

# Digital Marketing and Social Media Strategy

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**Evolution and integration of  
traditional and digital marketing**

Bill Manos – 2021 - 2022



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# Session 3

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- Avatar Review
- Marketing in a Digital Economy
- Marketing Plan Strategies
- Social Media Marketing



# Avatar Feedback

- Do not focus only on what you want to sell when considering the goals, values, activities or where ideal customers get their information
- Be very precise with information sources – “spray and pray” is not a successful marketing strategy.



# Goals



G2 Dwam Flicks (Netflix)

- Discover new countries and new cultures are part of his future goals. Mainly Bruce wants to graduate, find a steady job in IT and raise a family in the suburbs and start a routine.  
*(Note: These are not about watching movies)*



# PASCHITA

"MANTRA to a  
healthy / happy life  
Starts with  
healthy food."

## PERSONAL:

AGE: 25 years

OCCU: Social media influencer  
Student

INCOME: € 32k

STATUS: Single

LOCATI: Paris, France

## GOALS:

Fitness

Sports

Model

Cooking

## FRUSTRATIONS:

Diet plan preparation

Future plan dilemma

Managing both study & Modeling

Aging

## PERSONALITY:

Extrovert

Fashionable

Active

## PREFERRED CHANNELS:

Online and social media  
mobile applications  
Traditional ads

## BRANDS:

SEPHORA

fitbit

OLLY

PACIFICA

esuJa

# Info Sources



## Precise

- He is constantly in the know of what's new in the market through channels like CNBC, Wall Street journal wtc, and blogs like WhiteCoat Investor, BigPicture. He read and recommends others to read books like Think & Grow Rich, Rich Dad Poor Dad. He reads about latest financial products and apps in investopedia blogs.
- RKOI (Rich Kids Of The Internet, Instaagram ), JamesEdition ( luxury marketplace space to purchase and sell the finest things in the world ), hushhush.com ( luxury & style worldwide online store with world's most luxurious and prestigious brands ), Offline - Highsnobiety magazine ( covers trends and news in fashion, art, music, and culture ), Robb Report ( luxury-lifestyle magazine featuring products, including automobiles, aviation, boating, real estate and watches ), billboard in times square, Physical location - gym clubs, bars, yacht, jet

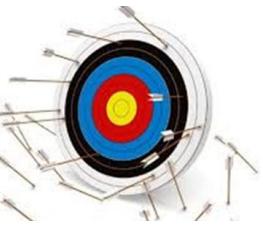
# Info Sources

Very precise



- Francois spends about an hour a day between a Facebook group called "France Developers" and a Reddit group called "Les developpeurs de la France".
- Gym: Francois goes 4 days a week to his favorite Gym
- On the way to work everyday in the morning, Francois passes by the newspaper stand where he gets his favorite Fitness Journal. He gets to work 30 minute earlier to have his cafe and read the journal.
- Forbes Journal: Francois get information about rich and successful people in business world through Forbes section like Forbes 30 under 30's, Real time billionaires
- Kindle: Francois reads self help and technology books in Amazon Kindle
- Youtube's "Programming Geeks" channel.
- Francois like to go on Youtube to see videos of his favorite channel. It is a comedy channel about the life of developers.
- Pycon Europe
- Francois doesn't miss python conference in Europe.

# Info Sources



Not precise – not helpful when Marketing

- Bruce relies heavily on the internet, although he is always skeptical of the first pages he visits he usually tries to only focus on the bad recommendations and see if they are too heavy to bear when buying a product. Bruce also takes recommendation from his younger cousins who tend to experiment new applications and softwares before him. The easiest way to get Bruce interested in a product is to display a demo of how it works (infomercials).
- Offline: Magazines, Newspapers
- Online: Social media,blogs,Posts
- Events



# FAYE

'ONE DAY I WAS SITTING IN MY HOME  
WATCHING NETFLIX AND I SAID, 'WHAT THE  
HELL? I CAN DO BETTER THAN THAT'

