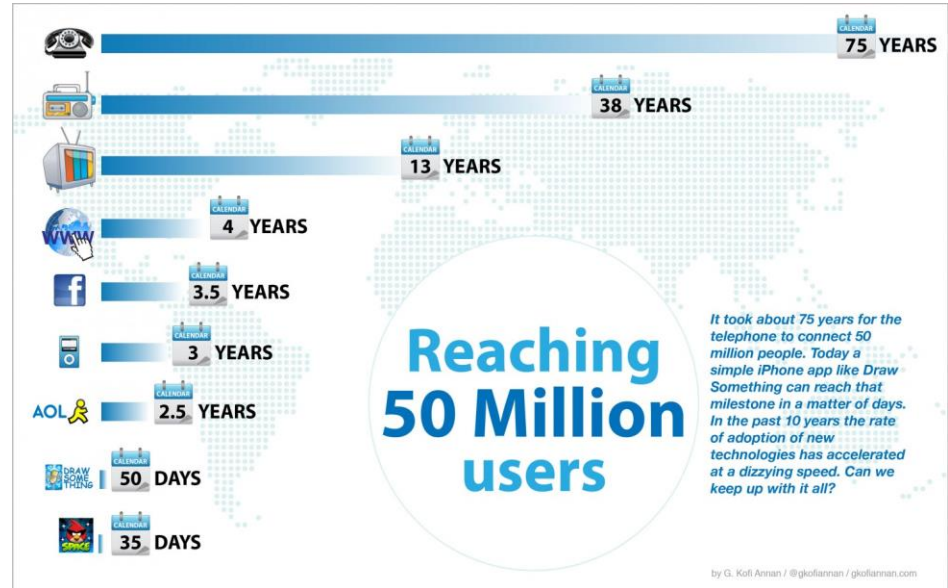
Many are on Facebook, Instagram, Twitter



They are disseminating content on those platforms, **but do not** have a proper social media marketing plan in place.

THE EVOLUTION OF SOCIAL MEDIA

- Generation Z had grown up using the internet and social media
 - ← Can't remember life without it.
- Older Millennials remember life with desktop only computers, dial up internet and AOL instant messenger.
 - ← For these Millennials, Facebook was only founded and made available by the time they were in high school college.
- Two generations close in age, yet with stark differences in the way they grew up with technology.
 - ← In the past decade alone, the rate of adoption of new technologies, and social media platforms has accelerated at a rapid pace.



QUESTION

- Why do you think social media was so quick to reach 50 million people?
- What sets social media apart from these other forms of communications?

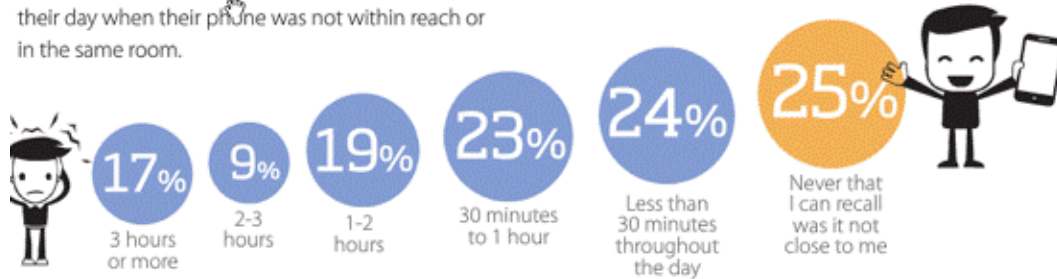
TOP 20 LARGEST COUNTRIES BY POPULATION (LIVE)				
1		China	1,406,568,570	
2		India	1,291,335,619	
3		United States	323,050,792	
4		Indonesia	257,430,724	
5		Brazil	204,642,571	
6		Pakistan	189,847,231	
7		Nigeria	186,358,963	
8		Bangladesh	161,519,914	
9		Russia	141,904,268	
10		Japan	126,778,123	
11		Mexico	126,098,853	
12		Philippines	102,784,174	
13		Ethiopia	100,341,513	
14		Vietnam	93,904,827	
15		Egypt	85,483,537	
16		Germany	82,537,547	
17		Iran	80,076,603	
18		Turkey	77,255,024	
19		Congo	72,311,024	
20		Thailand	67,552,386	

Can You Recall The Last Time Your Phone Was **Not** Within Ear Shot?

63% of smartphone owners keep their phone with them *for all but an hour of their waking day*. 79% keep it with them for all but two hours of their day.

1 out of 4 of all respondents didn't recall a time in their day when their phone was not within reach or in the same room.

