



An Accredited Institution of the University of Westminster (UK)

Social Media Marketing

Lecture 7

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What we plan to cover today:



Social Media Marketing

Earned and Integrated Social Media

Social Media Marketing Plan

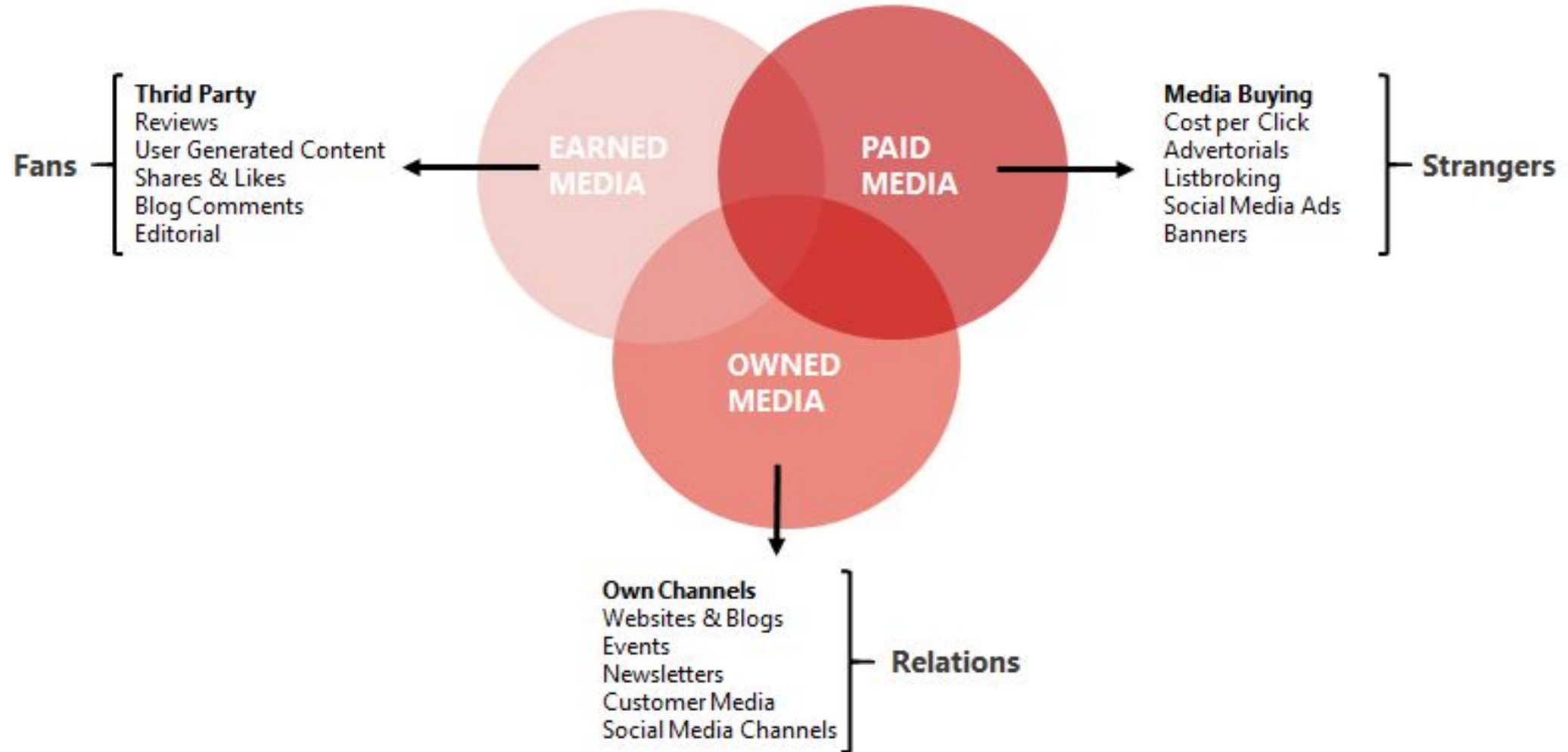
Social Media Marketing

“Social Media is the term commonly given to Internet and mobile-based channels and tools that allow users to interact with each other and share content.

As the name implies, social media involves the building of communities or networks and encouraging participation and engagement.”

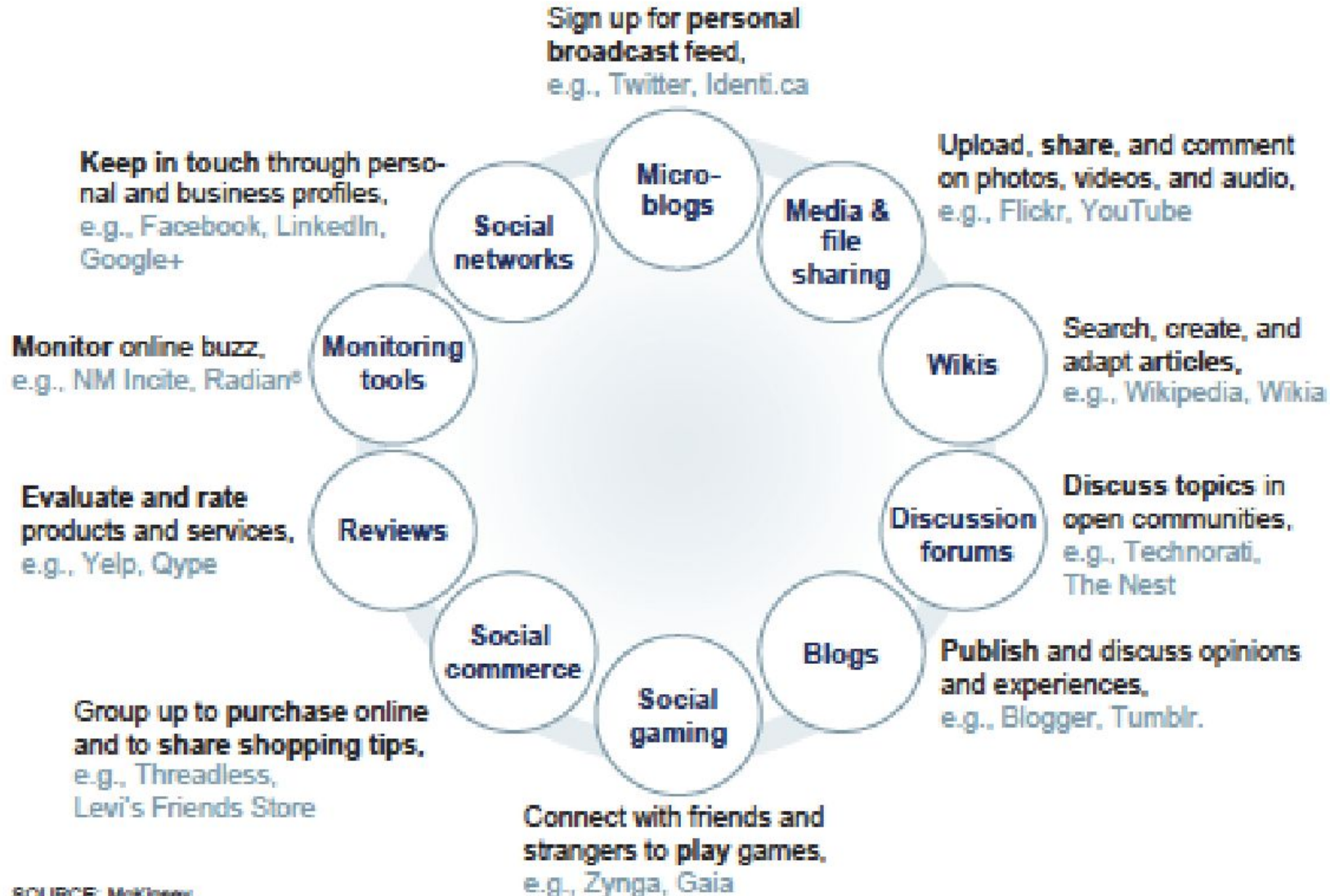
(CIPR, 2011)

