



# Digital Marketing

(Unit – 3)

by

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## Social Media Marketing

- Social media are interactive platforms where content is created, distributed and shared by individuals on the web.
- 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 opinions and content.
- As the name implies, social media involves the building of communities or networks and encouraging participation and engagement.
- Social media marketing is a process that empowers individuals to promote their websites, products, or services through online social channels and to communicate with and tap into a much larger community that may not have been available via traditional advertising channels.

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## Types of Social Media Platforms

- There are several types of online platforms classified under the vast umbrella of social media.
  - **Social Networks**
    - Social networking websites allow users to build web pages featuring personal portfolios and interests.
    - These pages are used to connect with friends, colleagues and other users in order to share media, content and communications.
    - The core social platforms where people interact through social networks are Facebook, Instagram and Snapchat for consumer audiences, LinkedIn for business audiences, and Twitter for both.

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### Types of Social Media Platforms (contd...)

- **Web Blogs**
  - Blogs are often viewed as online journals that order content chronologically, or by date, month, year and category.
  - Users can also maintain “vlogs,” or video blogs, featuring shared or homemade videos.
  - **Blogging websites include WordPress and Blogger.**
- **Microblogs**
  - Microblogs are blogging tools that feature short posts, as opposed to journal-style posts.
  - Users are usually restricted to posting a few lines of text, or uploading individual images and videos.
  - Microblogging is particularly common for posting quick updates and distributing content via mobile devices.
  - **Notable microblogging sites include Twitter and Tumblr.**

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### Types of Social Media Platforms (contd...)

- **Content Communities**
  - Users on content communities organize, share and comment on different types of content, including images and videos.
  - **YouTube, Flickr and scribd are examples of content communities.**
- **Wikis**
  - Wiki websites allow a community of people to add and edit content in a community-based database.
  - **One of the best-known wikis is Wikipedia.**
- **Podcasts**
  - Podcasts are audio and video files available through subscription services such as Apple iTunes.

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### Types of Social Media Platforms (contd...)

- **Other types of social media include the following:**
  - Rating and review sites (e.g. Yelp)
  - Social bookmarking or social tagging features (e.g. Digg; Stumble Upon)
  - Forums and discussion boards (e.g. Yahoo!; Answers)
  - Music and audio sharing (e.g. Spotify; Pandora Radio)
  - Virtual social worlds (e.g. Second Life; World of Warcraft)

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## Use of Social Media for Digital Marketing

- **Engagement (through dedicated pages):** Social media marketing gives a chance to marketers to create an owned media presence and engage with present customers at almost no cost.
- **Advertising (through native/content ads):** The biggest advantage is to build customized content and native ads for users who are immersed in the social media site for maximum impact.
- **Viral platforms (through network effects):** It is one of the few channels which supports the network effort and strong word-of-mouth.
- **Idea/concept testing (through crowdsourcing):** Social media can help get feedback on new concepts through influencer testing and also help obtain new ideas through crowdsourcing (getting consumers to share their thoughts and provide ideas for free).

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## Advantages of Social Media Marketing

- Best channel to develop user following
- Best channel to begin with a lean budget
- Improved customer insights
  - With listening tools being deployed extensively, social media helps understand what consumers are interested in and how they behave and react to marketing.

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## Social Media Marketing Strategy

- Social media marketing strategy refers to a the step-by-step methodological approach to achieve a certain objective using social media.
- The major objectives of social media strategy can be classified as follows:
  - **Customer engagement** (customer engagement refers to a company's or brand's efforts to build relationships with individuals through personalized interactions on multiple channels, with the goal of gaining and retaining loyal customers.)
  - **Brand building**
  - **Lead generation and conversions**

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**Listen**

- Listening is the art of discovering valuable insights from people's public expressions all over the Internet. **The real value in social media comes from what we hear, not what we say .**
- Example of Listening - **Paytm Karo**
  - Listening Exercise:** Market research showed that for Tier-1 and Tier-2 city customers, the world of online payment was becoming confusing. There were too many online payment options (Net Banking, Debit Card, Credit Card, etc.). The normal customer was not able to keep up with the emerging technology and their multiple options.
  - Strategy and Result:** Paytm decided not to approach customers as one more payment method of same kind. They wanted to shift the perception to a new currency – **Paytm Cash** and wanted its customers to accept Paytm Cash as an alternative form of currency. To bring out this change in people's perception, **the ad commercial showed everyday situation like struggling with an auto driver for change. As a result, in just 10 months (during 2014), the number of Paytm Wallets increased from 23 Million to 105 Million.**

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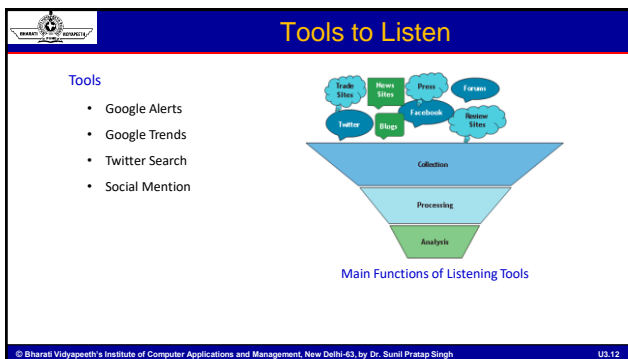
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## Tools to Listen (contd...)

- **Google Alert** – It is a free content change detection and notification service. Once the search terms are defined, any new content found or change recognized related to defined search term is notified by email. The new content found could be blogs, news articles, scientific papers, etc.
- **Google Trends** – It is a web facility which shows how often a term is searched, relative to the total search volume.
- **Twitter Search** – With approx. 500 million tweets everyday, Twitter is a power-house of opinion and information. Filtering and finding the right data from this huge stake of information can easily be done through Twitter Advanced Search feature. This feature can be used to know the sentiment around the brand, reach out to dissatisfied customers, etc.
- **Social Mention** – It is an online media search engine that searches the user-generated content such as blogs, comments, social media posts, news articles, etc. and derives meaningful insights.

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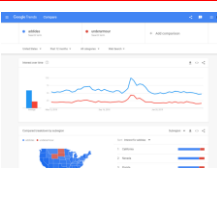
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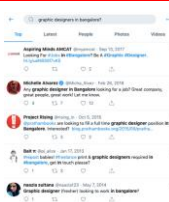
## Tools to Listen (contd...)



Google Alerts



Google Trends



Twitter Search

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## Goal Setting

- Based on the results of the listening exercise, one can generally arrive at a set of positive and negative sentiments prevailing about their brand in the market.
- The goal should be set to strengthen the positive notions about the brand further and eliminate any negative views.
- In specific cases, the goal setting may involve bringing in new perceptions about the brand among the various stakeholders. At times, goal setting may also include brand repositioning.
- Example: **Tata Nano** (Goal Setting for Brand Repositioning)
  - Initially, Tata Nano was perceived as the '**Cheapest Car**'. Further, as the organization realized that this was a hindrance to sales, it tried to reposition the car as a '**Fashionable Car**' and '**Car for the Youth**'.
  - The campaign was given a boost on the International Youth day with a series of graffiti based posters with youth-centric slogans.
  - In a single day, Tata Nano's daily organic reach rose over 57% above the average reach of the month.

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## Strategy

- After defining a set of goals to achieve, develop a strategy to achieve those goals.
- The strategy consists of three main parts:
  - Content Strategy
  - Target Group
  - Platform

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## Strategy: Content Strategy

- Content strategy forms the heart and soul of social media marketing.
- It is the art of creating valuable content for the target audience.
- The ideal content strategy is one, which receives 'word-of-mouth publicity' (earned media) from key influencers in the industry.
  - This is possible when the content is really compelling and satisfies the following three criteria and is at the intersection of them:
    - Match with the vision and mission of the organization
    - Be unique to the organization
    - Resonate with the audience's interests



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## Strategy: Content Strategy (contd...)

- **70/20/10 Content Approach**
  - About 70% content should be low-risk content. It should mostly have everyday content for customer engagement.
  - About 20% content should be medium-risk content (innovative).
  - About 10% content should be high-risk content and must be used to create expectations upfront. This is completely new and unexpected content.