## PERSONALITY

Meticulous  
Fastidious  
Sensing  
Extrovert  
Creative

## GOALS

- To become a critically acclaimed film maker
- Not to make huge money but to gain good name as a film maker
- Being a role model for other women film makers

## FRUSTRATIONS

- Watching worthless movies because of not able to find a platform that has selective good contents
- Couldn't find many women film makers
- Understanding the business of cult films

## BRANDS



## PERSONAL

AGE 28  
OCCUPATION Film maker  
INCOME 6,3k Euro  
STATUS Single  
LOCATION Rome, Italy

## PREFERRED CHANNELS

Traditional ads  
Email  
Mobile Apps  
Social Media

AGE 32

OCCUPATION MANAGER ?/ CHEF

EDUCATION UNIVERSITY DEGREE

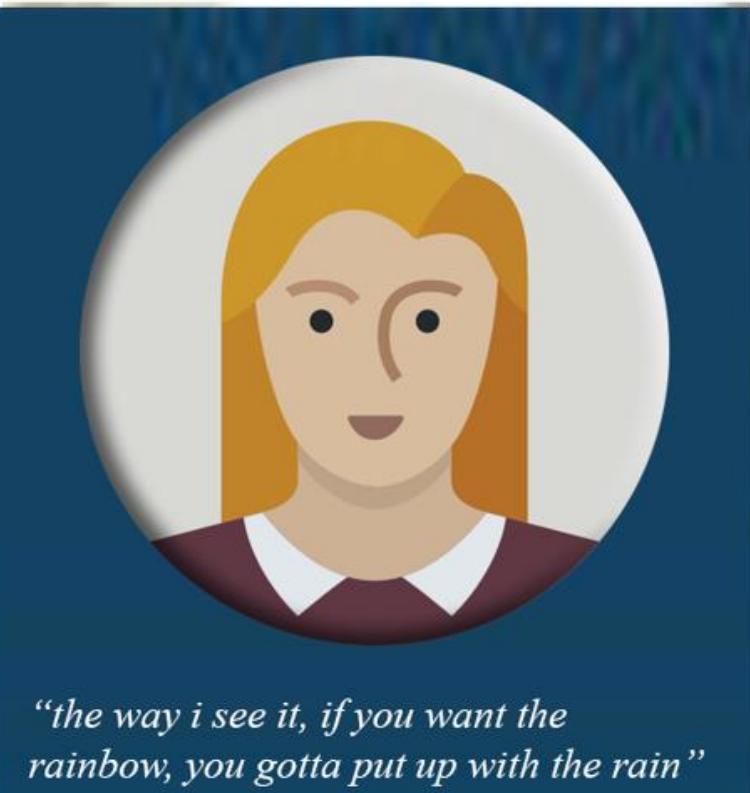
PERSONALITY INTROVERT

STATUS MARRIED

AMBITIOUS

EDUCATED

RELIABLE



### MOTIVATIONS



### GOALS

- Ability to manage company data safely
- Having Cloth and Shoe Shop
- Travelling the world

### FRUSTRATIONS

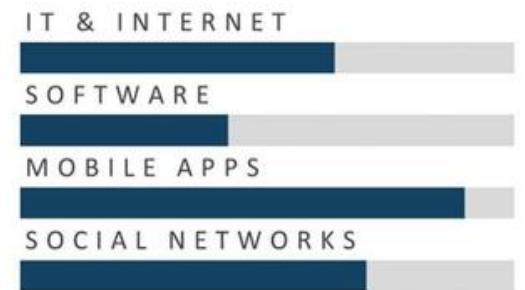
- The fear to fail makes me frustrated
- Security of my Company Data
- Less time with family and friends is frustrating

*A 32 year old Manager and a Chef with so many years of experience i play games online on my leisure time and like updating myself by reading to stay ontop of the world.i am responsible, honesty and trust worthy, i like moving with honest people and dislike dishonest people.*