Types of media



Social Media Landscape

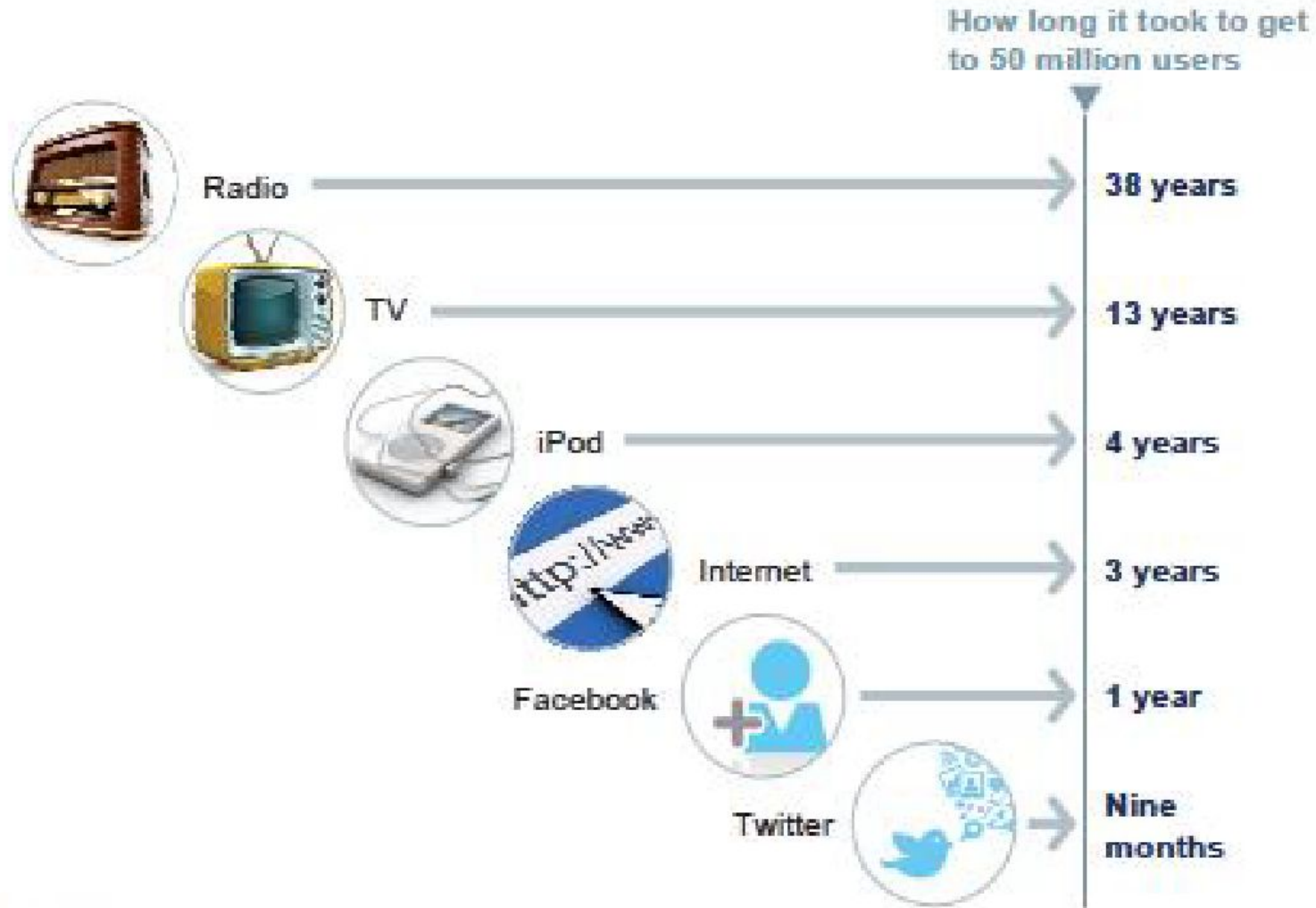
The social media universe is bigger than Facebook



SOURCE: McKinsey

Social Media Landscape

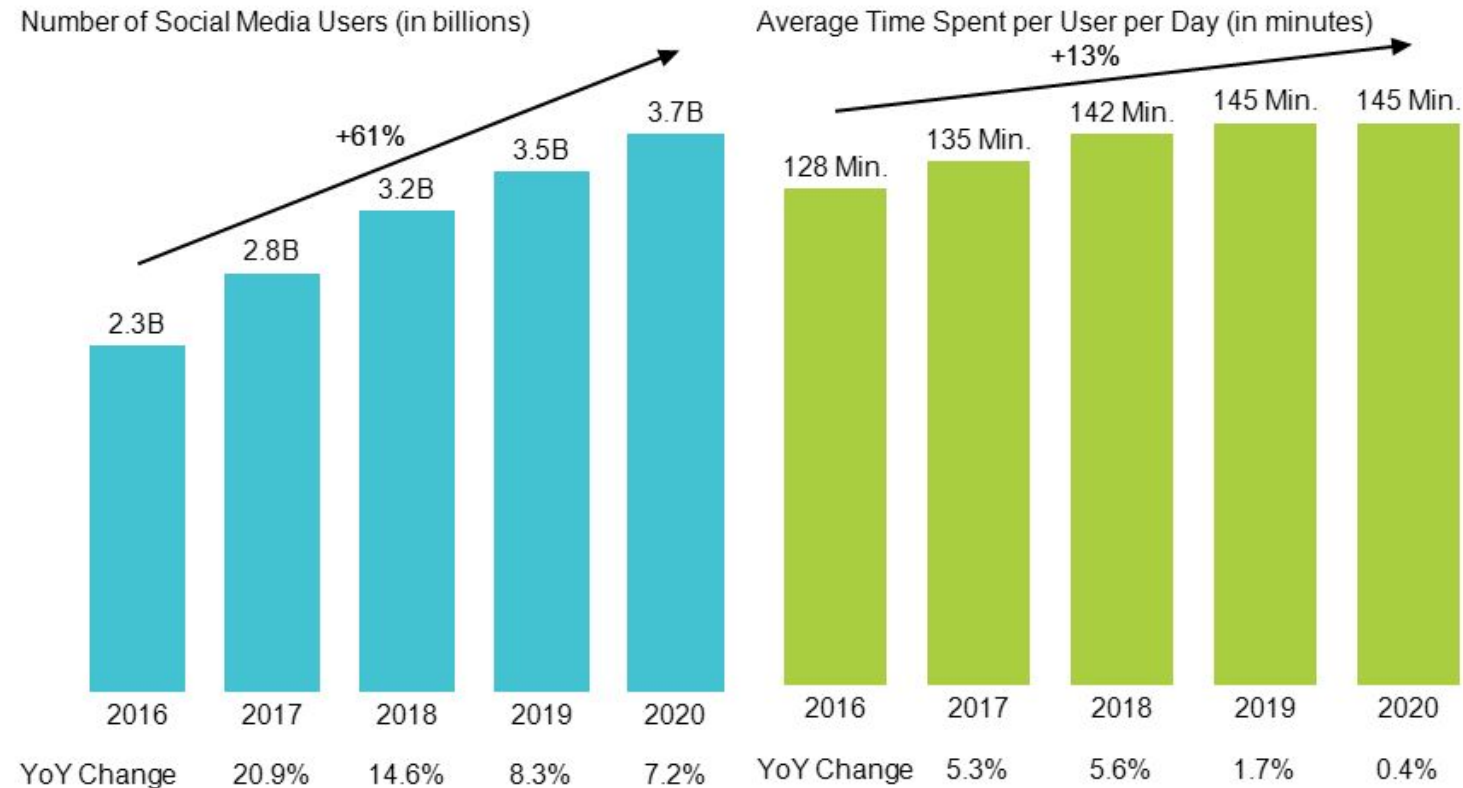
Social media have grown faster than any other media technology



SOURCE: Press research

Social Media Usage Growth

The number of social media users worldwide has grown 61% from 2016-2020, while average time spent per user per day has grown only 13%.