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### Strategy: Content Strategy (contd...)

| 70% Content                                                                                                                                                                  | 20% Content                                                                                                                       | 10% Content                                                                                                                                                                                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>It's Summer. Beat the heat with fresh cucumber!<br/>Stay healthy with YouMart.<br/>Buy fresh fruits and vegetables at www.youmart.in.<br/>#YouMartYouMart #Cucumber10</p> | <p>Be the biggest spender of www.youmart.in before January 20th &amp; you could win an iPad, a Moto G and more. Get shopping.</p> | <p>This will be completely new and unexpected content. For example, Shahrukh Khan, the brand ambassador of Big Basket, paying a surprise visit to the customer's house to deliver their grocery.</p> |

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### Strategy: Content Strategy (contd...)

- 50-50 Content**
  - Approx. 50% of the content must be brand related.
  - The other 50% should be non-branded and should be a mix of humour, entertainment, monthly themes, product updates, current affairs, etc.
- Brand Mnemonic**
  - Mnemonic are strong communication tools which helps in quick brand association and brand recall. Brand mnemonics may include logos, tag lines, etc.
- Brand Story**
  - 'People don't buy what you do, they buy why you do it' – A brand story answers the later part of the statement.
  - It tends to communicate with the customer, what the brand believes in and the unique reasons for the existence of the brand.

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### Strategy: Content Strategy (contd...)

- Jiwa (former TEDx speaker) defines 20 key aspects of a brand story.**

The 20 Keys To A Brand Story

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## Strategy: Target Group

- Clearly defining and targeting a specific set of audience will help to promote the most relevant aspects of business to each set of audience.
- These sets of audience may be general public, customers, opinion leaders, investors, etc.
- The content strategy should be different for different target audience.
- Marketers often fail in social media because they do not segment target audiences and do not customize the content according to the target audience.

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## Strategy: Target Group (contd...)

- Interests of Various Sets of Audiences

| Audience        | Interests                                                                                                           |
|-----------------|---------------------------------------------------------------------------------------------------------------------|
| Customers       | Product benefits, product features, discounts, price, delivery, warranty, data about sales figures, etc.            |
| Opinion Leaders | Industry insights, forecasts, new product development, innovations, comparative study, trends, analyst reports etc. |
| General Public  | Humor, entertainment, CSR activity, community engagement etc.                                                       |

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## Strategy: Platform

- Different target groups are present in different concentrations on various social media platforms.
- It is essential to reach out to the chosen target group on the right platform.
- For example:
  - If the target audience is opinion leaders, Twitter may be the platform of choice.
  - If the target audience is general public, Facebook may be apt choice.
  - For B2B company targeting customers, LinkedIn maybe more relevant.

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## Implementation

- Planning only solve half problem, it is implementation which is the key to success.
- In case of social media, implementation consists of two parts:
  - **Timely Posts**
  - **Reaction Checks**

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## Implementation: Timely Posts

- Analytics must be used to identify the right time to post.
- The content should be scheduled at regular intervals.
- The schedule may include the **date, time, theme of the post**, etc.
- The most commonly used scheduling tools are:
  - **Buffer**
  - **TweetDeck**

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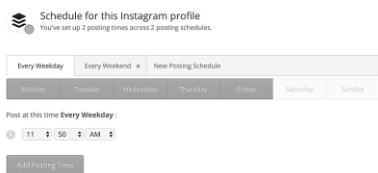
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## Implementation: Timely Posts (contd...)

- **Buffer** - It is a tool for managing and scheduling the social media activities across various social media platforms.
 



Buffer Screenshot
- **TweetDeck** - It is an application for effective management of multiple Twitter accounts. It can also be used for scheduling tweets.

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## Implementation: Reaction Checks

- In social media marketing, reaction checks fall under the category of crisis management.
- At times, although well-planned, some social media posts may backfire.
- In order to avoid excessive damage, the audience's reactions to every post should be assessed.
  - Consider the OLA cabs' YouTube ad campaign video titled 'Micro Stories: Too Expensive to take Girlfriend Out of Date?'
    - This video faced huge backlash on Twitter, as the audience perceived it as demeaning the independence of women.
    - OLA cabs was quick to respond, and immediately took off the ad and could minimize the damage.

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## Measures

- Some of the most widely used social media metrics to measure the performance of a campaign are:
  - **Conversion Rate** – Number of Comments/Reach
  - **Amplification Rate** – Number of Shares or Retweets/Reach
  - **Applause Rate** – Number of Likes or Favourites/Reach
- These can be calculated on page level and post level.
- There is one more derived metrics to evaluate social media performance:
  - **Engagement Rate** =  $\frac{\text{Total Interactions (e.g. Likes+Shares+Comments on FB Post)}}{\text{Total Reach (No. of People who viewed the Post)}}$
  - **Economic Value** = Short-Term Revenue + Long-Term Revenue

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## Improve

- Once the results are measured and compared with the goals, the next focus should be on the restructuring the strategy to meet the goals.
- If the goals are met, then, the listening exercise should be repeated to establish new goals and new campaign to meet these goals.
 

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  - At any point in time, an organization's social media team should be actively performing any one of the steps of social media strategy cycle.
  - It is a continuous process, and there is always scope for improvement.

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## Facebook Marketing

- Facebook marketing offers a variety of highly targeted paid advertisements and organic posts, allowing brands to put their products and services in front of the massive audience.
- **Importance of Facebook Marketing:**
  - **Has Global Coverage** - Over 1.5 billion users visit Facebook daily. About 2.3 billion — every month. More than 7 million active companies create ads for this massive audience.
  - **Offers Highly Targeted Paid Ads** - With Facebook Ads, we can tailor our promotions to a specific audience based on gender, age, location, job, interests — any demographical or behavioral data, which users willingly share with Facebook.
  - **Makes Organic Reach Possible** - If we do not have resources to utilize Facebook Ads, build relationships organically by sharing materials that bring value to people on your Facebook page. Your posts will show up in the newsfeed, though the high level of competition will make it harder to build an audience naturally.

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## Benefits of Facebook Marketing

- **Precise Targeting** – Facebook allows users to deeply segment their audience but let's take a closer look at the options available. Within demographic targeting, we can select an audience with a particular income, education level, life events, relationship status, or job. We can look for customers, taking into account their interests, such as their preferred entertainment, sports, hobbies, and shopping habits. Also, you can reach clients based on purchase behaviors, intent, device usage, etc.
- **Increased Website Traffic** - We can drive our audience directly to our website. Moreover, these people will be higher quality leads than users who land on your site organically because they already know your company. Hence, we have more credibility in their minds. Encourage your followers to visit your site to find out more about your products. **Besides, when linking to a site, Facebook generates a full-size image if our site page has one.** So, it will attract many users' attention and help us boost website traffic.

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## Benefits of Facebook Marketing (contd...)

- **Variety of Ad Formats** - Facebook provides businesses with excellent opportunities that allow them to showcase their products from the best angles. Ads on this platform include both text and visual formats. We can boost our post by turning it into an ad, produce stories to show our behind-the-scenes, make a slideshow of our new collection, use carousel ads to demonstrate up to 10 products linking to the corresponding pages, etc.
- **Customer Support** - A lot of people prefer to connect with a brand via social media. Create a chatbot for Facebook Messenger to communicate with users based on their popular queries — keywords. They can include "price," "delivery," "payment options," "purchase," "book," etc. We only need to develop a scenario based on users' FAQs and write the answers. The chatbot will imitate the real conversation. As a result, the support team will have time for more complicated issues and we can automate routine tasks.

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## Benefits of Facebook Marketing (contd...)

- Positive Impact on SEO** - Some marketers claim that social media influences search rankings. It is believed that robots take into account our data in the About section while ranking. Moreover, our social media engagement contributes a lot. Shares, likes, and comments tell Google that people are interested in our brand and engage with it. Although there is no exact proof, it is not superfluous either.

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## Formats of Facebook Marketing

- Video ad**
- Image Ads** - In case our budget is too tight to make a video, image ad is a good idea for creating a high-quality ad fast and easy.
- Carousel Ads** - It allows showcasing up to ten images or videos inside a single advertisement - each with a link to a specific product page. It provides a vast field for creativity and interactivity since we can feature one product in detail, or a few different products, or tell a story, separated by those carousel cards.
- Collection Ad** - It is like a small catalog of our products right in a post on the Facebook feed. A Collection ad consists of one original video or image and four smaller pictures below in the form of a grid.
- Slideshow Ads** - It is a video-like format that displays well even if the speed of the internet connection is low. You can create such an ad using a variety of stock images, some handy tools for video editing, and even music.
- Lead Generation Ads** - It was developed to assist in generating leads, especially regarding mobile users. When a user taps on the image in such an advertisement, a subscription form shows up right in the ad, making a few taps enough to opt-in to your newsletters.