Whether it is a weekday or weekend, the amount of time away from one's phone didn't vary—it is a *critical tool* for connecting with friends, family and colleagues *every day*.



- Today, more than half of the world's population uses the internet, with more than 3.75 billion people online
- An increasing share of online activity takes place on mobile, with 66% of the world's population using mobile devices.
- **Go into your mobile phone and look under settings**
 - ← How long are you on social media daily
- Take a look around you. Where is your phone?
- If you are in a public space, take a look at your surroundings.
- Time spent on mobile apps surpassed time spent watching TV for U.S. consumers
- Today, 25% of smartphone owners between the ages of 18-44 state that they cannot recall the last time their mobile phone was not next to them

JAN
2018

DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



we
are
social

7.593
BILLION

URBANISATION:
55%

INTERNET
USERS



4.021
BILLION

PENETRATION:
53%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.196
BILLION

PENETRATION:
42%

UNIQUE
MOBILE USERS



5.135
BILLION

PENETRATION:
68%

ACTIVE MOBILE
SOCIAL USERS



2.958
BILLION

PENETRATION:
39%

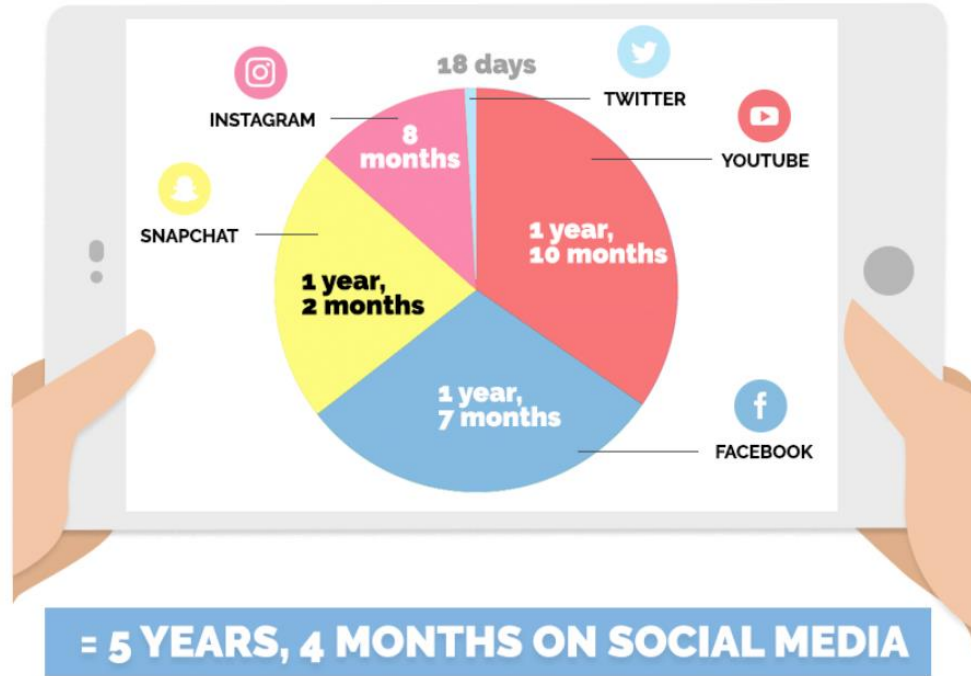


TIME SPENT ON SOCIAL MEDIA

- Today, almost every internet user can be reached on social media.
 - As social media use continues to grow, so does consumers' time spent on the popular platforms.
 - One in every three minutes online is spent on social media. Across today's most popular social media platforms, people are spending the following daily averages:
- YouTube: 40 minutes
 - Facebook: 35 minutes
 - Snapchat: 25 minutes
 - Instagram: 15 minutes
 - Twitter: 1 minute