Earned and Integrated Social Media

The Key Principles

- Campaigns that “work” are **thematically consistent** and **integrated** across platforms
- They also **anticipate** reaction
- What do case studies and research imply?
 - ✓ Old Spice (thematic consistency
<https://www.youtube.com/watch?v=owGykVbfgUE>)
 - ✓ Ocean Spray (multi-channel integration)
 - ✓ Pepsi (anticipation of response)
<https://www.youtube.com/watch?v=MQ6t3DI4fXo>
<https://www.youtube.com/watch?v=tRLvMUYcap8>)

Case 1: Old Spice



- Original campaign (over 50m views)
 - “I’m the man your man could smell like”
- Some analysis
 - Memes and performance
- The story continues
 - Other celebrities enter the fold

Case 2: Ocean Spray

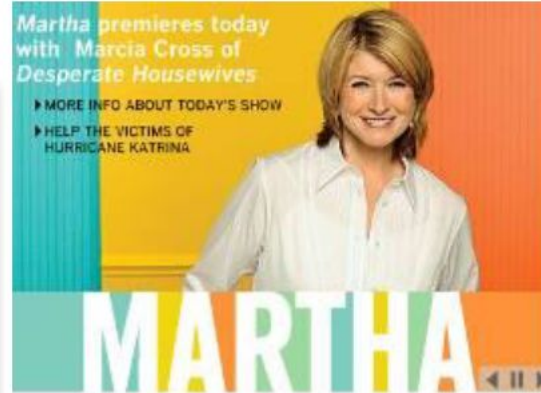


- Case Facts
 - Falling sales, falling prices to farmers
 - Brand repositioned as “Good tasting and from a good place”
- Integrated SMM Goal
 - Reintroduce cranberry as the “surprising little fruit” that has “modern day benefits”

Case 2: Ocean Spray



Public Relations





Bogs Across America



Television Advertising



facebook 3 Search




Suggest to Friends
Subscribe via SMS

Welcome to the official Ocean Spray Facebook page!

This is where our fans can share recipes, trade entertaining tips, learn about new products and post feedback about all things Ocean Spray. C'mon on in and join the conversation!



1 Friend Likes This




Ocean Spray We've been gushing about how much we love fall lately, but now it's your turn ways to enjoy fall? on Wednesday


Wall Info Recipes Photos Our Club Boxes >>

Write something...


Attach:   Share Filters




Ocean Spray At Ocean Spray, our business is a family business and we're proud to support this initiative and invite families across the country to join our grower families as we fight to end childhood hunger in America. Join us as we kick off our "Families Feeding Families" campaign, a partnership with Share Our Strength <http://bit.ly/bNzJef>




Take the No Kid Hungry Pledge
bit.ly
I just took @ShareStrength's #NoKidHungry Pledge supported by @OceanSprayInc, and you should too at <http://bit.ly/b3wLBV>

 18 hours ago · Comment · Like · Share · Flag

 8 people like this.

Write a comment...



DeLynn Boyd-Hale There is an Ocean Spray coupon on BJ's for craisins - <https://www.bjs.com/member/coupons/display>

I'm headed there during lunch!
Yesterday at 11:02am · Comment · Like · Flag



- Pepsi Max Original
 - Race car driver Jeff Gordon goes on a test drive in disguise
 - The Internet reacts
- Pepsi Max Sequel
 - Brands must anticipate the response and have the “sequel” ready

- **Integrated social media deliver**
 - Exposure and awareness
 - Fans and leads
 - Reduced overall marketing expenditure

- **Integrated social media facilitate**
 - Consumer feelings of trust and affinity
 - Formation of communities
 - Dissemination of targeted offers

Earned Media

Earned Media Research



- Delineated **traditional earned media** and **social earned media**:
 - Traditional earned media has large reach and a heterogeneous audience
 - Social earned media has a narrower reach and a homogenous audience
 - *External (bloggers, influencers, local media)*
 - *Internal (content created at site by the community)*

- Traditional earned media has the larger **marginal** effect
- Social earned media impacts are more **frequent**
- The **total impact** of social earned media is larger and community generated content is key
- “Go social, go local!”

Network Effects and “Virality”

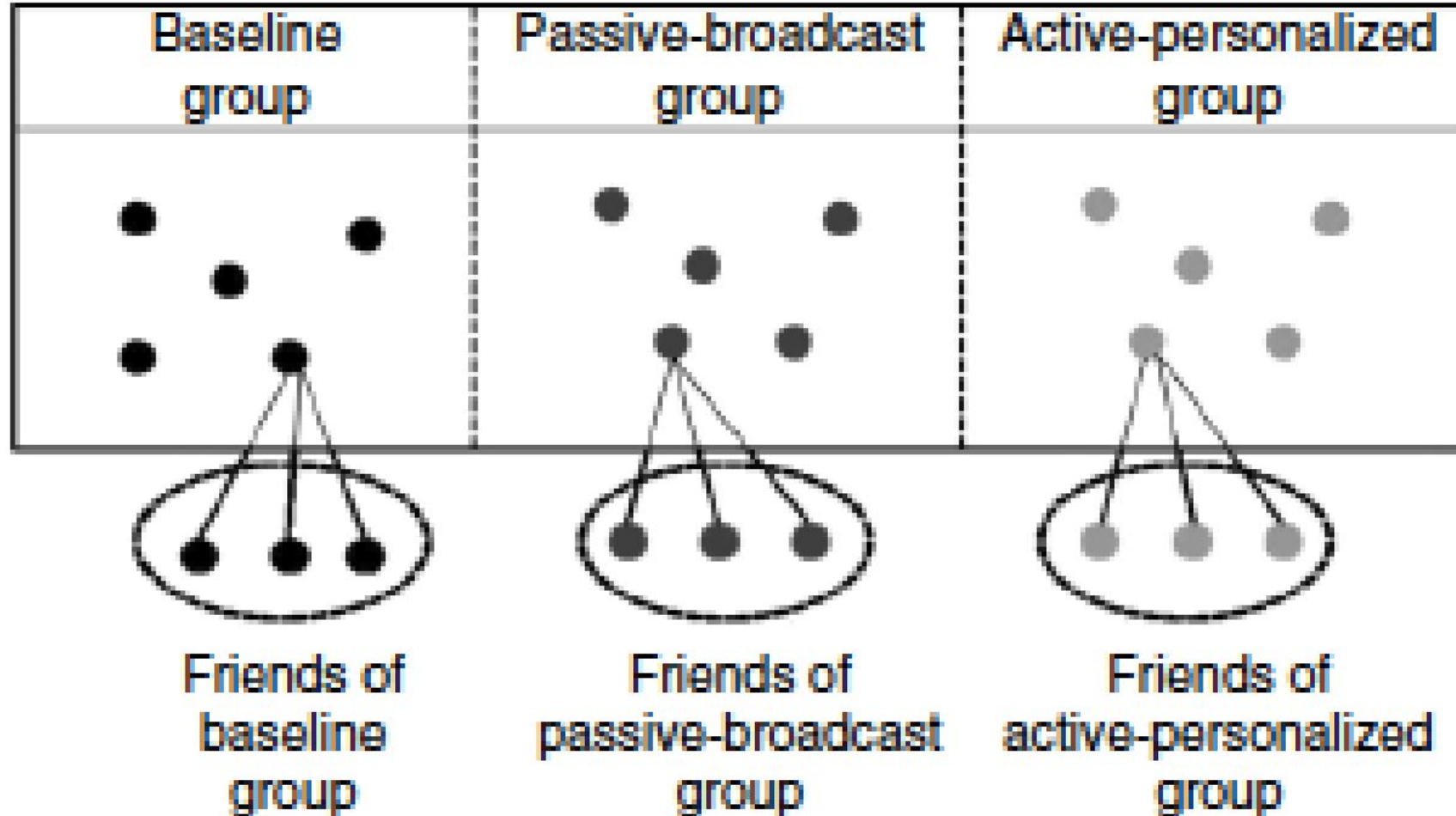
- Benefits that arise from "network effects" and how we can leverage networks (as discussed in a prior lecture)
- Two key ideas around viral features: **of products** and **of content**
- Baking in "network effects" and / or building viral products and content are key imperatives in the digital economy, especially when it comes to acquisition and retention of customers
- We'll examine some important ideas from research
- And we'll conclude with an exercise