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## Facebook Ad Campaign

- The structure of a Facebook ad campaign is defined in **three levels**:
  - Ad Campaign**
    - At this level, the end goals of running ads (such as getting more page likes, app installs, etc. are defined.
  - Ad Set**
    - At this level, the organizations define their ad further through various optimization techniques such as targeting, bidding, scheduling, pricing, etc.
    - All these techniques help to focus the ad on a certain set of audience as per requirement.
    - An ad campaign can have multiple ad sets, each with a different combination of optimization techniques.
  - Ad**
    - The ad is what audience see. It may include the videos, images, call-to-action buttons, etc.

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## Adverts

- Facebook Adverts refer to advertisement on Facebook.
  - **Page Post Engagement Adverts**
    - These Adverts are used to increase audience engagement on the post. This is done through **Boost Post** option on the page itself or through **Ads Manager**.
    - By boosting, a post gets more people to see, like comment on and share page's contents on Facebook.
    - Boosting helps in gaining insights about what type of content the customers like.
  - **Page Like Adverts**
    - It is an advertisement to inorganically get more people to like the fan page.
    - Higher the number of fans there are on the page, higher is the organic reach of the post, and consequently, higher are the chances of people engaging organically.

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## Adverts (contd...)

- **Website Clicks and Conversions Adverts**
  - Facebook provides the option to run advertisements to redirect the users to company's website.
  - Whenever, users click on the ad, they are redirected to the website.
  - Inserting a code snippet to the HTML of website, it is possible to track conversations after landing on the company's website.
- **App Installs and Engagement Adverts**
  - Nearly 80% users access the Internet through mobile devices. Considering this, engagement on mobile is increasingly becoming important for businesses.
  - Facebook's app installs and engagement adverts enable the business to connect with audiences who are most likely to install the business app.

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## Adverts (contd...)

- **Video Adverts**
  - Video is the easiest way to connect with the consumers.
  - Video adverts can help in communicating the brand's story and raising awareness about the brand.
- **Carousel Format Adverts**
  - It allows showing multiple products in a single advert or developing a story across multiple images in a single advert.
  - They are the most cost effective form of adverts because at the cost of single advert unit, multiple messages can be delivered to the audience through multiple images.



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## Adverts (contd...)

- **Dynamic Adverts**
  - When audience search for a flight ticket or try to book a hotel, they see corresponding adverts all over their Facebook news feed.
  - Such advertisements, shown by Facebook fall under the Dynamic Adverts.
  - Many a times, the product a user searches for on Amazon, instantly a product advertisement from Amazon is shown in his news feed.
  - Whenever a user views a product on the business website, an advert is instantly generated from the uploaded product catalogue.
  - These adverts are very effective in driving sales, as the audience see only adverts related to the products they have recently browsed or have shown interest in.

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## Adverts (contd...)

- **Lead Adverts**
  - Lead adverts specifically helps in generating leads for businesses.
  - They help in creating contact forms in the advert that are pre-populated with contact details such as email addresses.
  - Facebook's Lead Adverts provide people with a quick and safe way to sign up to receive information from businesses, such as newsletters, offers, and quotes.
- **Canvas Adverts**
  - Canvas is an immersive **mobile-only** advert for business to showcase their products or communicate their brand story.
  - It is a combination of images, video and call-to-action buttons.
  - Once the user clicks on the advert in the news feed, a canvas opens within the Facebook app.

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## Adverts (contd...)

- **Offer Claim Adverts**
  - These adverts are designed particularly to communicate to the customers 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.
  - Offer Claiming Adverts are most effective in boosting sales.
- **Local Awareness Advert**
  - It enables local business to reach audience nearby their business, thus increasing foot falls.
  - They include inclusion of specialized options like a '**Get Direction**' button to help the audience locate the business.
  - Businesses can do radius targeting to reach people near them.

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## Adverts Targeting

- After selecting the appropriate advert for business, reaching out to the right people is the critical for success of the advert.
  - This can be done through Facebook Advert's Audience Targeting option.
  - Custom Audience**
    - Custom audience are specific set of people who have interacted with a business previously on Facebook or any other platform.
    - By choosing to show an advert to custom audience, businesses can show the advert to people who have downloaded their app, visited their website, commented on a post on their Facebook fan page.
    - Custom audience can be created from 4 major sources: **Customer File, Website Traffic, App Activity, and Engagement on Facebook.**

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## Adverts Targeting: Tata DoCoMo for Custom Audience

The diagram illustrates the process of creating a custom audience on Facebook. It starts with 'Integrate CRM data with Facebook API', which leads to 'Facebook API'. This then leads to 'Personalized ads based on user's profile'. The 'User's FB Info' is also fed into the 'Personalization' step. The final output is 'Personalized ads'.

**Message 1:** When logged on in Facebook, personalized ads with their name and recharge balance and urged to recharge.

**Message 2:** After users recharged they were shown an ad with thank you message.

**Message 3:** Options for subscribing to other value added services

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## Adverts Targeting (contd...)

- Look-a-like Targeting**
  - It allows businesses to target people similar to their fans or similar to their custom audience, which could be based on CRM data.
  - This targeting method is very powerful and effective as it can expand the reach to new users who are likely to behave in the same manner as most desired target audience do.
- Generic Targeting**
  - Generic targeting works well for companies that have no specific customer database and would like to run an advert addressed to any set of audience satisfying certain criteria.
  - It allows businesses to filter out Facebook users based on various factors such as **location** and **demographics** (such as age, gender, language, etc.).

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## Adverts Targeting (contd...)

- **Detailed Targeting**
  - It allows advertisers to target audience based on demographics such as education, field of study, school, college, workplace, etc.
  - Facebook has factual data which is entered by users in their profiles and those can be used for targeting.
  - **Examples:** Target people who belong to the generation X and who like coffee. Target people who use Windows 10 and use MS Teams.
- **Connections**
  - Businesses can target friends of their fans to increase their customer base

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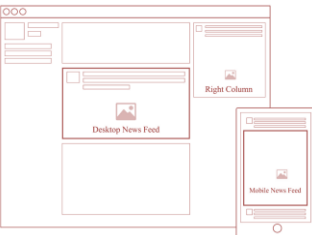
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## Adverts Placement

- The adverts can be placed at different positions on different devices.
- Either Facebook can be allowed to automatically choose the best position for the advert or businesses can choose an advert position manually.
  - **Desktop News Feed** (posts that appears in the middle of Facebook webpage)
  - **Mobile News Feed** (similar to desktop news feed except that the adverts appear in the mobile device)
  - **Right Column**



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## Adverts Bidding

- The Adverts' bidding is Facebook's way of channelizing the adverts and delivering them to relevant users.
- The Facebook Adverts' bidding process declares winner based on three factors:
  - Relevance Score
  - Estimated Action Rate
  - Advertiser Bid Rate

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### Adverts Bidding: Relevance Score

- It is calculated based on the performance of the advert and interaction of the audience with the advert.
- If the advert's relevance score is high, it is more likely to be shown to the audience.
- The score ranges from 1 to 10 and can be determined only after the advert has about 500 impressions.
- If someone clicks on "I don't want to see this ad", may damage the Relevance Score.

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### Adverts Bidding: Estimated Action Rate

- Estimated Action Rate (EAR) refers to the likelihood of a user taking a positive action on a business advert to get the desired result from it.
- Facebook decides the EAR based on the goal of the advert, audience and other factors.

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### Adverts Bidding: Advertiser Bid Rate

- It is the amount the advertisers are willing to spend on an advert to achieve the targeted goal.
- Facebook allows to bid this rate in following two variations:
  - Automatic Bid**
    - Automatic bid is decided by the Facebook dynamically on auction-by-auction basis.
    - The bid price is calculated with the goal of spending the entire budget throughout the advert campaign period in order to achieve the desired outcome.
  - Manual Bid**
    - In this bid, the advertiser decides the maximum price it is willing to pay in order to achieve a goal by running an advert.

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## Adverts Budget

- Facebook allows advertisers to decide their advertising budget in two variations:
 

### Daily Budget

**Budget & schedule**  
Define how much you'd like to spend, and when you'd like your ads to appear.

Budget

Actual amount spent per day may vary.

Schedule ☐ Run my ad set continuously starting today  
☒ Set a start and end date

Start    
 End

(Pacific Time)

Your ads will run for 30 days. You'll spend no more than ₹100,000.00.