TIME SPENT ON SOCIAL IN A LIFETIME



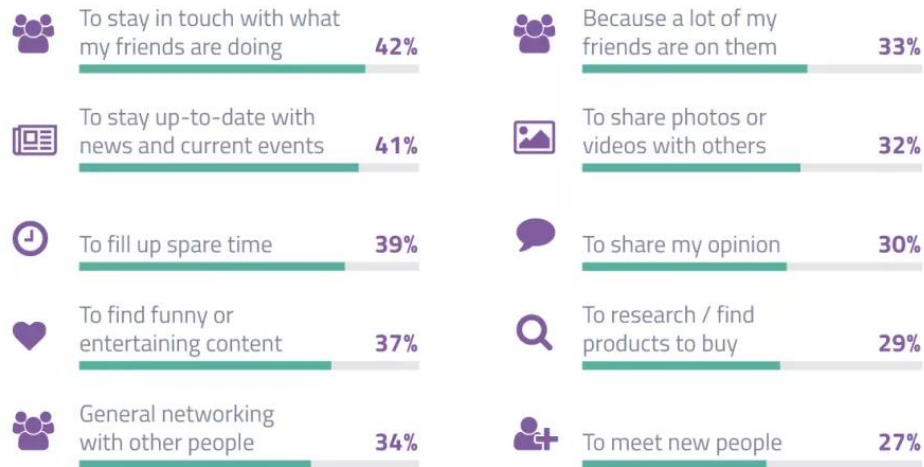
Across a lifetime, this amounts to 5 years and 4 months spent on social media, exceeding many common activities like eating and drinking, grooming, and yes, even socializing.

WHAT ARE WE USING SOCIAL MEDIA FOR

Top 10 Reasons for Social Media Usage

Top 10 Motivations Behind Using Social Media

% who say the following is a main reason for using social media



Question: What are your main reasons for using social media?

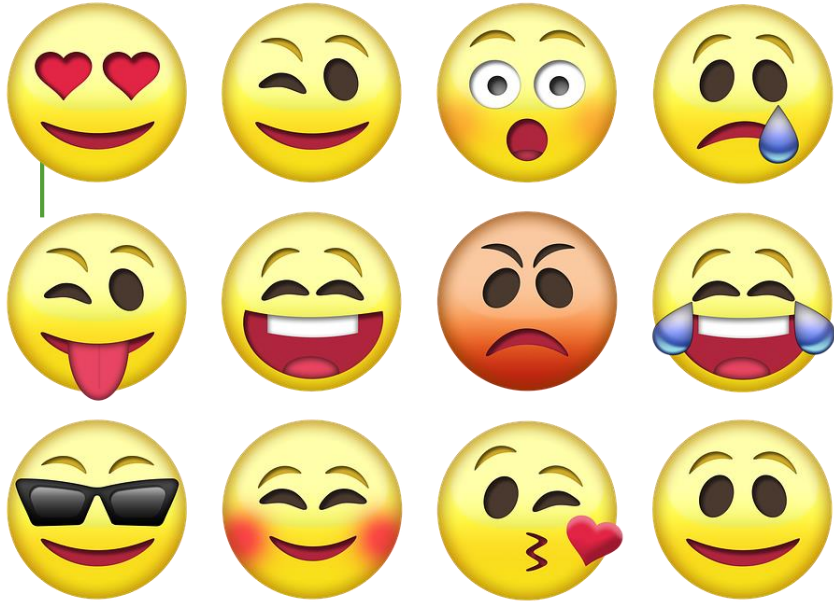
Source: Pew Research Center, "Social Media Use in 2014," Jan. 18-22, 2014.



SOCIAL MEDIA AS A MARKETING DISRUPTER

5 FACTORS

1. Shifted the way people communicate and interact
2. Shifted power from businesses to the consumer
3. Consumers as content creators for brands
4. Impact digital marketing technologies
5. Changed the customer buying journey



1. SHIFT THE WAY WE INTERACT

- **Social Media has caused a shift in:**
 - **The way people communicate:** Face-to-face conversations are no longer a requirement for communication.
 - ← People manifest their daily lives on the internet
 - Instant feedback can be given 24 hours a day, 7 days a week
 - Abbreviated words and emojis are now commonplace
 - The way people access news:
 - ← Consumers now regard social media as a more trustworthy source of information over traditional marketing communications

QUESTION



Where do you turn for daily news?



Is social media more trustworthy than traditional marketing?



Do you interact with brands on social media?

Which ones?
Have you complained or provided positive review on social media?



2. SHIFTED POWER FROM BUSINESSES TO THE CONSUMER

- Social media has shifted power from businesses to consumers.
- Within four weeks of the video being posted, United Airlines' stock price fell 10%, costing stockholders about \$180 million in value.

RITZ-CARLTON STUFFED GIRAFFE

- Last year, Chris Hurn's son forgot his beloved Joshie, a stuffed giraffe, at the Ritz-Carlton Hotel on Amelia Island in Florida.
- In order to reassure his son, Hurn told him that Joshie was just staying on vacation a little longer.
- Luckily the hotel soon called Hurn to inform him that they had found Joshie.
- Hurn was relieved but asked the hotel to help him substantiate his story that Joshie was relaxing a bit longer at the hotel.
- Hurn asked if someone could take a picture of Joshie in a lounge chair by the pool. Well, the Ritz did that and then some.
- Hurn soon received a package from the hotel including Joshie, some branded goodies and a book full of pictures of Joshie enjoying all of the amenities at the Ritz, like getting a massage at the spa, driving a golf cart – all the usual luxuries that stuffed animals expect.
- Needless to say Hurn was thoroughly impressed by the customer service and took to the Internet to share his positive experience.