- Word-of-mouth (WOM) is the most effective form of marketing and critical for customer acquisition
- WOM accelerates when
 - Product / service is outstanding
 - Users can “show and tell”
 - There’s a **focal attribute** around which one can build a story
 - Senders and recipients of WOM share circumstances

- The ease with ideas and information can be **shared** is a critical feature of the digital economy
- MIT study (viral features of products)
- Wharton research framework (properties of viral content)

Viral Features of Products

Figure 1 Graphical Representation of the Experimental Comparison



- Relative to the **control group** the two groups with viral features showed:
 - A greater number of peer adopters
 - Faster adoption by peers
 - Deeper adoption by peers

- In comparing **passive** versus **active** viral features
 - Active has a higher marginal impact
 - But ... passive has a higher total impact

- And, customers with viral features use the product more!

Social Advertising and Social Targeting

Networks, Targeting and Advertising



- Ads are targeted to potential customers on the basis of connections in a social network
 - Leverage knowledge of who is connected to whom (exploit **homophily**) *Homophily is the principle that a contact between similar people occurs at a higher rate than among dissimilar people.*
 - Tailor content with information relevant to the social relationship (overlay **influence**)
- Connection to other lectures
 - Networks
 - Advertising and media consumption

A Social Advertisement

“Incorporates user interactions that the consumer has agreed to display and be shared ... the resulting ad displays the user’s persona within the ad content.”

Finding 1: Social Targeting

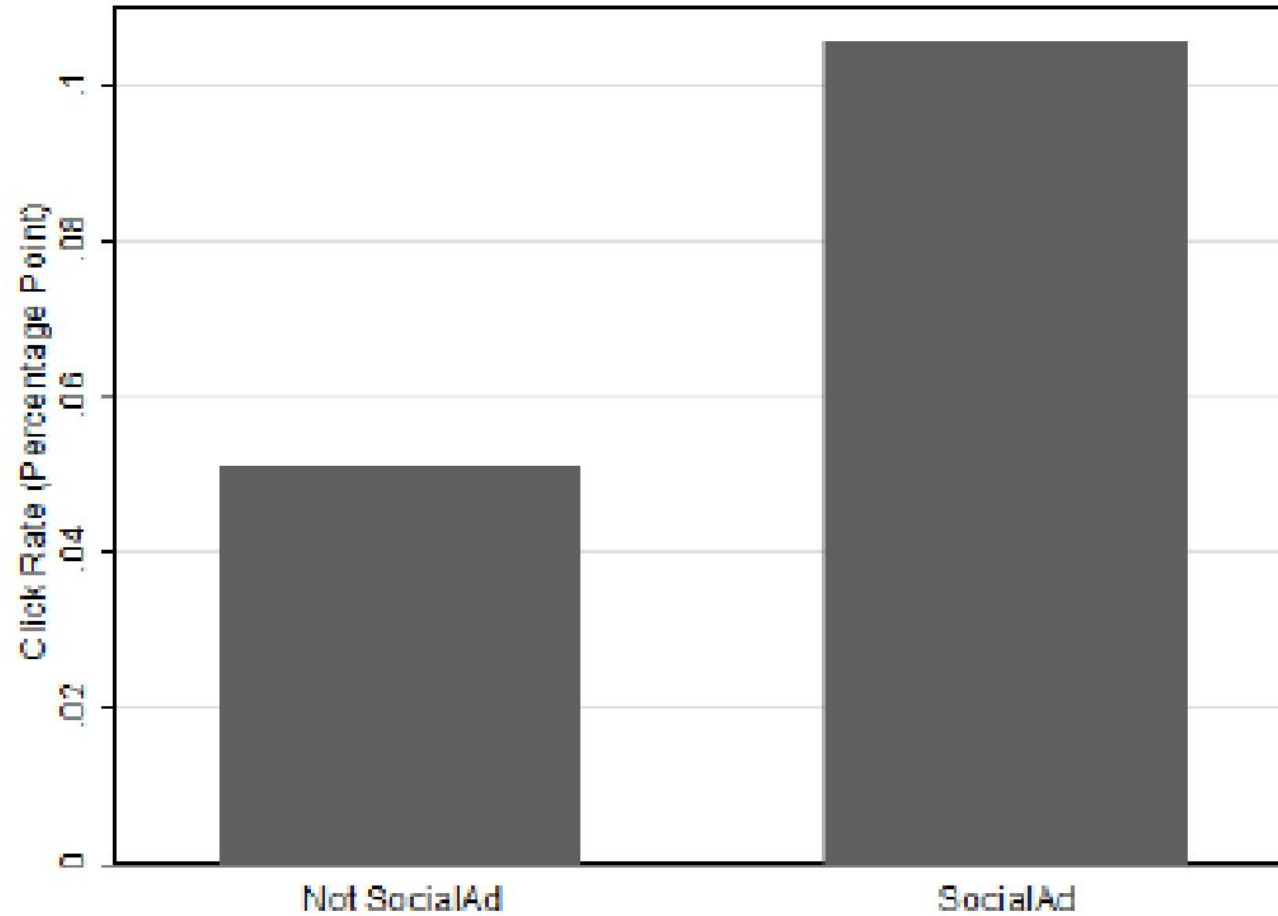


Figure 2: Social advertising is effective

- So, we just saw that firms can benefit from social advertising, but that they need to be careful about trying to do too much overt influence.
- In **social targeting** we ask: Can knowledge of social relationships help us find “better” kinds of customers
 - If so, then for what kinds of products?
 - And, is **social targeting** better than more conventional methods such as **demographic targeting**
 - Finally: What if one had **very detailed** individual level data on a customer’s buying patterns and history?

Social Media Marketing Plan



Social media marketing (SMM) plan – Formal document that identifies and describes goals and strategies, targeted audience, budget, and implementation methods as well as tactics for monitoring, measuring, and managing the SMM effort.