### Lifetime Budget

**Budget & schedule**  
Define how much you'd like to spend, and when you'd like your ads to appear.

Budget

₹20,000.00 max

Schedule ☐ Run my ad set continuously starting today  
☒ Set a start and end date

Start    
 End

(Pacific Time)

Your ad will run until Monday, 8 July 2019.  
 You'll spend up to ₹20,000.00 in total.
- Daily budget amount is calculated over a week. The budget spent on a particular day may vary (max. 25%) but daily average calculated budget will remain same.

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## Adverts Scheduling and Objectives

- Scheduling**
  - Advert scheduling allows a business to decide the specific hours and days of the week when the adverts will be delivered.
- Objectives**

What's your marketing objective? Help: Choosing an objective

| Awareness       | Consideration   | Conversion      |
|-----------------|-----------------|-----------------|
| Brand Awareness | Traffic         | Conversions     |
| Reach           | Engagement      | Catalogue Sales |
|                 | App Installs    | Store Traffic   |
|                 | Video Views     |                 |
|                 | Lead Generation |                 |
|                 | Messages        |                 |

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## Facebook Marketing Tools: Facebook INSIGHTS

- Facebook INSIGHTS gives us the ability to use Facebook data for advertiser's advantage.
- Facebook data can be used mainly for two purposes:
  - Analyzing the audience (**Audience Insights**)
  - Analyzing the fans' activities (**Page Insights**)
    - Page Overview
    - Promotion
    - Post
    - Likes

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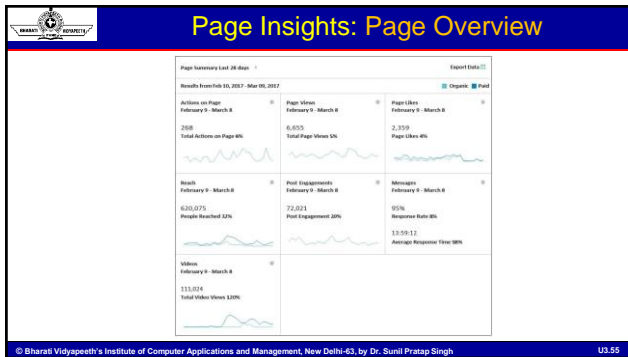
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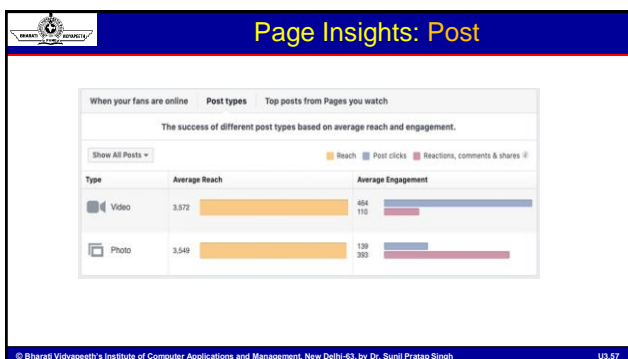
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**Other Marketing Tools of Facebook**

- Facebook Groups
- Polls
- Hashtags
- Facebook Live
- Facebook Avatar

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**LinkedIn Marketing**

- LinkedIn is a social networking site that has specifically proven to be a valuable platform for an individual's career and professional life.
- This is a platform which we can utilize to showcase our skills, expertise, education, experience, etc.
  - A resume also can do these things, but one thing to keep in mind – resumes are not launched or sent to someone until we personally do it. We can update our resumes to job sites, but who sees them?

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## Framing LinkedIn Strategy

**(a) Build a Robust Company Page on LinkedIn**

**(1) Use an image that gets attention.**

- The cover picture should be compelling.
- The image, description and different sections of the page should be optimized.



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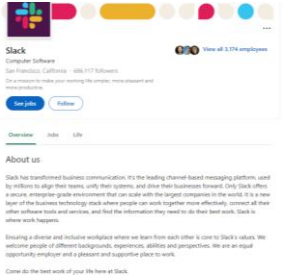
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## Framing LinkedIn Strategy (contd...)

**(a) Build a Robust Company Page on LinkedIn**

**(2) Create a clear and captivating pitch in description.**

- LinkedIn offers its users a space below the cover image for their brand's description.
- The description should give the readers an idea of what the brand is about because it makes them engaged and interested enough to read the whole paragraph..



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## Framing LinkedIn Strategy (contd...)

**(a) Build a Robust Company Page on LinkedIn**

**(3) Make overview section clickable.**

- Apart from crisp description, there should be a clickable website URL which will take interested users to their website for more information discovery.



|              |                           |
|--------------|---------------------------|
| Website      | http://slack.com/         |
| Industries   | Computer Software         |
| Company size | 1001-5000 employees       |
| Headquarters | San Francisco, California |
| Type         | Public Company            |
| Founded      | 2009                      |

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**Framing LinkedIn Strategy (contd...)**

(a) Build a Robust Company Page on LinkedIn

(4) Use of careers/jobs features.

- LinkedIn is often considered as a primary social networking site for finding suitable talent that matches the needs of the employers.
- As a company, we can tell our story, describe our culture, outline career paths and showcase awards and humanitarian activities on company's profile page.

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**Framing LinkedIn Strategy (contd...)**

(b) LinkedIn Groups

- Groups are powerful features of LinkedIn. One can leverage it by becoming member of groups that are of interest to them and grow their network

(1) Which groups to join

- For any topic, there are hundreds and thousands groups. It is crucial to have a clear purpose before joining any group. **There are some recommendations for joining a group:**
  - Size of the Group:** If the objective is to reach out as many people as possible, the number of members in a group is an important criterion.
  - Same Domain Group:** If one is joining a group that is like their domain then it will just let their competitors know. If we are a digital marketer, then instead of joining digital marketing groups, we should join marketing groups as those members are more likely to seek your digital marketing services.
  - Active Groups:** It is always important to join groups whose members are active otherwise marketing efforts will be ineffective.

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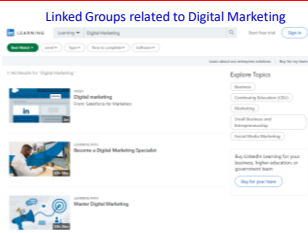
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**Framing LinkedIn Strategy (contd...)**

(b) LinkedIn Groups

(2) Start groups

- Apart from joining some groups, users can also start their own groups.
- There are two kinds of groups that can be created:
  - For closed community (moderator approves or rejects the member's request)**
  - For open community (anyone can join)**



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## Framing LinkedIn Strategy (contd...)

**(c) Leverage Paid Ads and Sponsored Updates**

- LinkedIn offers many marketing solutions including advertisements. Following are the benefits of using LinkedIn's paid ads:
  - **Unlock a unique audience**
    - Reach more than 450 million active professional members
    - Promote company or brand in a professional context
  - **Target the right people**
  - **Attract talent and recruit candidates from the worlds' largest talent pool.**
  - **Create easy and effective ads**
    - Using **LinkedIn Market**, one can build their brand, raise awareness and generate leads
  - **Drive real business results by:**
    - Setting own budget
    - Paying by clicks or impressions
    - Stopping ads at any time

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## Framing LinkedIn Strategy (contd...)

**(d) Use Advanced Search**

- Advanced Search is one of the most powerful features of LinkedIn where one can directly find targets.
- Even without the upgraded (premium) membership, a user can have great filters to narrowing down their search.
- With premium membership, we can use advanced filters such as years of experience, function, seniority level, company size, etc.
- By using al these filters, one can reach their precise target audience.

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## Lead Generation through LinkedIn

- Using LinkedIn's advanced search and filtering system to create high-quality lead lists.
- **LinkedIn Sales Navigator** can be used for **Lead Generation Solution** with following features:
  - **Advanced Search with Lead Builder** – Use custom criteria to build sales lead list.
  - **Lead Recommendations** – Get recommendations on who are influencers and decision-makers.
  - **Team Link** – See who within our company is connected to our prospects for warm introduction.
  - **Extended Network Access** – Unlimited searches in extended network.

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## Content Strategy

- Being a **Professional Social Networking Site**, the content strategies for LinkedIn are **different** from other social networking sites.