Chris Hurn, Contributor

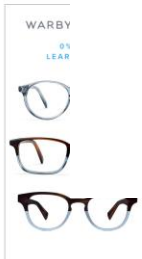
CEO of Fourteenth Common Capital and Author of The Entrepreneur's Secret to Creating Wealth: How The Smartest Business Owners Build Their Fortunes

Stuffed Giraffe Shows What Customer Service Is All About

10/07/2012 18:02 pm ET | Updated On: 06, 2017



Most people have experienced outstanding customer service in one form or another — an attentive server at a restaurant or a retail store employee who goes the extra mile. A thriving industry comprised of consultants dedicated to training companies how to adopt exemplary customer service has blossomed over the past couple decades. For example, The Walt Disney Company Institute will help bring some of that “Disney magic” to your business.



askreddit

Posts Wiki Related Subreddits ▾ Gilded Secret ▾

↑ Posted by u/[deleted] 6 years ago 🚩

1.5k



Amazon have just replaced my out of date and out of warranty Kindle, no questions asked. I'm amazed. What other companies do you know of that have genuine and honest customer service?

[deleted]

🗨 4.9k Comments ➦ Share 📌 Save

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SORT BY BEST ▾

↑ thethingthatatefloyd 1.0k points · 6 years ago



I returned a 15 year old backpack to LL Bean when one of the straps broke. They replaced it with a brand new one..

Share Report Save

↑ funfungiguy 234 points · 6 years ago



Jansport did this for me once, except they have a warranty policy that they'll fix your bag unless it's an outdated bag then they replace the whole thing. The bag I use, I've had for years and the zippers finally crapped out on me. I told them that this bag and I go way back, and if they can't fix it I'll pay to have it sent back but I don't want a replacement. They went ahead and replaced all the zippers and patched up some worn out spots and sent back the old backpack which I thought was pretty awesome.

Share Report Save



- CONSUMERS ARE BECOMING **CONTENT CREATORS** FOR BRANDS ON SOCIAL MEDIA



- **USER-GENERATED CONTENT (UGC)** REFERS TO ANY DIGITAL CONTENT THAT IS PRODUCED BY END USERS OF AN ONLINE SERVICE OR WEBSITE (TECHOPEDIA, 2017)