An effective social media marketing requires:

- Setting goals
- Developing strategies to reach a target audience

PLAN



Social Media Marketing Plan

- Most SMM plans contain:
 - An executive summary
 - A brief overview
 - Analysis of the competition
 - The body of the plan

SMM actively solicits the audience's participation in the message

Successful SMM efforts require the audience's trust

- Phases of developing an SMM campaign
 - Set goals
 - Target the audience
 - Develop strategies
 - Produce content
 - Implement the plan
 - Monitor
 - Measure
- Social media is helpful for connecting with influencers
 - **Influencers** – Individuals with the capability of affecting the opinions or actions of others

Cycle of Social Media Marketing

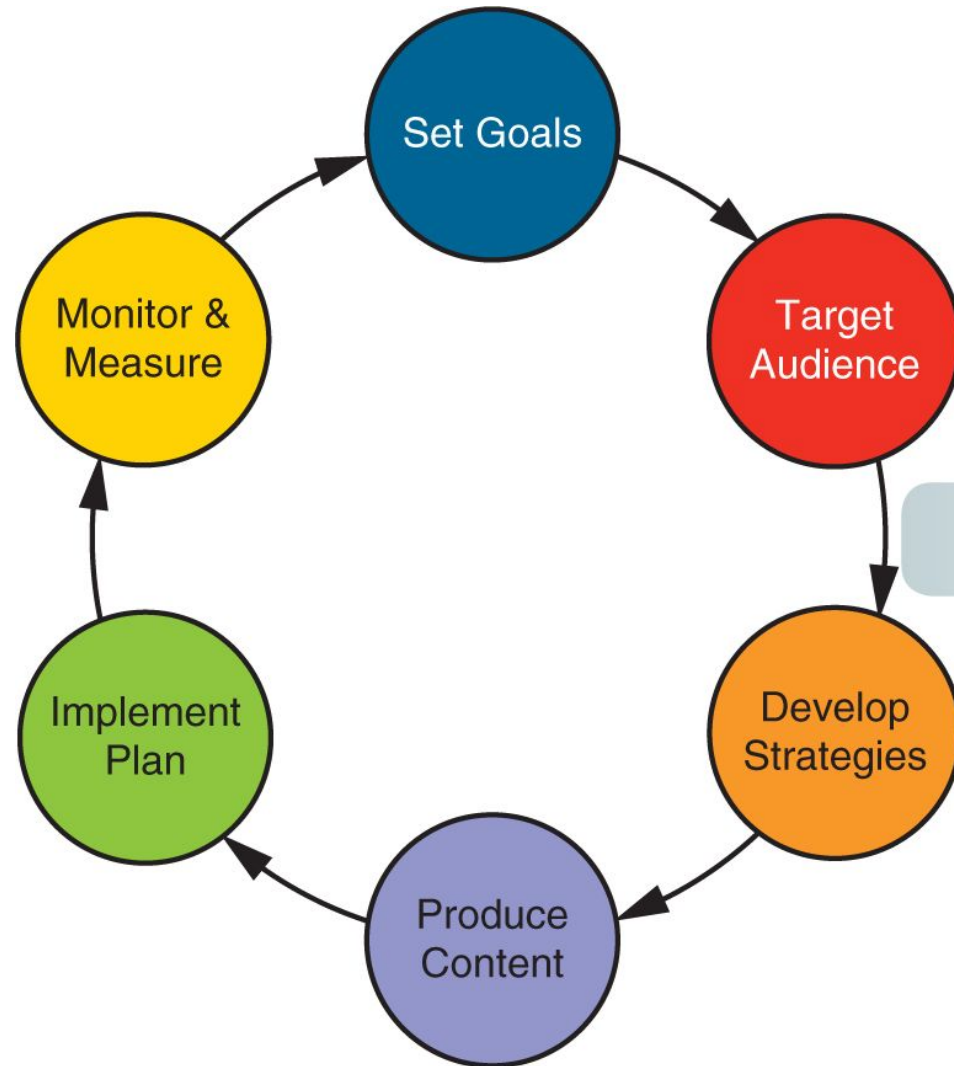


FIGURE 4.3
Cycle of Social Media Marketing

Source: Based on Ron Jones, "6 Steps in Developing a Social Media Strategy," *Clickz*, January 9, 2012, www.clickz.com.

- Successful social media marketing campaign starts with **clear goals**
- Once goals are established, marketers are better able to **develop strategies and choose the right platforms** or outlets for their messages
- Goals should be **flexible**
- Conditions in the marketing environment may change, and marketers should be able to adapt their goals without scrapping an entire plan

- Social media marketers arrive at a target audience based on the goal of the marketing effort
 - If it is to create brand awareness, the audience will be **broader** than for strengthening relationships with existing customers
 - Marketers narrow this target further by determining **which social media will be best suited to certain types of consumers**
- In order to pinpoint the audience for social media marketing, firms gather information on :
 - Demographics
 - What the group or organization needs or wants

- Every strategy in an effective social media marketing campaign traces back to the campaign's goals—and ultimately links to a firm's overall strategic goals
- Marketers decide: which social media platforms to use, and **how to combine** them to reach and engage with the audience

What is Social Media Strategy?

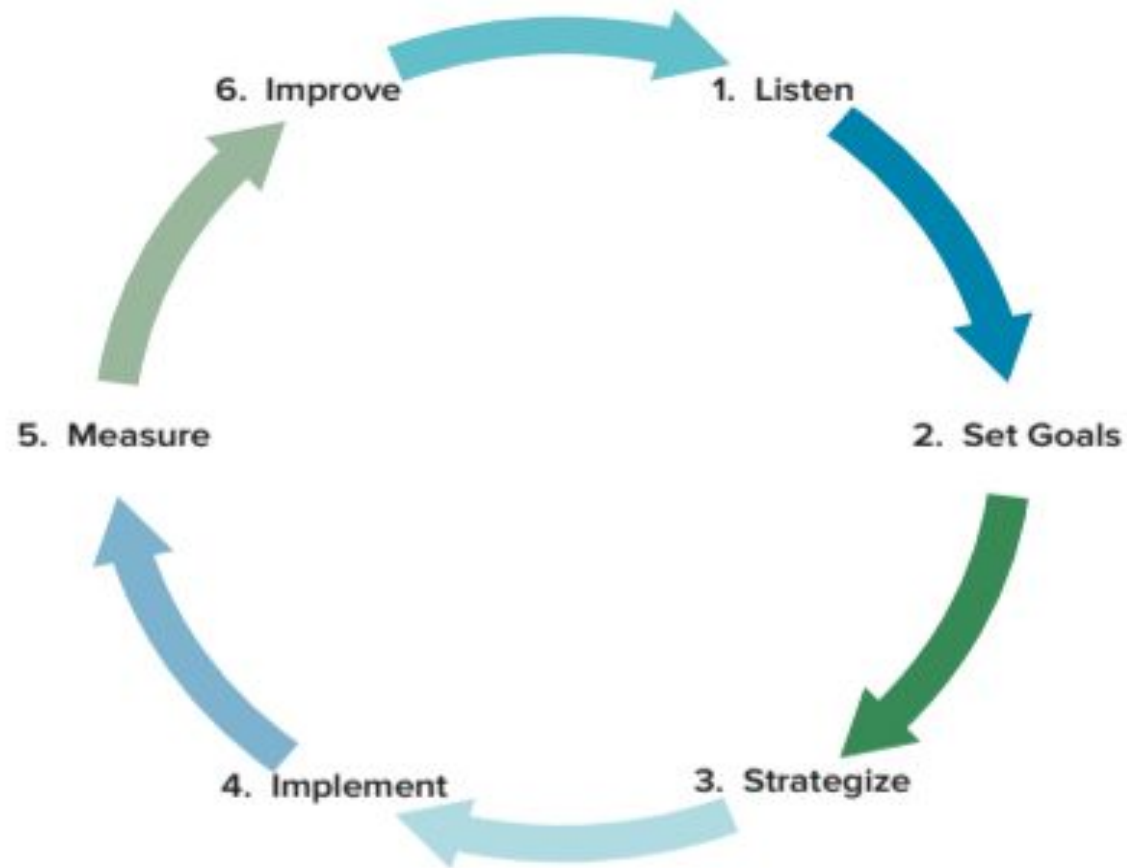
Social media strategy refers to the step-by-step methodological approach to achieving a certain objective using social media.