**(a) Industry Insight (Most In-Demand Content)**

- Industry and company insights should compose a significant amount of the posted content.
- Some call-to-action like download report, click for more details, etc. helps in engaging the readers.
- According to Griffin Report (2016), following are **Top 20 Phrases on LinkedIn**:

|                   |                |                  |               |                 |
|-------------------|----------------|------------------|---------------|-----------------|
| Successful People | Right Now      | First Time       | Job Interview | Best Employees  |
| Best Reasons      | Employees Quit | Finally Offering | Science Says  | Study Finds     |
| Next Big          | People Want    | Helps One        | Work Helps    | Crazy Hours     |
| Stop Touting      | Touting Crazy  | Make Better      | Now Available | Announce Shares |

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## Content Strategy (contd...)

**(b) Time it Well**

- LinkedIn has found busiest times to be morning and mid-day throughout the week (Monday to Friday).
- During these timings, LinkedIn has maximum reach in terms of clicks, reading posts, commenting and liking posts.
- It is recommended to avoid evenings, late afternoons and weekends, unlike other social media networks.

**(c) Post atleast 20 Times per Month**

- According to Buffer App, 20 posts per month can help one reach 60% of their unique audience.

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## Content Strategy (contd...)

**(d) Create a Showcase Page**

- The contents should be highly tailored according to the interests of the target audience.
- One way of segmenting the content is by creating showcase page.
- A showcase page is built to enable a company to market specific products and services to different audience or potential buyers.
- The advantage of showcase page is that instead of putting product-wise content on the corporate page, they can be put in product-specific showcase page so that corporate page is used only for corporate strategic level content and is not cluttered with product details.

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## Content Strategy (contd...)

**(e) Linked Pulse**

- LinkedIn Pulse is an online news aggregation feed within the platform.
- It is designed to share self-published content within the user's network.
- Pulse has now become the blogging platform as the network is already there on the platform.
- LinkedIn members can write posts and view analytics for each post.

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## LinkedIn Analytics

- LinkedIn provides companies with metrics about the pages.
- The metrics help companies to understand the profile of their followers – like:
  - Demographic Details
  - Reach
  - Engagement Level
  - Page Views
  - Unique Visitors
- LinkedIn has divided the analytics section into three categories:
  - Updates
  - Followers
  - Visitors

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## LinkedIn Analytics: Updates

- The Updates section provides insight into the reach and engagement of the all the posts that are updated on company's page.

Date Range: Last 15 days

**Reach**

Impressions   Uniques



**Engagement**

Clicks   Likes   Comments   Shares   Followers Acquired   Engagement %



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## LinkedIn Analytics: Followers

- The Followers section has the following information:
  1. **Type**
    - a) **Total**: It shows total number of LinkedIn members that are followers of company page.
    - b) **Organic**: It shows number of followers that we have gained organically (without advertising).
    - c) **Acquired**: It shows number of followers that we have gained inorganically (with sponsored content).
  2. **Follower Demographics**
  3. **Follower Trends** – It shows number of followers that have changed over the time.
  4. **Comparison** – How we compare with other companies.

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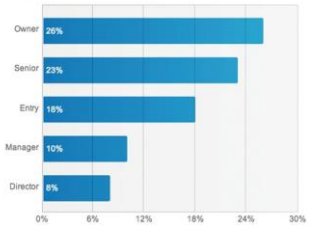
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## LinkedIn Analytics: Followers

**FOLLOWER DEMOGRAPHICS**

[Seniority](#)
[Industry](#)
[Function](#)
[Region](#)
[Company Size](#)
[Employee](#)



| Seniority | Percentage |
|-----------|------------|
| Owner     | 26%        |
| Senior    | 23%        |
| Entry     | 18%        |
| Manager   | 10%        |
| Director  | 8%         |

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## LinkedIn Analytics: Visitors

- The Visitors section has the following information about the viewers:
  1. **Page Views** – It shown how many times the company page was viewed.
  2. **Career Page Clicks** – It shows how many times viewers clicked on the various elements of the Career Page.
  3. **Unique Visitors** – It shows how many unique LinkedIn members visited the page.
  4. **Visitor Demographics** – It shows who is visiting the company's page based on seniority, function, industry, and company size.

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### LinkedIn Targeting

- Most users post content to all the followers, but this only leads to spamming and hence users do not pay attention to the content.
- Targeted updates allow page admins to target their company to the most appropriate audiences.
- LinkedIn has rich targeting options:
  - Industry
  - Company
  - Job Title
  - Seniority
  - Demographics – Gender, Age, School, Education
  - Job Functions
  - Skills

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### LinkedIn Targeting (contd...)

The screenshot shows the LinkedIn targeting interface with various filters. The 'Top filters' section includes:
 

- Keywords: (Search box)
- Company: (Dropdown)
- Headline: (Search box)
- Tag: (Search box)

 The 'Other filters' section includes:
 

- Geography: (Dropdown)
- Industry: (Dropdown)
- Company headcount: (Dropdown)
- Seniority level: (Dropdown)
- Post code: (Dropdown)
- School: (Dropdown)
- Years in current position: (Dropdown)
- Years at current company: (Dropdown)
- Years of experience: (Dropdown)
- Post company: (Dropdown)
- Company type: (Dropdown)
- Post name: (Dropdown)
- Last name: (Dropdown)
- Profile language: (Dropdown)
- Member since: (Dropdown)

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## Twitter Marketing: Introduction

- Twitter is a popular social networking site that allows individuals, companies, governments and other organizations to share (tweet) and view information.
- Twitter is widely used for building brand awareness, product launches and events broadcasting.
- This platform has proven to be a powerful marketing tool for businesses because it delivers real-time insights, engagement and feedback to accelerate the brand's performance.

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## Twitter: Introduction

- Twitter allows its non-registered users to see what is happening on different networks via Twitter's home page.
- The home page offers a variety of options - it shows the trending news and groups them under different categories: Featured, News, Entertainment, Sports, Music, Government and Politics, etc.
- The home page also gives an option for the users to search on Twitter using keywords and hashtags.
- A registered user can send and read 140-character short messages called tweets.
- Tweets could be in the form of text, photos, GIFs, videos and polls.

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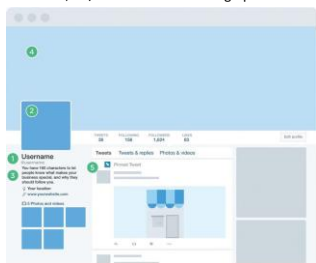
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## Twitter: Introduction (contd...)

- When a user sign in his/her Twitter account, he/she finds the following options elements:

- @Username
- Profile Photo
- Bio
- Header Image
- Pinned Tweet



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### How is Twitter Different from other forms of Digital Marketing

- **Anyone can Follow Anyone**
  - Twitter is not a two-way communication platform like other social networks such as Facebook. It operates on simple rule – ‘anyone can follow anyone’.
- **Reach and Speed**
  - Users can access any tweet. It also spreads faster due to features like retweets.
- **140-Character Limit**
- **Create your List**
  - Users can organize the followers into lists and can create a separate list for customer, potential customer, etc.
  - This list allows one to see the tweets from list members as a separate timeline and help the user to function better regarding follow-ups, action, etc.

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### Twitter - Framing Content Strategy

- It is important for brands to plan a content strategy that attracts new followers and keeps them engaged.
  - **Best Practices**
  - **Twitter Calendar**

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### Content Strategy: Best Practices

- **Drive Participation**
  - Brands should try to engage followers by encouraging them to retweet, reply or favourite on'e tweet.
  - Once the brand has build some rapport with its followers, it can introduce some offers or promotions and motivate followers to take some action such as clicking on a hyperlink or registering on the website.
- **Let Your Personality Shine**
  - Brands should appear friendly and humane without being too formal.
  - They should use humour to connect with the audience.

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### Content Strategy: Best Practices (contd...)

- **Test and Learn**
  - Instead of learning for a perfect plan, brands must try out things and see what works and what does not.
  - They should also ask for feedback from their followers and express gratitude for their inputs.
- **Get Visual and Creative**
  - When developing tweet contents, it is important to use images, photos, videos and GIFs.
  - Tweets that contain pictures and videos, drive a 3 times higher engagement rate than tweets with text only.

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### Content Strategy: Best Practices (contd...)

- **Keep it Short**
  - Tweets with less than 50 characters drive the highest engagement.
  - Brands can keep their content under 100 characters.
  - They should consider limiting call-to-actions and clickable objects for focus response.
  - Try to convey a single message in tweet, which will have an impact.
  - The best practice is to use one hashtag, one call-to-action, and one image in tweet.
- **Entertain or Inform**
  - Brands can share funny, surprising and compelling stories.
  - Twitter is a great place to educate the customers too. One can share product tips, how-to and other information that could be valuable to their customers.