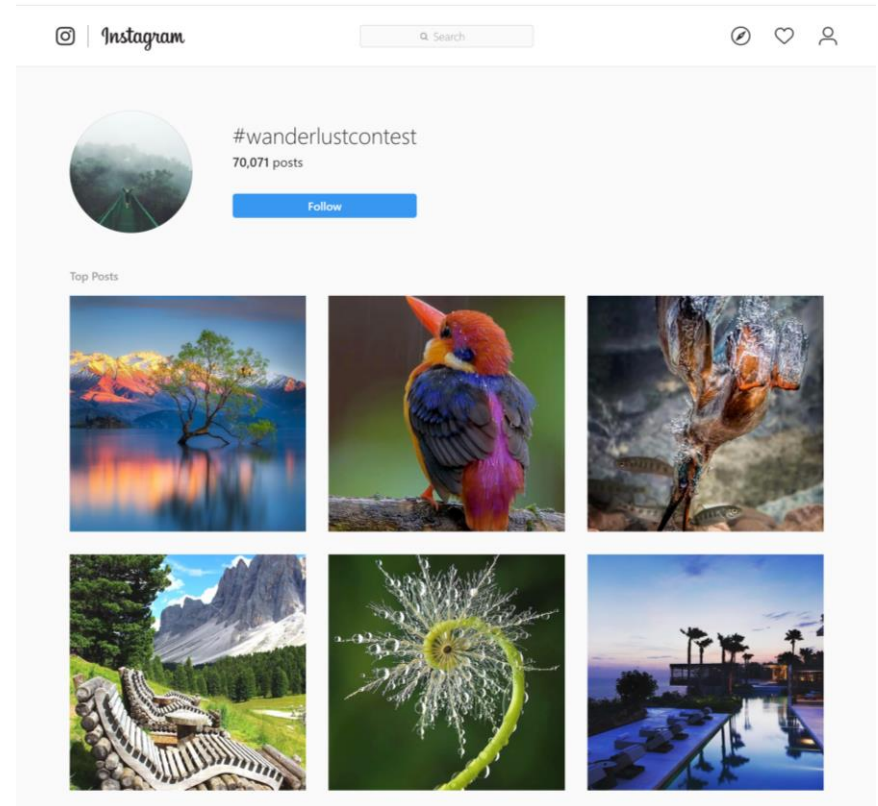


- UGC IS USED TO **CREATE OPPORTUNITIES** FOR SHOWCASE BRANDS AND **BUILD CUSTOMER RELATIONSHIPS**

3. CONSUMERS AS CONTENT CREATORS FOR BRANDS

NATIONAL GEOGRAPHIC - CONSUMERS AS CONTENT CREATORS FOR BRANDS

- As the leading global brand in terms of Instagram followers, it stands to reason that National Geographic would be a master at leveraging user-generated content.
- With the launch of their [#WanderlustContest](#) in 2015, which prompted users to post photos for the chance to win a National Geographic photo expedition to Yosemite National Park, they created an immense, interactive slideshow on their website.
- Utilizing both their own site and social media effectively, the hashtag has generated over 70K post on Instagram.
- Truly a brand that understands the connection between [content, community, and commerce](#), National Geographic provides a case study in how an iconic, 130 year old brand has adapted to changing technology and trends. In order to share photos on the website, users must join the National Geographic's Your Shot Community, where [#wanderlust](#) and other hashtags such as [#citylights](#), [#protecttheselands](#), [#myclimateaction](#) continue to thrive.



CONSUMERS AS CONTENT CREATORS

- In early 2006, Andrew Robinson pitched a radical idea to the Doritos marketing team in a conference room at Frito-Lay's headquarters in Plano, Texas: What if the brand held a contest to give consumers -- not professional ad agencies -- a crack at creating a Super Bowl ad?
- The idea felt risky, new and different, recalled Mr. Robinson, who championed the concept while at The Marketing Arm, an Omnicom-owned agency that at the time was mostly handling sports marketing for Frito-Lay. But for some people in the room, outsourcing the biggest marketing move of the year to a bunch of amateurs was a bit too much to swallow, even for a brand that was looking for a bold idea to lure younger male consumers.



Source: <https://www.youtube.com/watch?v=MNRAdrB9TSs>

4. IMPACT TRADITIONAL MARKETING METHODOLOGIES

- **Social media challenges traditional marketing methodologies** (radio, print, television) as marketers shift budgets and strategies to digital marketing tactics with greater ROI
- Consumers now regard social media as a **more trustworthy** source of information over traditional marketing communications and are turning to social media for peer recommendations and customer service more than ever before



5. CHANGED THE CONSUMER BUYING JOURNEY

- Social media's role in the consumer purchase journey has also expanded.
- Consumers are now using social media as a key part of their buying journey, skipping search engines and turning straight to social media for research.
- Many of these consumers are now making purchases directly through social media platforms themselves.





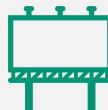
Today businesses realize that in order to **compete** in the digital world it is imperative to establish a **social media presence**.



With 3.196 billion active social media users around the world, chances are that a **businesses** customers are using social media.



Consumers are opening and scrolling through Facebook when they first wake up in the morning, tweeting while shopping, and snapchatting moments of their **lives**.



Not being active on social media puts businesses and brands at a strong **disadvantage**.

WHAT DOES THIS MEAN...

ADVANTAGES AND DISADVANTAGES OF SOCIAL MEDIA



By now you know that social media has caused a fundamental shift in the way businesses interact with customers.



Although social media can be extremely beneficial, there are also some drawbacks to the popular medium.



As companies learn to navigate the world of social media, it's important to know the advantages and disadvantages of social media.



- What are the **advantages** of social media?



- What are the **disadvantages** of social media?