### PERSONALITY



### TECHNOLOGY



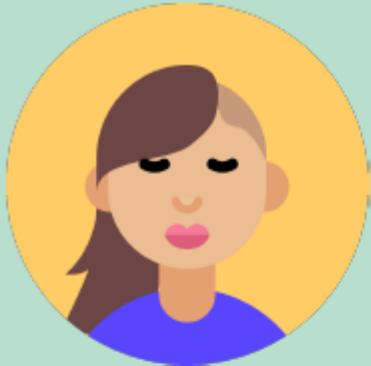
### HANGOUTS

WEBSITES Shopping online

JOURNALS Wall Street Journal

PUBLICATIONS BusinessWeek  
The Economist

BRANDS



## Sandra Jenner

"Do the world a favor and believe in your greatness"

### General info

- Age: 21 years old
- Gender: Female
- Nationality: American
- Relationship Status: Dating
- Education: Bachelor of Sociology at the University of Houston
- Income: Brand ambassador for small brands
- Spending Habits: Shopping, Social Media, Outing, Food and Travel
- Favorite Social Medias: IG and TikTok
- Type of music: R&B and Pop
- Favorite celebrity: Rihanna and Kim Kardashian
- Phone Brand Preference: Apple

### Goals

- Be the number one influencer in her niche.
- Produce amazing content and go viral with every post
- Produce engaging content with captivating captions
- Collaborate with big brands on promoting products

### Online

Travel news  
Daily happenings around the world  
Fashion blogs  
Social media platforms like Instagram and Tiktok

### Offline

On-campus events  
Advertising section or pages of newspaper could be a good choice

### Physical locations

Shopping centres  
Restaurants  
Social-events

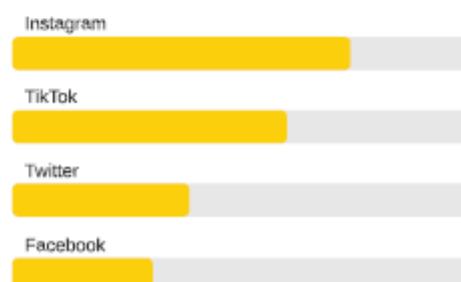
### Values



### Personality



### Preferred channels



### Brand logos



## Activities

- Shopping
- Books
- Movies
- Blogs
- Articles
- Music
- Reviews
- Design
- Ideas
- Social Media

## Hangouts

- Online debates
- Restaurants
- Café
- Music concerts
- Discussion forums

## Business Interests

- Automate copy for Social Ads
- Blog writing
- Creating captions for daily posts
- Brand Collaborations
- Pop Music

## Challenges and pain points

1. Measure Campaign Performance
2. The Pressure of Keeping an Image
3. Keeping an ALWAYS ON strategy
4. Building a strong creative strategy

## Psychographics

Sandra is very joyful young lady. She loves social media, understands the opportunity that it offers to young people and plans on taking full advantage of it. She enjoys living a high life and sharing it with her followers. Restaurants, Travels, Hotels, Expensive spots are part of her everyday life. She dislikes outdated methods and boring things.

## Online Searches

- Advertising and branding collaborations
- Hooks for their content
- Keywords in describing their profile
- New restaurants in the town
- Social Events
- Unique caption for the posts

## Roadblocks

1. Money as it is a paid subscription
2. Technical difficulties on User Interface



# Marketing in the Digital Economy

- Online meets Offline
- Style meets Substance
- Machine-to-Machine meets Human-to-Human

# Marketing 4.0

- Combines online with offline
- Blends style with substance
- Authenticity is asset #1
- Traditional vertical approach before Marketing 4.0
  - Segmentation and targeting - hunter and prey; made without the consent of the customers
  - Selling the 4 Ps
  - One-way messages – often considered spam

# Marketing 4.0

- Communities are the new segments
  - Formed by customers
  - Permission marketing – confirmed by the EU's General Data Protection Regulation (GDPR)
  - Commercializing the 4 Cs (slides follow)
  - Customer community confirmation