The major objectives of employing social media are as follows:

- Engaging the customer
- Building the brand
- Generating leads and implementing conversions

How to build a successful social media strategy?

A social media strategy can be best formulated with the help of the Social Media Strategy Cycle shown below



"Most people do not listen with the intent to understand; they listen with the intent to reply" - Stephen R

<http://www.youtube.com/watch?v=OieP7GXF44>

Social media listening tools simplify the listening process.

They provide a quick and an effective way to collect, process and analyse the huge amounts of data generated.

Tools to Listen

- Google Alerts
- Hootsuite
- TweetDeck
- Meltwater
- Radian6

Goal setting is necessary to:

- Strengthen positive sentiments and reduce negative sentiments of the customer
- Bring new perceptions about the brand among the various stakeholders
- Include brand repositioning.

Exhibit

Tata Nano (Goal Setting for Brand Repositioning)

Background – Initially, Tata Nano was conceptualized as the ‘cheapest car’. Further, as the organization realized that this perception of ‘cheapest’ was a hindrance to sales, it tried to reposition the car as a ‘fashionable car’ and as a ‘car for the youth’. The campaign was given a further boost on the International Youth Day. Tata Nano took an opportunity to represent the sentiment of the younger generation through a social media campaign that stood for the true spirit of the youth.

Execution and Results – A series of graffiti-based posters with youth-centric slogans were created. The posters boldly highlighted the grievance that youth are often underestimated.

As a result, in a single day, Tata Nano’s daily organic reach rose over 57% above the average reach of the month.

The strategy is an outcome of 3 main considerations

- Content strategy
- Target group
- Platform

<http://www.youtube.com/watch?v=FHtvDA0W34I>

Red Bull is an Austrian energy drink with a global market. The company sponsors motor racing teams and football clubs in many countries to complement its sponsorship of athletes in extreme sports. It does a lot of on-ground events and Red Bull Stratos was one such extreme activity.

Result:

The campaign received 216,000 likes, 29,000 shares and 10,000 comments in just 40 minutes.

The monthly circulation of Red Bulletin, the international men's active lifestyle magazine, reached 2.5 million just because of this feat.

This event resonated very well with the brand personality of Red Bull and reinforced its image.

Implementation has two components

- **Timely posts**

Analytics must be used to identify the right time to post. The content should be scheduled at apt and regular intervals. This is better done using scheduling tools. The most commonly used tools are Buffer and TweetDeck.

- **Reaction checks**

In social media marketing, reaction checks fall in the category of crisis management. At times, though well planned, some social media posts may backfire. In order to avoid excessive damage from such incidents, audience's reaction to every post should be assessed.

Day	Time	Submission Date	Platform	Theme	Title	Team/ Person Responsible	Link to Post
	10.30 AM						
	12.30 PM						
Monday	5:00 PM						
Tuesday							
Wednesday							
Thursday							
Friday							
Saturday							
Sunday							

<http://www.youtube.com/watch?v=OuNobR2wCOA>

A good approach would be to define the measurement metrics right at the beginning while deciding the campaign goals. The campaign will be considered a success if the target of meeting a certain goal (defined as a measurable metric) is achieved.

Most widely used social media metrics to measure the performance of a campaign are:

- Conversation Rate – Number of comments/reach
- Amplification Rate – Number of shares or retweets/reach
- Applause Rate – Number of likes or favourites/reach

Goal Outline	Goal Defined as Measurable Metrics
Increase the brand reach	Achieve 100 brand mentions through retweets, Get 50 shares/post on Facebook.
Recruit through employee referrals	Receive 100 employee referrals.
Get customer feedback about a product / Get customer inputs for a new product R&D	Get the survey form filled by 1,000 prospective customers.

- The results should be measured and compared with the goals and if a shortfall is found in the achievement, then the next focus should be on restructuring the strategy to meet the goals.
- If the goals are met, then the listening exercise should be repeated to establish new goals and a new campaign to meet these goals.

- Content for an effective SMM campaign has:
 - A strong brand focus
 - A focus on the audience rather than the organization
 - Targeted keywords
 - Relevant information
 - Shareworthy text and images

- SMM plan requires a timeline for implementation
- Timeline includes **managing, monitoring, and measuring** the success of the effort
- Experts recommend that marketers refrain from scheduling content more than a week away because:
 - Information can change
 - Consumer responses may shift
 - Events might occur that would change the content

Rules of Engagement for Social Marketing

- Follow rules and guidelines
- Use social media channels as they were intended
- Think before posting—or deleting



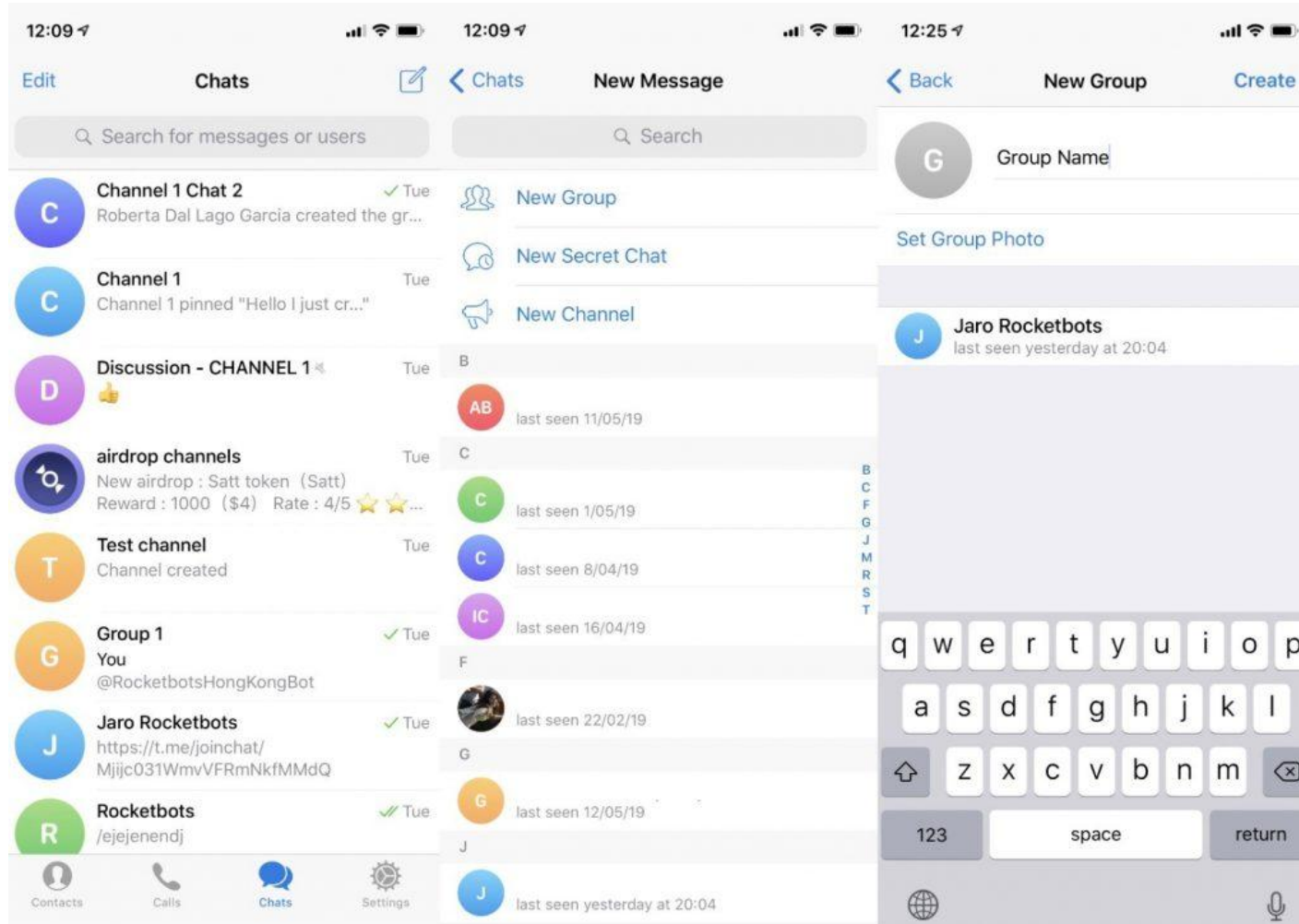
- **Social media monitoring** – Process of tracking, measuring, and evaluating a firm's social media marketing initiatives
- **Social media analytics** – Tools that help marketers trace, measure, and interpret data related to social media marketing initiatives