QUESTION

ADVANTAGES

Utilizes platforms that allow for unlimited access and are free to use

Makes brands more visible by exposing them to larger audiences

Allows for easily identifying and reaching target audiences

Heightens customer service and engagement through two-way communication

Increases brand loyalty

Has higher conversion rates over traditional marketing tactics

Improves search engine rankings

Increases website traffic

Allows for immediate measurement through analytics

DISADVANTAGES

Makes finding and hiring top talent difficult due to the social media skills gap

Lacks an emotional face-to-face connection

Opens brands up to negative feedback

Requires additional resources to manage

Accompanies unrealistic customer expectations

Risks accounts being hacked or experiencing security breaches

Needs daily and sometimes around the clock monitoring

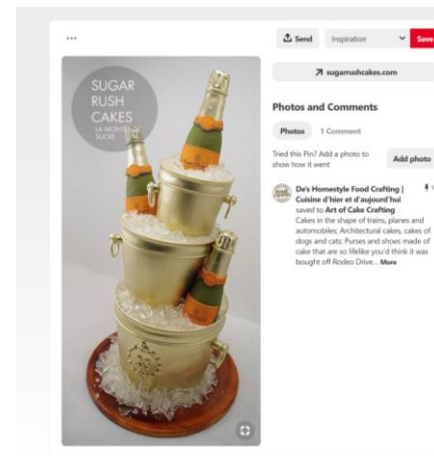
Deals with the potential of inappropriate behavior including bullying and harassment

Has a viral nature, so brand reputation can be damaged instantly and sometimes permanently

Can be difficult to measure return on investment (ROI)

INTRODUCTION TO SOCIAL MEDIA MARKETING

- **Social media marketing (SMM)** is the use of social media by marketers to increase brand awareness, identify key audiences, generate leads, and build meaningful relationships with customers
- SMM centers around efforts to create engaging content that **attracts, resonates** with, and **encourages** readers to engage with and share that piece of content with their social networks (notice there is nothing about selling)



SOCIAL MEDIA VOCABULARY

Call to Action (CTA): The part of a social media message that attempts to persuade a person to perform a desired action. An example of a CTA would be “Register Today!” with a link to a registration form.

CPM or cost per thousand: measures how much it costs to reach 1,000 people.

Clicks: Clicks are how many times a person clicked on a post.

URL Click: How many times a person clicked on a Call to Action URL.

Engagements: How many times a person interacted with your content. It includes likes, comments, shares, and in some cases, clicks.

Engagement rate: The percentage of a brand's audience that has engaged with their content. To calculate engagement rate, divide the number of engagements by the total reach.

Followers: The total number of people who have followed or liked a brand's social media account.

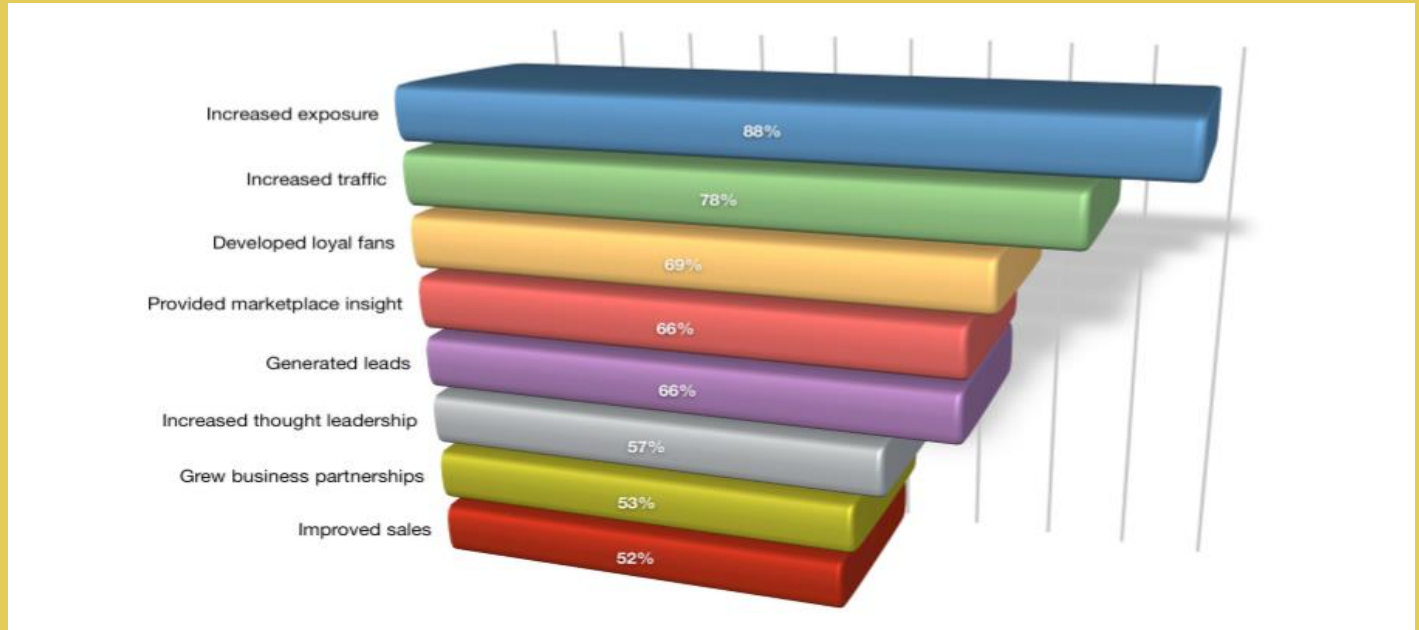
Impressions: The total number of times a brand's content was delivered to someone's feed. If a person views a brand's post five times, the total number of impressions for the post would be five.