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### Content Strategy: Best Practices (contd...)

- **Share Exclusive Access**
  - Many people turn to Twitter to get closer to celebrities, team, and events they care about.
  - Brands can help make that connection and share the access they enjoy with the audience.
- **Philanthropy**
  - Twitter is a good venue to rally people for a cause or to donate money to a charity.
  - Brands must be careful that fundraising efforts on Twitter are not perceived as misleading or self-serving.
- **Promotions**
  - Offers, deals and contests have a place on Twitter especially when they are part of a varied context mix.

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 **Content Strategy: Best Practices (contd...)**

- **Use Relevant Hashtags**
  - Hashtags will help in extending the tweet reach into the relevant conversation.
  - Twitter recommends limiting the hashtags to **one or two**.
- **Use Polls**
  - Asking questions via poll will help brands to interact with their audience, bring them into conversation, and understand their opinions.
- **Ask for What you Want**
  - Brands should increase their reach by explicitly asking for retweets, replies, favourites or mentions.

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 **Content Strategy: Best Practices (contd...)**

- **Include a Clear Call to Action**
  - If advertisers want people to click on a URL, then it is **not recommended** to use any hashtag, mention or photo that could distract from the link.
- **Create a Sense of Urgency**
  - Leverage Twitter's real-time nature to inspire user action.
  - For example, limit the availability of the offer to a specific period, such as 24 hours of a week.

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 **Content Strategy: Twitter Calendar**

- **Marketers make use of Calendar very well by scheduling posts day-by-day.**
  - **Monday: Promotions** – Offer a special discount that can be redeemed using a special coupon code.
  - **Tuesday: Behind-the-Scene** – Tweet a photo or video that showcase the brand's operations/work in progress.
  - **Wednesday: Helpful Tips** – Create a regular series of tweets that are informative and helpful for the readers.
  - **Thursday: Customer Spotlight** – Highlight a positive review to show to the customers how much the company appreciates them and respond to their questions.
  - **Friday: Feature Industry Experts or News** – Encourage the followers to learn more from industry influencers.
  - **Saturday: Community or Industry Spotlight** – Appeal to the followers to support the charities, community events, fundraising events the brand is associated with.
  - **Sunday: Focus on your People** – By highlighting the people who work behind the scenes at the company, the followers would be happy to know the human behind the brands.

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## Twitter Advertising Campaigns

- **Twitter has many campaign types.** Businesses must pick the right campaign to align with their strategy and goals.
  - **Website Click Campaigns**
    - This type of campaign is used to **increase the website's traffic**, or **generate leads** or **increase sales**.
    - The tweet in the campaign is called a **website card**.
    - It has a preview image and related content.
    - A clear call-to-action, in the card, should be setup.



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## Twitter Advertising Campaigns (contd...)

- **Follower Campaigns**
  - This campaign is used to increase the follower count on Twitter.
  - 85% customers and users say that they feel more connected to a brand after following it on Twitter.
  - According to a Compete (tool that deliver digital performance data), 72% of Twitter users say that they are more likely to purchase from a brand they follow on Twitter.
  - When a brand creates a follower campaign, they should provide a compelling reason for the target audience to follow them.
  - **For example, one can give them some discount or provide them exclusive details about a product launch.**
  - The promoted accounts appear in the timeline of the **Who to Follow** widget in Twitter.
  - **Advertisers only pay when somebody follows their account.**

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## Twitter Advertising Campaigns (contd...)

- **Engagement Campaigns**
  - This campaign is used when the individual or the brands want their followers to **retweet more**, **increase favourites**, and use **mentions**.
  - It will also play a pivotal role in building brand awareness.
  - The campaign lets the brand to promote their tweets to a larger targeted group of people.
  - These tweets will be clearly labeled as promoted and will appear in timelines, on profile pages, and in search results.
  - This is called promoted tweet campaign where one pays only when someone engages.
  - **Only one promoted tweet appears in a user's timeline at a time.**

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## Twitter Advertising Campaigns (contd...)

- **App Campaigns**
  - This campaign is used when one wants to increase their app downloads or encourage people to re-engage with their app.
  - Around 80% of Twitter users use Twitter via mobile.
  - It is easier for mobile users to navigate from Twitter's app to other app.
  - Promoted tweets with **app card** are used in this campaign.
  - **These app cards will allow users to download the app directly from the tweets and tweets will appear only on the mobile user's timeline.**

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## Twitter Advertising Campaigns (contd...)

- **Quick Promote**
  - This campaign is used when a brand wants to promote a tweet quickly.
  - The '**quick**' word refers to the number of steps when compared with other campaign types.
  - After login to analytics page (view tweet activity), one can promote a particular tweet in few easy steps.
  - **Quick promotions are used when one wants to see a high engagement rate for a tweet for an event when they are live tweeting.**

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## Twitter Advertising Campaigns: Targeting

- There are several types of targeting defined by the Twitter to find exact matching needs:
  - **Language Targeting**
  - **Gender Targeting**
  - **Interest Targeting** - Twitter has a broad classification of interest-based categories like auto, business, dining, finance, lifestyle, retail, sports technology, travel, and more.
  - **Follower Targeting**
  - **Device Targeting**
  - **Behaviour Targeting**
  - **Tailored Audience Targeting**
  - **Keyword Targeting**
  - **Geography Targeting**

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## Twitter Ad Pricing

- **Automatic Bidding**
  - This bidding option enables the platform to auto-optimize bids for a campaign that is selected by the advertiser.
- **Maximum Bidding**
  - It allows the advertiser to manually select how much a click, a lead or engagement is worth to their business and how much they could afford.
  - It is the ceiling bid and the actual price may be lower than the ceiling bid.
  - This model is commonly called **second-price auction**.

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## First-Price vs. Second-Price Auction

**First-Price Auction**

**Second-Price Auction**

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## Twitter Advertising Campaigns: Metrics

- **Twitter marketing can be evaluated using following metrics:**
  - **Follower Growth** – Number of new followers a brand get every day, week or month.
  - **Conversion** – How many users sign up for the services the advertiser offers or buy their products.
  - **Impressions** – Number of times the ads have been seen by the user.
  - **Engagement Rate** – It considers replies, likes, retweets as measures of engagement rate of the tweet to total number of followers/reach.
  - **Cost per Result** – Amount paid for each relevant action performed on the campaign.
  - **Overall Cost** – It reflects the overall results of the campaign like app download, lead collected, etc.

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## Instagram Marketing: Introduction

- According to Research Studies:
  - On Instagram, brands enjoy engagement with 4% of their followers, whereas on other platforms such as Facebook and Twitter, the engagement rate is very less (approx. 0.1%).
  - 70% of Instagram users search brands on the platform.
  - 62% of users follow a brand on Instagram.
  - In India, approx. 29% marketers use Instagram for brand marketing.

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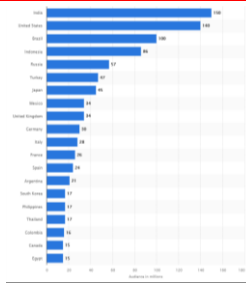
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## Instagram Audience Size as of April 2021

- In India, Instagram has more users than Twitter.
- Source: [www.statista.com](http://www.statista.com)



| Country        | Audience Size (Millions) |
|----------------|--------------------------|
| India          | 146                      |
| United States  | 140                      |
| Brazil         | 108                      |
| United Kingdom | 84                       |
| France         | 74                       |
| Italy          | 64                       |
| Japan          | 64                       |
| Spain          | 54                       |
| Mexico         | 54                       |
| Indonesia      | 54                       |
| Canada         | 44                       |
| Australia      | 44                       |
| South Korea    | 44                       |
| Philippines    | 34                       |
| Thailand       | 34                       |
| China          | 34                       |
| Sweden         | 24                       |
| Spain          | 24                       |

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## Instagram Marketing: Introduction (contd....)

- Instagram is basically meant for visual contents.
- The links in Instagram are not clickable; therefore, the images and contents posted should be self-sufficient without depending upon the landing page.
- To achieve success on Instagram, it is important to have:
  - Clear Objectives,
  - Content Strategy,
  - Style Guidelines, and
  - Execution

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## Instagram Marketing: Objectives

- Typically, the marketers have the following objectives:
  - Creating awareness about the brand
  - Showcasing their products or services
  - Building a community
  - Showcasing the company's culture and values
  - Increasing brand loyalty
  - etc.
- The best practice is to focus on just few goals/objectives and align content strategy and metrics with it.