# Digital Marketing Mix

## Physical evidence

- Demo
- Packaging
- Branding
- Sales ticket
- Purchase confirmation

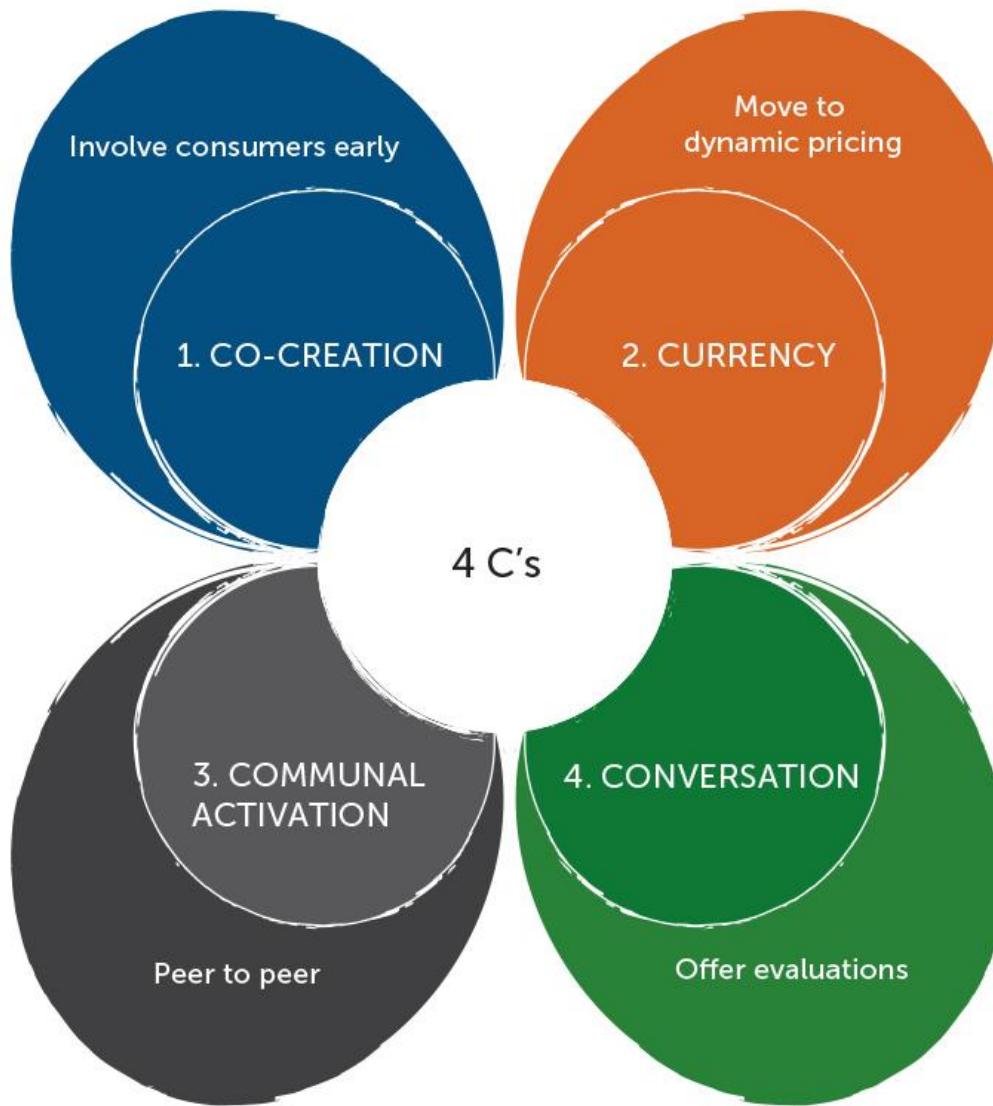
## Process

- Build the product
- Ease the delivery
- Front office process
- Back office process



## Original 4P's

# 4Ps to Connected 4Cs



# The Connected 4 Cs

- Co-creation
  - Product development strategy
  - Customize and personalize by involving customers early
- Currency
  - Dynamic pricing; flexible prices based on demand and capacity
  - Hotels and airlines were first; the internet expands this to many other markets

