

Efficient Social Media Marketing



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(Excel Case Study)

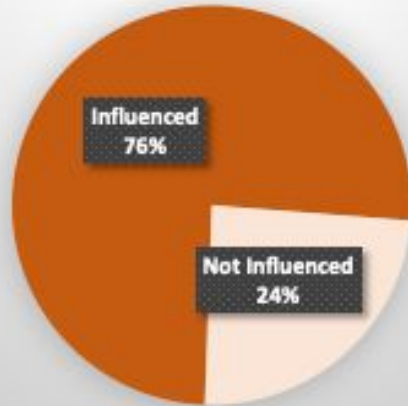
Executive Summary

- Our client is overspending on their Social Media Ad Campaigns due to poor allocation of budget and inability to narrow targeted audience.
- Key Metrics
 - Female social media users show a **+19% pp likely to purchase** influenced products than male users
 - Instagram is **12% more influential** than Facebook, Snapchat, and Twitter combined
 - Budget for Social Media Campaigns **should not exceed 5%** of company's total marketing budget

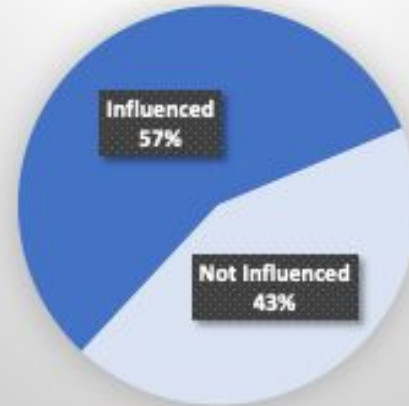
Most Influenced

- Female social media users were 19% more likely to purchase influenced products than male social media users