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## Instagram Marketing: Content Strategy

- Whether a small or a big business, each has some stories worth telling its audience.
- A simple framework, marketer can use for content strategy, is **Product is the Hero**, or **User is the Hero**.
- If **Product is Hero**, then the content strategy can focus on **product uses**, **demonstration**, and **product is at the center of the story**.
  - Example: **Oreo**, **McDonald** and **Nike Running** have product as the hero and develop interesting images and videos showcasing different recipes of the product.



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## Instagram Marketing: Content Strategy (contd...)

- If **User is Hero**, then the content strategy can focus on the **aspirations**, **desire of the target audience met by the product** or show the lifestyle or characteristics of the target audience making them aspirational.
  - Example: Most luxury products (brands) such as **apparel**, **designer accessories**, **perfumes**, **watches** and **cigarettes** go for **user as the hero**.
- Some other content themes can be:
  - User generated content
  - Product showcase/demonstration
  - Company culture
  - Customer testimonials
  - Contest

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## Instagram Marketing: Content Strategy (contd...)

- Many brands rely on user-generated content.
  - Example: the Micromax logo is crowd-sourced; the Rupee symbol is crowd-sourced.
- Users want good contents; therefore, **it is important to post regularly, at least once a day.**
  - A research revealed that an average Instagram account posts once a day.
  - The accounts which have high number of followers post more than the average (2 or 3 posts/day)
- Instagram also has a feature called Stories in which the posts disappear like Snapchat.
  - It creates urgency to read as otherwise content will be gone.
  - It also ensures privacy as posts self-delete themselves.

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## Instagram Marketing: Style Guidelines

- Style guidelines enable the brand to have a distinct look and feel which makes it recognizable.
- Style guidelines take into consideration following four elements:
  - Profile
  - Composition
  - Colour
  - Filters

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## Instagram Marketing: Style Guidelines - Profile

- The profile is basically the home page on the Instagram platform.
- The profile should explain briefly what the business all about.
- It should include brand hashtag and should provide link to the landing page (helping drive traffic to the website).
- It can also include the brand's tagline.
- Profile Picture** - The profile picture should be recognizable as it increase the chances of users engaging with the contents.
  - Typically, brands use a logo as their profile picture.



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### Instagram Marketing: Style Guidelines - Profile

- **Link** – Instagram does not allow to put links in posts unlike other social media platforms.
  - Users get only one link in their profile.
  - Most brands customize the link to the content of their posts and campaigns so that after seeing them, users can click on the link in the profile and engage with the brand more on the landing page.



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### Instagram Marketing: Style Guidelines - Composition

- Composition refers to the arrangement of the post such as background, image and text so that there is consistent and unique look and feel to it.
  - For instance, Volkswagen believes in minimalist strategy so that there is a neat and clean look to the content.



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### Instagram Marketing: Style Guidelines - Colour

- There should be a strategy for Colour.
- The advertiser must not limit themselves to only specific colours, but there should be some uniformity.
- The advertisers can choose vibrant colors.



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## Instagram Marketing: Style Guidelines - Filters

- An amateur photographer, with no photo editing software and equipment, can use Instagram filters to enhance photos with various filters.
- According to research studies, filtered photos are
  - 21% more likely to be viewed, and
  - 45% more likely to be commented on than unfiltered ones.
- Studies also suggests that following filters work best:
  - High exposure
  - Warm temperature
  - High contrast

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## Instagram Marketing: Hashtags

- If a brand wants to increase its number of followers, it should try using hashtags.
- Instagram allows maximum 30 hashtags per post.
- According to a study by Track Maven, Instagram posts with 11 hashtags have highest number of engagement.
- It is important for brands to find out which hashtags are followed by the target audience and use them in their posts.
- Brands can choose to have brand hashtag and popularize it.
- According to a study, 7 out of 10 hashtags on Instagram are branded.
- One may decide to use only their hashtag to keep the focus. For example, Nike generally posts inspiring contents with hashtag **#justdoit** (which is also brand slogan).
- Emoji is also becoming very popular on social media. According to Instagram, about 50% of all captions and comments on the platform have emojis.

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## Instagram Marketing: Videos

- It is a good idea to mix photos with videos since audio-visual is a powerful medium.
- A study from Locowise found that only 10% of all posts are videos but they get 18% of all the comments.

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## Instagram Marketing: Sponsored Ads

- Out of all the digital media platforms, Instagram is one of the cheapest and high number of users.
- One must leverage sponsored ads to reach out to more people in target audience instead of limiting the reach to only followers.
- Sponsored ads appear regularly in users' feed.
- One can run ads on Instagram through [Facebook Ad Manager](#).
- The targeting options are same since the Instagram is also owned by the Facebook.

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## Instagram Marketing: Generate Leads

- Brands can generate leads by capturing email ids.
  - Use a call-to-action in caption such as '[click on link in the bio to download an eBook](#), or '[attend a webinar](#)'.
  - [Give the customized link in profile](#).
- To leverage the lead capabilities, one should make a custom landing page for their Instagram followers.

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## Snapchat

- Snapchat is a way to create content through snaps or pictures by clicking pictures on the go.
- The default screen is camera urging the user to click a fresh snap and share with their friends.
- Snapchat is a messaging service with special rules – [the users can send photos and videos that will disappear in seconds](#).
- Snapchat is a one-to-one and group messaging app for sending photos, videos, and text messages that disappear in seconds.
- It has several features including [Stories](#) (photos or videos that can be replayed for 24 hours), [Memories](#) (saved photos for future viewing and sharing), and [filters and stickers](#) (to embellish messages).

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## Snapchat: Working

- The default screen is camera.
  - The app wants the user to take a snap.
- Other apps like Facebook, Twitter and Instagram show the feed first.
- Snapchat broke the rule by putting the camera first and reduced the number of steps to one tap instead of many.
  - Snapchat saves steps.
- Choosing a filter in Instagram creates a loop of two decisions – (a) Which filter to chooses? and (b) Does it fit the picture?
  - In Snapchat, filters automatically apply when swiping so one less decision to make.
- Snapchat has geo filters, which on swipe, customizes the images based on location.

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## Snapchat: Working (contd...)

- Sending snaps activates the rule of reciprocation.
  - Reciprocity in social psychology refers to our need to respond to a positive action with another positive action.
  - Following this rule, when a user gets a snap, they are somewhat obligated to send something back.
  - Because snaps disappear, users reply right away before they forget what snap they had received.

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## Snapchat Marketing

- Snap Ads are full screen, mobile ads that appear in between or after content on Snapchat, such as Stories.
  - Snap Ads can be photos, videos, GIFs, and more, and last up to ten seconds.
  - The short clip should provide information about your company and what its products and/or services are.
  - Snap ads can offer some type of interactive element, such as a call-to-action to visit a specific link.
  - Two-thirds of all ads include audio, which play automatically with the sound on.
  - As a brand, you can sponsor a Snapchat filter. These are a great form of advertising while your followers are in a specific location.

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### Snapchat Marketing (contd...)

- **Sponsored Geofilters**
  - Sponsored geofilters allow users to send Snaps from specific locations.
  - For instance, if your business has multiple branches, you can set the geofilters to your specific locations.
  - McDonalds created this filter for all Snapchat users who open the app near any store location in the U.S.



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### Snapchat Marketing (contd...)

- **Sponsored Lenses**
  - Lenses are basically a way to augment your selfies. They are often goofy animations that are overlaid on top of your selfie.
  - Brands can also sponsor Lenses to create an experience for Snapchatters.
  - Users can add the Lens to their photo or video and send the Snaps to their friends or Story.
  - Lenses have special facial recognition technology, which allows users to pretend to be Santa Claus, wear flower crowns, etc.
  - If you sell coffee, it could be as simple as the filter allowing the user to drink coffee.



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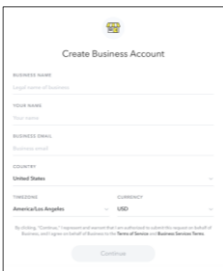
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### Snapchat Ads Manager

- Snapchat Ads Manager is a self-serve tool in which we can purchase various Ad products.
- With the Ads Manager, we can create and manage our campaigns, organize multiple Ad Accounts at once, handle all necessary payments, and invite members of our team to join the account.
- A business account to create ads on Snapchat.