Mentions: Mentions are the number of times a person or business tags the business in a social media post.

Reach: The total number of unique people who have seen a brand's content on social media. If a person views a brand's post five times, the total reach would still be one person.

Social Media return on investment (ROI): a measurement of the value from social media marketing. Represented with a ratio between net profit and the cost of investment: $\text{Profit} / \text{Total Investment} \times 100$.

What are brands using Social Media for?



BENEFITS OF SOCIAL MEDIA TO BUSINESS

- **Increased Exposure/Brand Awareness**

- ← Social media allows brands to share messages to a wide audience, making brands more accessible to new customers and more recognizable for existing customers. In fact, with as little as 6 hours per week, 91% of marketers say that social media has increased exposure of their business

- **Increased traffic**

- ← Every like, comment, share or reaction on your brand's social media post may lead to a website click and eventually a conversion. In fact, 78% of businesses said that social media has increased traffic to their website (Stelzner).

- **Brand loyalty**

- ← 69% of marketers report that social media has helped them develop loyal fans. In fact, 53% of Americans who follow brands on social are more loyal to those brands. Among, 16-24-year-olds, that number jumps to 66%. (Baer)



BENEFITS OF SMM TO BUSINESS



- **Marketplace Insight**



Many brands are using social media as a cost-effective, in-depth tool to learn about their customers and to gain insights into the market. Social media also allows brands to keep up with and stay ahead of competition and gain direct feedback by monitoring comments and customer sentiment about their brand.

- **Lead Generation**



Leads are potential customers who have expressed interest in a product or company. By spending as little as 6 hours per week, 69% of marketers see lead generation benefits with social media (Stelzner).

- **Increased Thought Leadership**



Thought leadership is an important component of SMM, allowing a brand to establish credibility as an expert in a field. In order to get noticed by target audiences, brands must position themselves as industry thought leaders, providing customers with current and updated information about the newest trends in their industries. More than half of marketers who have been using social media for one or more years (51%+) have been able to increase thought leadership (Stelzner).

- **Improved Sales**



Although using overt product pitches on social media may not be the best strategy for your business, more than half of marketers who have been using social media for more than 2 years report it has helped them improve sales (Stelzner).

BENEFITS OF SSM TO BUSINESS

Time savings

- ← Responding to customers and sharing content online allows you to save time by getting messages out to a large quantity of people at once. Over 81% of participants found that increased traffic occurred with as little as 6 hours per week invested in social media marketing

Reduced Marketing Costs

- ← The marketing costs for SMM are lower in comparison to that of traditional print advertising.

Stronger Customer Experiences

- ← Social media allows businesses to interact directly with customers in real time. Every public interaction businesses have on social media allows them to enhance their relationship with customers.



OWNED, EARNED, PAID



Owned media includes all of the channels a company owns.

These channels can include a company website, blog, YouTube channel, Facebook page, or any social media website created and managed by a company.



Earned media is what the public shares digitally and verbally about a brand. It consists of all of the content and conversations around a brand that have been created and published by someone else. Earned media can include press coverage, social media mentions, product/company reviews or blog posts authored by someone outside of a company. Earned media is the most valuable type of media, as it increases brand awareness with no additional effort on the part of the in-house marketer(s).



Paid media is a marketing activity that is paid for. Traditionally this would include TV advertising, radio spots and print advertising. Today, marketers are increasingly spending their paid media dollars on digital advertising: Google Ad Words, Pay Per Click (PPC) campaigns, search and display advertising, and, yes, social media advertising.