Female n=1114

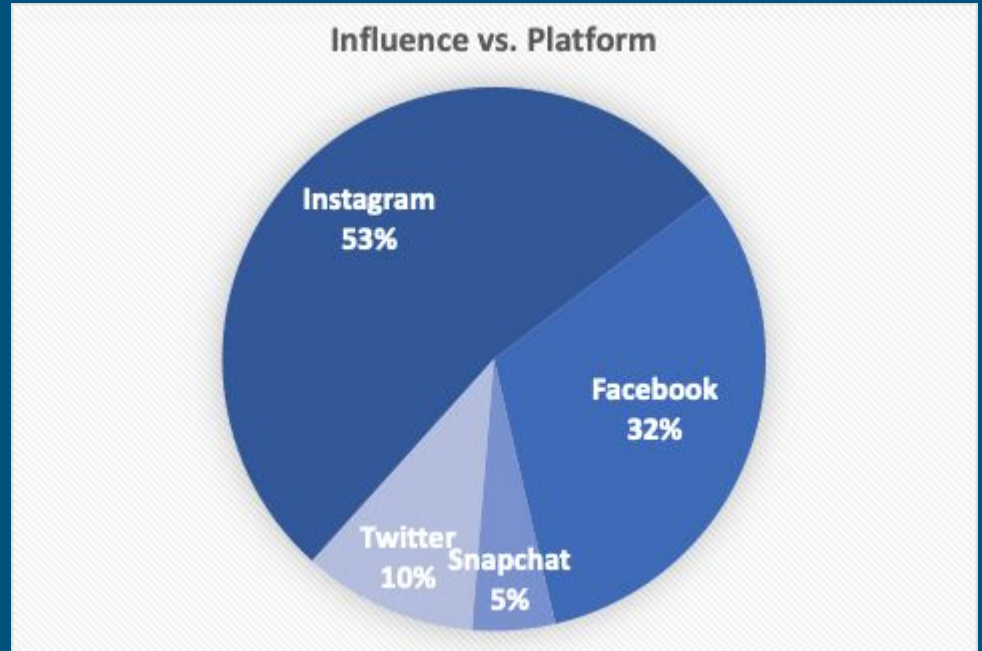


Male n=1562



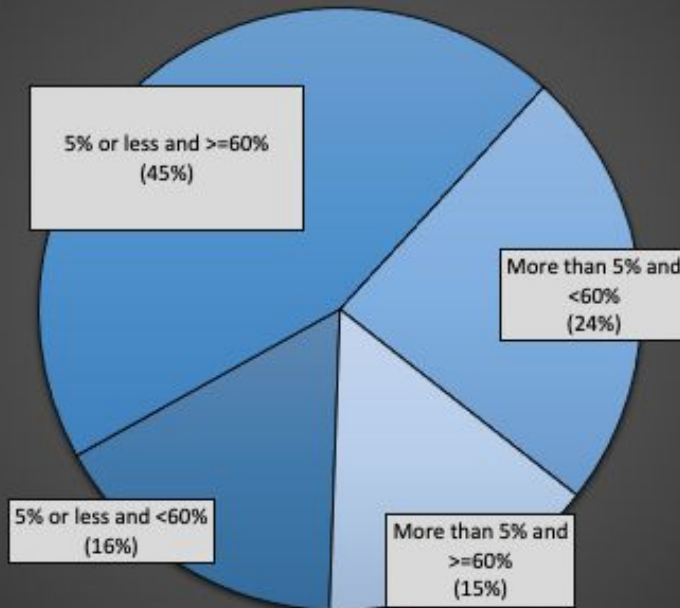
Most Influential Platform

- Instagram is the most influential social media platform for both Female and Males
- Instagram users are 6% more likely to purchase influenced products **than Facebook, Snapchat, and Twitter combined**



How much \$\$ should we spend?

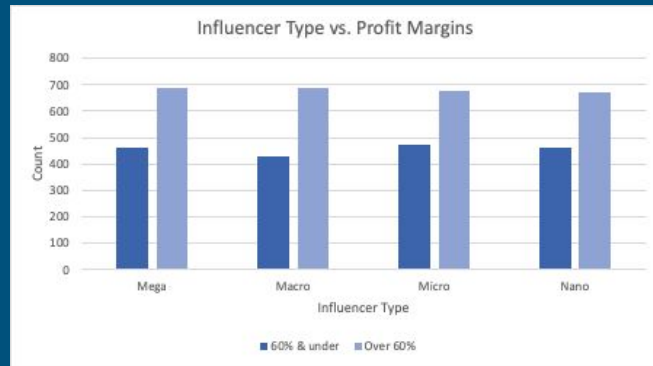
% Spent on Social Media vs. Profit Margin



- Spending 5% or less on your social media budget was 30% more effective on profit margin than spending more than 5% with the same results

Which influencers should we collaborate with?

- Not one Influencer is better than the other
- Using any of the 4 types yields the same amount of results



Row Labels	Sum of Sales (revenue)	Sum of net profit	Sum of Profit Margin
Macro	218025.5592	132585.7412	669.7492557
Mega	219355.6697	133060.885	693.3002445
Micro	219931.969	133482.7732	691.3760632
Nano	217397.81	132158.9554	683.1230762
Grand Total	874711.008	531288.3549	2737.54864

What's our Strategy?

- Make marketing content appealing to both genders, include female social media users when creating campaigns
 - Gender neutral or inclusive themes
 - Target towards wives, girlfriends, sisters, etc. where applicable
- Focus efforts on Instagram content
 - posts, shorts, ads, etc.
 - Research, content creation, influencers, engagement
- Keep allocated marketing budget ~5% on social media campaigns
 - Keep it at or below 5% of total marketing budget
- Pick smaller “micro” or “nano” influencers
 - We're able to fairly compensate smaller influencers and put more money towards other efforts and yield the same the results

Appendix

Data used (Kaggle):

- [Social Influence on Shopping](#)
- [Dummy Marketing and Sales Data](#)

Cleaning: Any incomplete data was removed to improve credibility of analysis

Formulas used:

- =countif
- =countifs
- =average
- =sum
- subtraction, division, multiplication

Filters and Conditional Formatting used:

- To find unique values
- To find and remove any rows with blanks (incomplete data)

Columns added to “Dummy Marketing and Sales Data”:

- Total spent on advertising
- Net profit
- Profit margin
- Percentage (%) used on social media marketing

Appendix cont.

Types of influencers:

- Mega: >1 million followers
- Macro: 100K-1 million followers
- Micro: 10K-100K followers
- Nano: 1K-10K followers
- [Link to Article](#)

Tools used:

- Excel (free desktop version)
- Google Slides
- Google; whenever I needed help
 - Visual creation
 - Excel formulas
 - Definitions/ Clarifications
- Youtube
 - Pivot Table