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## Mobile Marketing

- The mobile marketing spectrum ranges from short-message service (SMS) to interactive advertisements.
- Mobile Advertisement Model:**
  - On-device Advertising
  - Off-device Advertising

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## Mobile Marketing: On-device Advertising

- In on-device marketing, marketers can engage consumers on their mobile devices through two routes:
  - Network-based Advertising**
    - It entails the use of mobile networks like Airtel or Idea for telecommunication services of voice-calling, sending SMS, and accessing specific data services like news, horoscope, stock market tracking, etc. through WAP (Wireless Application Protocol).
  - Off-network Advertising**
    - With growing use of smartphones, 4G and Wi-Fi connectivity on mobile handsets, consumers have the opportunity to directly engage with content and activities that are being offered by the Internet, despite the telecom network.
    - It includes interactions with mobile apps and use of social media on mobile.

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## Mobile Marketing: Off-device Advertising

- This type of mobile advertising involves consumer engagement via the mobile device, but the brand first reaches the consumers through other traditional media.
- Such advertisements have interactive call-to-action messages where the brand urge consumers to participate in contest or offers by sending an SMS or missed call to a toll-free number.
- The activities in off-device advertising can include the following calls to action:
  - Barcodes/QR codes
  - Game/application download
  - Image download

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## Advantages of Mobile Marketing

- Lower Cost:** Less expensive as compared to other traditional media channels like TV, print, etc.
- Relevant and Accurate Data for Powerful Analytics and Targeting:** Since the mobile is personal device, the marketers will be able to track the response of the consumer at a personal level, leading to high accuracy.
- Better Engagement:** Connecting with consumers on their personalized device, in a personalized manner, helps to build excitement and engagement.
- Dedicated Mindshare:** Any engagement on the mobile will have a dedicated mindshare as the user will not be distracted by other activities.
- High Reach:** The volume of mobile penetration provides huge reach.

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## Advantages of Mobile Marketing (contd...)

- Localized and Targeted Communication:** The presence of GPS in mobile phones allows access to a consumer's physical location and local business can enter to neighboring audience with sharp targeting.
- Versatility of Message Formats:** The mobile platform allows for the use of different formats like text, images, voice, video, and other interactive formats.
- Real-Time Engagement and Two-Way Interactivity:** The mobile allows for two-way interaction in real-time through voice, chatting, etc.

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## Forms of Mobile Marketing

Paid

Text Ads

Voice

Display

Video

Owned

Brand Mobile Sites

Content

Applications

Campaign Property

Earned

Interactions  
 • Conversations  
 • Referrals

Advocacy  
 • Loyalty Program Users

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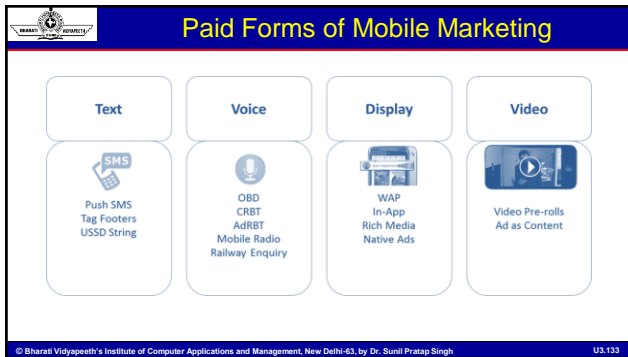
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**Paid Forms of Mobile Marketing: Text**

- **Push SMS** – It involves sending an entire advertising message to the consumer via a 160-character SMS ad.
- **Tag Footers** – Tag footers are shorter ads (between 20 to 60 characters) that are appended at the end of a primary non-advertising SMS received by the consumer.
- **USSD (Unstructured Supplementary Service Data)** – The user sends alphanumeric characters via SMS, which interacts with service provider's computers and hence two-way exchange of data happens. USSD is used in mobile banking by sending codes for balance and mini statement.
- **Rail Sampark** – There are a large number of inquiry-based calls made to the Railway Inquiry helpline number 139, on a daily basis. Brands can leverage the contact by a tie-up with Rail Sampark.

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**Paid Forms of Mobile Marketing: Voice**

- **OBD (Outbound Dialer)** – It involves mass calling to consumers with a pre-recorded audio message and helps achieve maximum potential reach.
- **CRBT (Caller Ring Back Tones)** – When a person calls up another mobile number, instead of listening to the ringing sound, the person listen to the caller tune. Another variant of CRBT is **AdRBT (Ad Ring Back Tone)** which replaces the ringing tone with ad messages.
- **Mobile Radio** – Mobile radio is a unique mobile platform that is effectively used in rural areas. Mobile radio is a substitute for the unavailability of FM in interiors of India. A large number of users have subscribed mobile radio service on Airtel, Idea and BSNL.
- **Rail Inquiry - 139** – Approx. 8 million people call on 139 per month for railway inquiry. As a mobile marketer, we can include our voice messages in **jingle spots** to engage the consumer.

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**Paid Forms of Mobile Marketing: Display**

- **WAP Banner Ads** – Smartphones have full Internet browsers and can access all sites. But, **feature phones can access only mobile-specific pages**. For reaching such customers, WAP mobile ad and WAP sites have to be created.
- **In-app Ads** – These ads involve the use of clickable banners of different sizes that appear within a particular mobile app that is being used by the consumer.
- **Rich Media on Phone** – Dynamic, rich media content in the form of interactive elements can be created for smartphones.
- **Native Ads** – Native ads match the visual design and experience of the web page and look and feel like natural content.

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**Paid Forms of Mobile Marketing: Video**

- **Pre-App Video Pre-Rolls** – When a user opens an app, a short video ad plays before the app starts or loads.
- **Ads on Live TV Mobile Apps** – **Pre-Roll Ad, Mid-Roll App, Post-Roll App**

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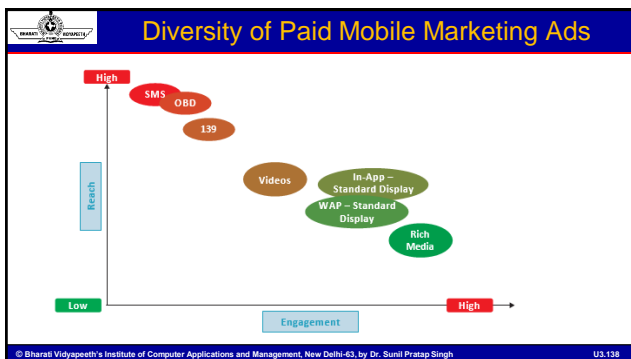
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## Owned Forms of Mobile Marketing

- **Mobile Websites (Responsive Websites)**



- **Mobile Applications**



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## Mobile Campaign Development

- Mobile campaign development is systematic, step-by-step process. Following is the flow of steps:
  - **Get the Brief**
    - The marketer is required to find out the needs of the target market and the objectives of the brand.
  - **Define the Solution**
    - Based on the objectives, solutions needs to be defined. The brands objectives could be to increase the awareness, engagement or to build loyalty.
    - According to the objectives, the solution can be defined as a mobile marketing program that aims to spread awareness or create engagement.
  - **Choose the Mobile Marketing Tools**
    - Based on the objectives and the target audience profile, the campaign tools can be chosen. For example, an SMS campaign for spreading awareness, especially in rural market.

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## Mobile Campaign Development (contd...)

- **Define Performance Criteria**
  - Based on the objectives, the performance's success measures are defined with regard to brand metrics like awareness, purchase intentions, sales measures.
  - Also, to measure the success of the campaign, the number of views, clicks, downloads are also taken into the considerations.
- **Monitor and Modify**
  - Once the mobile campaign is launched, the performance metrics and the feedback on the campaign need to be constantly monitored.
  - If there are any glitches in the performance, modifications should be immediately made to improve the performance.

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## Mobile Advertising Analytics

- Tracking evaluates the campaign on Key Performance Indicators (KPIs) which are measurable metrics defined as per the campaign objectives.
- The KPIs can include the following:**
  - Clicks to call
  - Clicks to offer
  - Clicks to a map or store locator
  - Clicks on a landing page or microsite
  - Clicks on the app download
  - Clicks to screen within an app
  - Time spent within the ad experience
  - Actions completed with the ad experience

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## Mobile Advertising Analytics (contd...)

- Once the ad is clicked, and the consumer becomes the lead, the final conversation indicators can include:**
  - Sales/orders placed
  - Coupons or offers redeemed
  - Requests for purchases
  - Email or SMS sign-up
  - Videos viewed
  - Polls or surveys completed
  - Likes/shares on social media

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