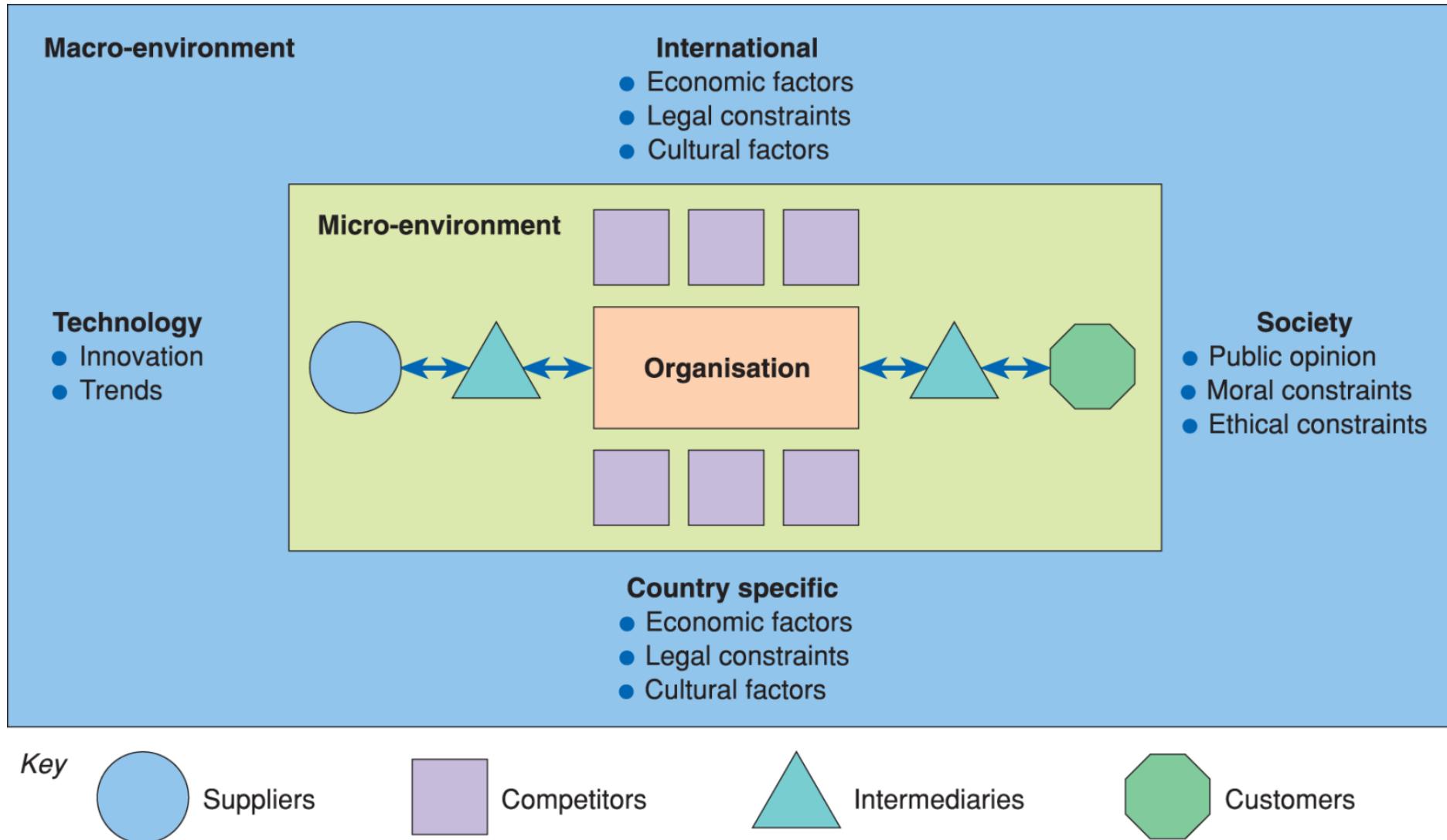
# The Connected 4 Cs

- Communal activation changes the P for place
  - Peer-to-Peer creates many disruptions
  - Companies sell products they don't own; 3-D printing accelerates this trend
- Conversation
  - Traditional marketing was one-sided; customers can now respond and participate
  - Customer care evolves from processes to collaborative care; customers are equals

“The goal of an innovative company  
is not to do business with customers  
who need what you have but to do  
business with customers who believe  
what you believe.”