THE SOCIAL MEDIA SKILLS GAP

Of the companies who use social media, **only 12%** feels it does so effectively

- There is a **social media skills gap** of epic proportions and
 - ✓ The current workforce is ill-equipped to help businesses tap into the true potential of social media
 - Growing up a social media native does not mean being equipped to run a company's social media marketing strategy
 - The way businesses use social media has changed over time; traditional marketing has moved to social media (from advertising to customer service, selling product and even hiring employees)
 - New platforms and features over the past decade make it difficult for marketers to keep up, with only 5% of marketers actively adopting new channels
 - Social media is increasingly everyone's responsibility, from marketing specialists all the way up to senior executives and CEOs; employees are asked to apply social media in their daily jobs
 - There is a lack of guidance and of training programs provided by universities and companies

CAREERS IN SOCIAL MEDIA MARKETING

A simple search of “social media” on the career site Indeed.com yields a total of **64,193 results**

A few examples from a much longer list:

- social media coordinator
- social media influencer manager specialist
- social media content manager
- social media editor
- paid social media strategist
- bloggers
- social media video producer
- community manager
- social media writer
- digital media manager



Success as a social media manager also requires staying on top of social media trends

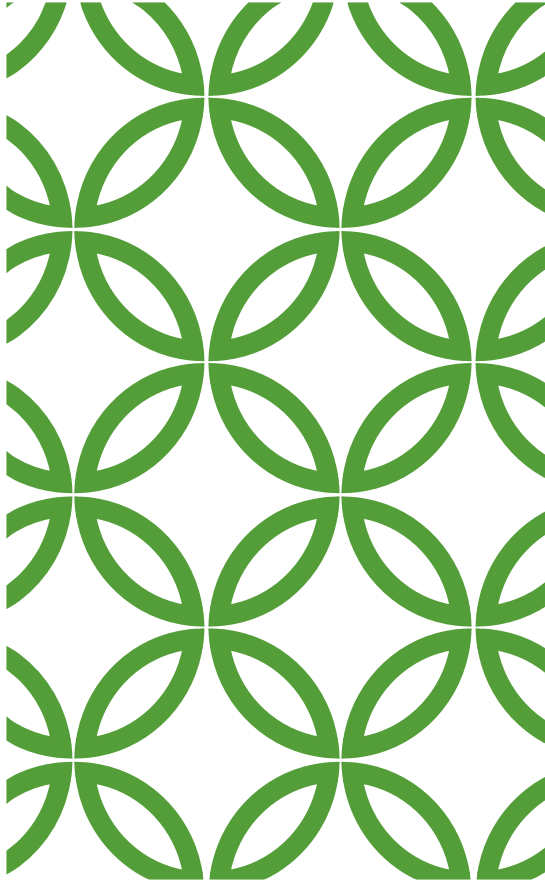


- Subscribe to a few leading social media marketing newsletters or blogs: [Social Media Examiner](#), [Sprout Social](#), and [Hootsuite](#)



Remember, being an active consumer of social media does not make you a social media expert!

CAREERS IN SOCIAL MEDIA MARKETING



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(123) 456-7895



ChloeParker@gmail.com



45 Winfield Dr., Charleston,
SC 90764



Linkedin.com/in/username



PROFILE

Marketing professional with 5+ years of experience in social media management, content marketing, and branding. Possess a B.S. in Marketing with an expertise in marketing analytics. Excellent communication skills for outreach and digital copywriting, ensuring strong brand presence.

EDUCATION

B.S. MARKETING
Case Western Reserve
University, Cleveland, OH
2015

A.A. COMPUTER TECHNOLOGY
Case Western Reserve
University, Cleveland, OH
2013

KEY SKILLS

Marketing Analytics
Social Media Management
Excellent Communication Skills
Google Analytics / Google AdWords
Strategic Planning
Business Development

AWARDS

EMPLOYEE OF THE MONTH
April 2017 / Taroko Technologies

CUM LAUDE / 2015 / Case
Western Reserve University

CERTIFICATIONS

CERTIFIED DIGITAL MARKETER /
2017 / Udacity

Google AdWords Certification
2016 / Udacity

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA MANAGER
Taroko Technologies, San Francisco, CA / 2016 - Present

- Successfully spearhead campaigns on social media platforms including Facebook, Twitter, and Instagram
- Manage social media planning for execution of marketing strategies and community management
- Implement marketing and promotion tactics that led to 34% growth in total social media shares and 27% increase in website traffic from social media posts
- Monitor online presence of company's brand and engage with users, strengthening customer relationships

SOCIAL MEDIA COORDINATOR
Flashstarts, Cleveland, OH / 2013 - 2016

- Assisted the marketing team with developing and implementing social media strategies
- Maintained strong social media and brand presence across Twitter, Facebook, and Instagram platforms
- Developed online marketing campaigns, effectively increasing followers by 1,400+ and driving brand awareness
- Utilized social media analytics tools, such as Crimson Hexagon, to track consumer engagement and draw conclusions about user data