- **Telegram marketing** — is a type of [messenger marketing](#) that implies promoting a brand through Telegram. With this channel, you can grow your outreach, boost sales, and help customers explore your service.

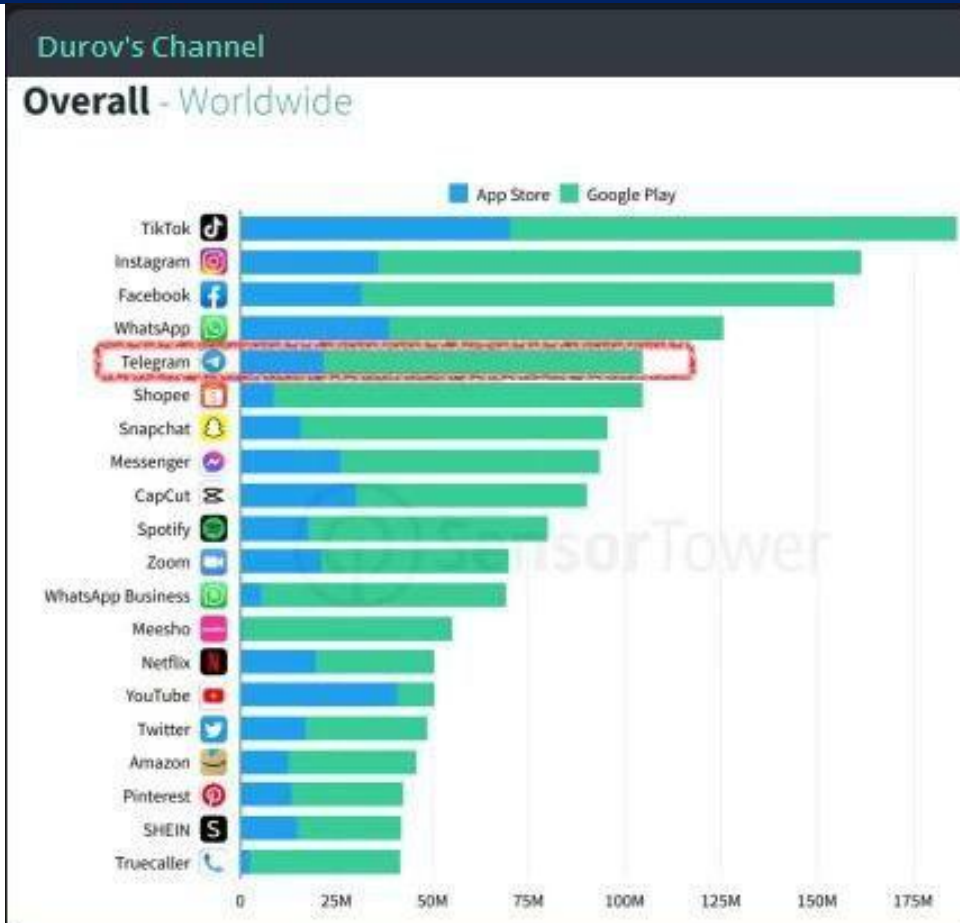


Why Should You Use Telegram Marketing for Your Business?



- Allows marketers to keep their audience informed.
- Helps marketers better communicate with their customers.
- Allows brands to support customers 24/7
- Allows brands to drive traffic to a website
- Increase user engagement.

App Rankings



Statistics

Telegram has currently 700 million+ active monthly users and it is on the list of the top 5 most downloaded apps all over the world.

In 2022, Telegram is again among the top 5 most downloaded apps in the world (just like in 2021). Of these top 5 most popular apps, Telegram is the only one that doesn't spend billions on marketing to buy downloads. In a way, we are the only app that is on the list purely because it is genuinely loved by the people 🍷

Telegram vs Instagram Marketing

Instagram	Telegram
More Expensive	Less Expensive
Don't allow to send links.	Allow sending links.
Can't build community.	Easily build community.
Can't make bots.	Create bots for user personalization.
Can't send attachments.	Allow sending files up to 2GB.
3 percent view rate.	20 percent view rate.

It is sure that telegram has more benefits for building a brand. It is cheaper than Instagram. However, Instagram has a large user base than telegram but the telegram userbase is growing exponentially with its features and security.

Facebook is the highest used social media platform, having more than 2.7 billion active users.


A repository of people and their choices, this platform is a boon to marketers.

http://www.youtube.com/watch?v=Y_SYuMXhWwM



Facebook Marketing - Cambridge Analytica Debrief

-- Donald Trump Presidential Campaign

<http://www.youtube.com/watch?v=84gTofMPz1k>

 **EdgeRank**

$$\Sigma = U_e \times W_e \times D_e$$













 AFFINITY (u_e) More you talk with your friends, reply to their photos, comments and likes. More gets the affinity towards them	 WEIGHT (w_e) More engagement on your specific posts, more weightage it will get among all posts.	 TIME DECAY (d_e) One of your posts got lot of response, but then it starts slowing down; which results in decay to push the posts down among all postings.
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Facebook for Business provides the latest news, insights and strategies to move your business forward.

Create a Facebook business page for your business and use Facebook business manager tool to :