Simon Sinek, TED Talk on Innovation

# Digital Marketing Situation Analysis



# Technological forces

- In the digital world, changes in market forces are increasingly rapid. Firms should respond to these changes, emerging opportunities and threats by developing strategic agility.

Key factors to consider:

- Internet technology
- Cyber security
- How to develop secure systems
- Mobile and SMS messaging and applications
- Mobile Apps
- Wi-Fi and Bluetooth wireless applications
- Emerging technologies



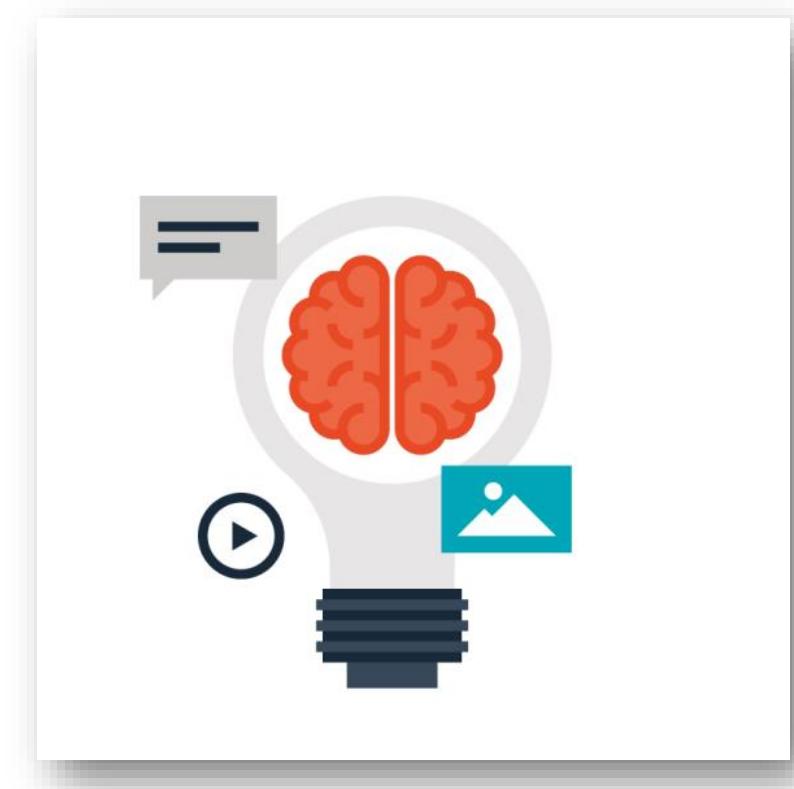
# Economic Forces

- Economic growths
- Market growth and employment
- Interest and exchange rates
- Globalization
- Economic disruption (i.e. COVID)



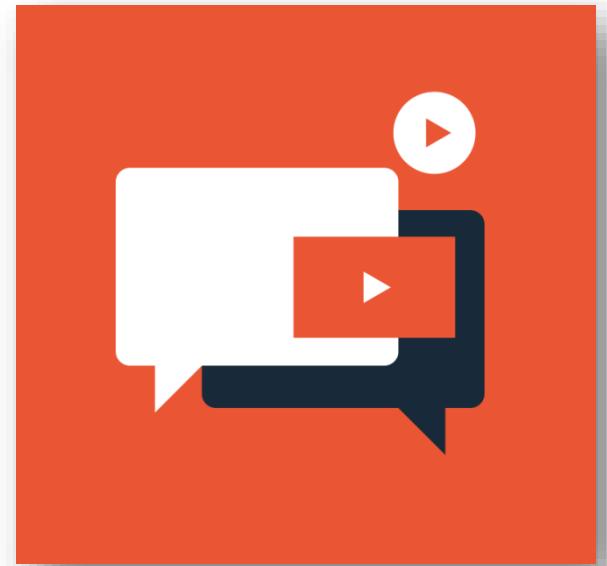
# Political forces

- Political control and democracy
- Internet governance
- Taxation
- Tax Jurisdiction



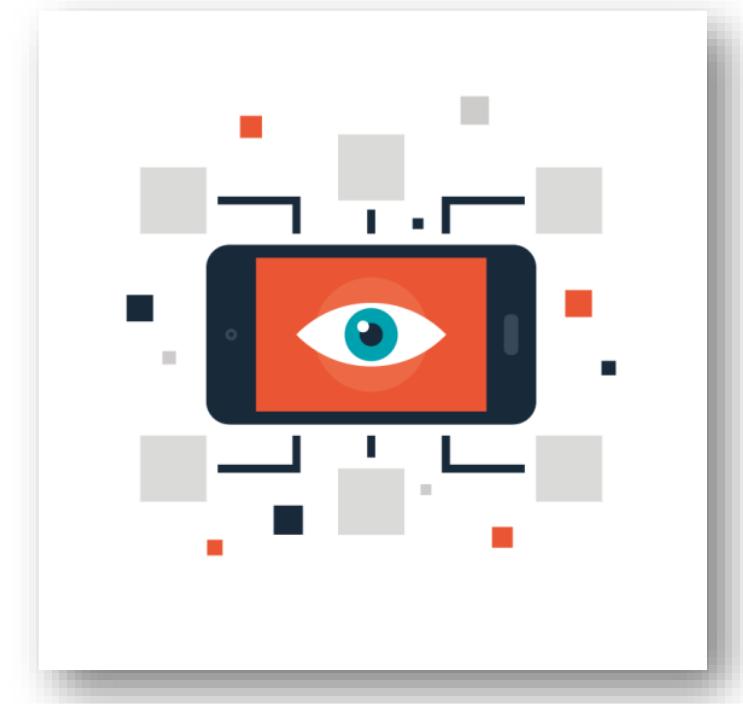
# Legal forces

- Data protection and privacy law
- Anti-spam legislation
- Disability and discrimination law
- Brand and trademark protection
- Intellectual property rights
- Online advertising law



# Social forces

- Demographics
- Culture
- Social exclusion



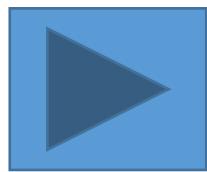
# 7 Ps Marketing Mix – Using the Internet

## Using the Internet to vary the marketing mix

<b>Product</b> <ul style="list-style-type: none"><li>• Quality</li><li>• Image</li><li>• Branding</li><li>• Features</li><li>• Variants</li><li>• Mix</li><li>• Support</li><li>• Customer service</li><li>• Use occasion</li><li>• Availability</li><li>• Warranties</li></ul>	<b>Promotion</b> <ul style="list-style-type: none"><li>• Marketing communications</li><li>• Personal promotion</li><li>• Sales promotion</li><li>• PR</li><li>• Branding</li><li>• Direct marketing</li></ul>	<b>Price</b> <ul style="list-style-type: none"><li>• Positioning</li><li>• List</li><li>• Discounts</li><li>• Credit</li><li>• Payment methods</li><li>• Free or value-added elements</li></ul>	<b>Place</b> <ul style="list-style-type: none"><li>• Trade channels</li><li>• Sales support</li><li>• Channel number</li><li>• Segmented channels</li></ul>	<b>People</b> <ul style="list-style-type: none"><li>• Individuals on marketing activities</li><li>• Individuals on customer contact</li><li>• Recruitment</li><li>• Culture/ image</li><li>• Training and skills</li><li>• Remuneration</li></ul>	<b>Process</b> <ul style="list-style-type: none"><li>• Customer focus</li><li>• Business-led</li><li>• IT-supported</li><li>• Design features</li><li>• Research and development</li></ul>	<b>Physical evidence</b> <ul style="list-style-type: none"><li>• Sales/staff contact</li><li>• Experience of brand</li><li>• Product packaging</li><li>• Online experience</li></ul>
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# Coca-Cola; Share a Coke

Personalized, physical and social engagement – combines online with offline



<https://www.youtube.com/watch?v=sGjQnGio5mw>

# Coca-Cola; Share a Coke



**The country on a can; Coca Cola Egypt latest campaign**

A promotional image for a Coca-Cola campaign. Two red cans are standing upright on a sandy beach, facing each other. The can on the left has "Abdu" printed on it, and the can on the right has "Fatima". In the background, there's a bright blue sky and a calm ocean. A large, solid red circle is positioned in the upper left corner of the image area.