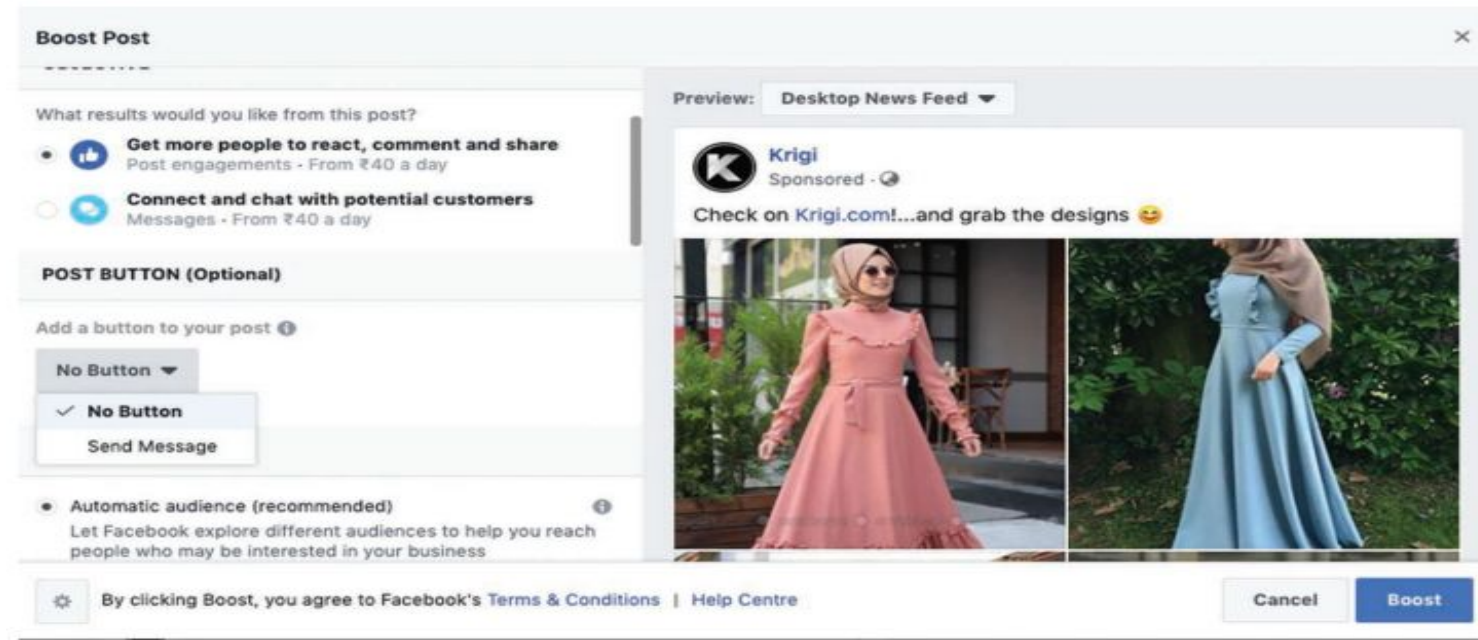
- Build brand awareness
- Promote your local business
- Grow online sales
- Promote your app
- Generate leads
- Measure and optimise ads
- Retarget existing customers

Facebook Advert Objectives

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Product catalog sales
	 App installs	 Store visits 
	 Video views	
	 Lead generation	
	 Messages	

Page Post-Engagement Adverts

- Page post-engagement adverts are used to increase the audience engagement on the post.
- This is done through the Boost Post option on the Facebook Business Manager.
- To put this in perspective, any post which is boosted is called a 'post-engagement advert'. If not, it is just a general post.
- Boosting provides insights into the type of content the customers are liking
- The recommended size for images is 1200 × 628 pixels.



Page-Like Adverts

Page-Like Advert is an advertisement to inorganically get more people like the fan page.

This is especially useful because, in a way, it reduces the need for page post-engagement adverts.



Website Clicks and Conversions Adverts

Facebook provides the option to run advertisements to redirect people to the company's website.

It is also possible to track conversions after landing on to the site.



App Installs and Engagement Adverts

Facebook's app installs and engagement adverts enable the business to connect with audiences who are most likely to install the business' app.

These can be used to promote user activity on the app such as making a purchase, booking a service or playing a game.

Video Adverts

Video is the most effective way of storytelling, the easiest way to build an emotional connect with the consumer.



Carousel Format Adverts

The Carousel Format Adverts allow showcasing multiple products in a single advert and users can scroll them.

It serves to build anticipation and can work as a teaser



Lead Adverts

Lead Adverts specifically help businesses generate leads.

They create contact forms in the adverts, which are pre-populated with contact details such as email address and phone number.



Canvas Adverts

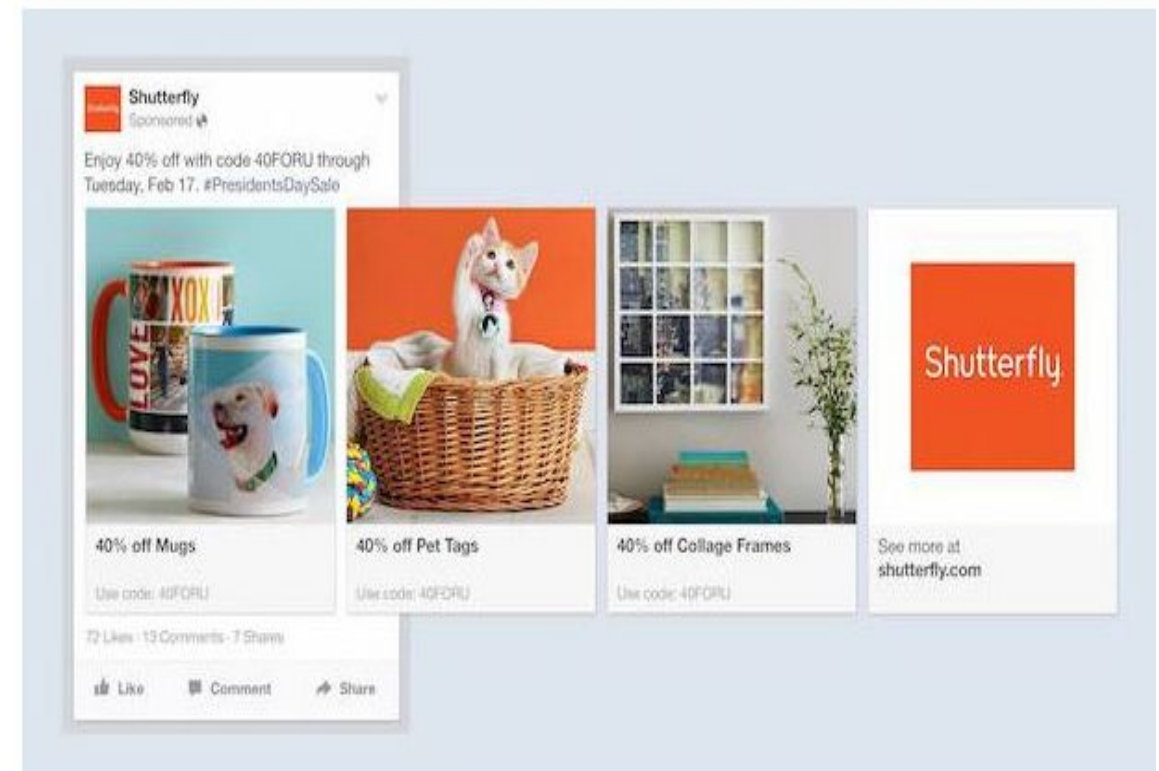
Canvas is an immersive mobile-only advert for businesses to showcase their products or tell their brand story.

It is a combination of images, videos and call-to-action buttons.

<http://www.youtube.com/watch?v=sXsl55iiDC0>

Dynamic Adverts

When audiences search for a flight ticket or try to book a hotel, they see corresponding adverts in Facebook news feed.



Offer Claim Adverts

These adverts are designed particularly to tell the customers about any discounts/offers that might be running on the products/services

Whenever audiences claim an offer, they are redirected to the online store to shop and the related offer is applied at checkout.



Local Awareness Advert

Local Awareness Advert enables hyper-local businesses to reach a highly geographically targeted audience.

Businesses can do radius targeting to reach people near them



Facebook Insights is a powerful tool that lets you use Facebook data to your advantage.

Facebook data can be used mainly for two purposes:

1. Analysing the audience
2. Analysing the fans' activities.

<http://www.youtube.com/watch?v=5dx0foh73-A>

- **Social media** involves the building of communities or networks and encouraging participation and engagement.
- Our goal as (digital) marketers is to understand how to **create** fans for our products and develop **thematic campaigns** that leverage multiple platforms both online and offline
- Social advertising is a process
- Social targeting is essential

Thank You