Share a  
**Coke** na...

#ShareaCokeKE

Behance

Share a Coke - Central, East and West Africa on Behance

Visit

Share a **Coke** with...

# Coca-Cola; Share a Coke

- Multichannel
  - newspapers, TV, public displays, social media, outdoor events
- Call to Action
  - “Share” not “Buy”
- Personalization



# Coca-Cola; Share a Coke





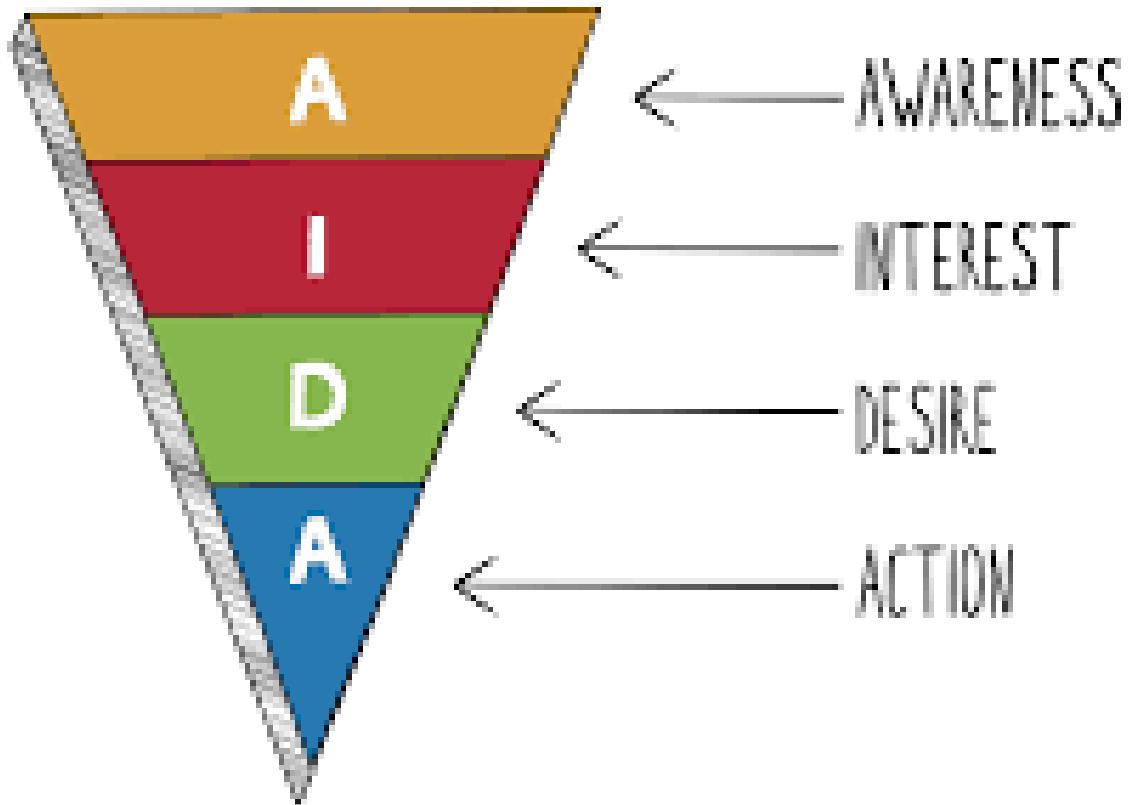
- Attendees could SMS companion's name to the event organizers
- Chosen ones were shown live on a large outdoor, inner-city display
- Return MMS with a professional photo to be shared on social media

# Classic Marketing Models

- <https://www.smartinsights.com/digital-marketing-strategy/online-business-revenue-models/marketing-models/>



# THE AIDA MODEL

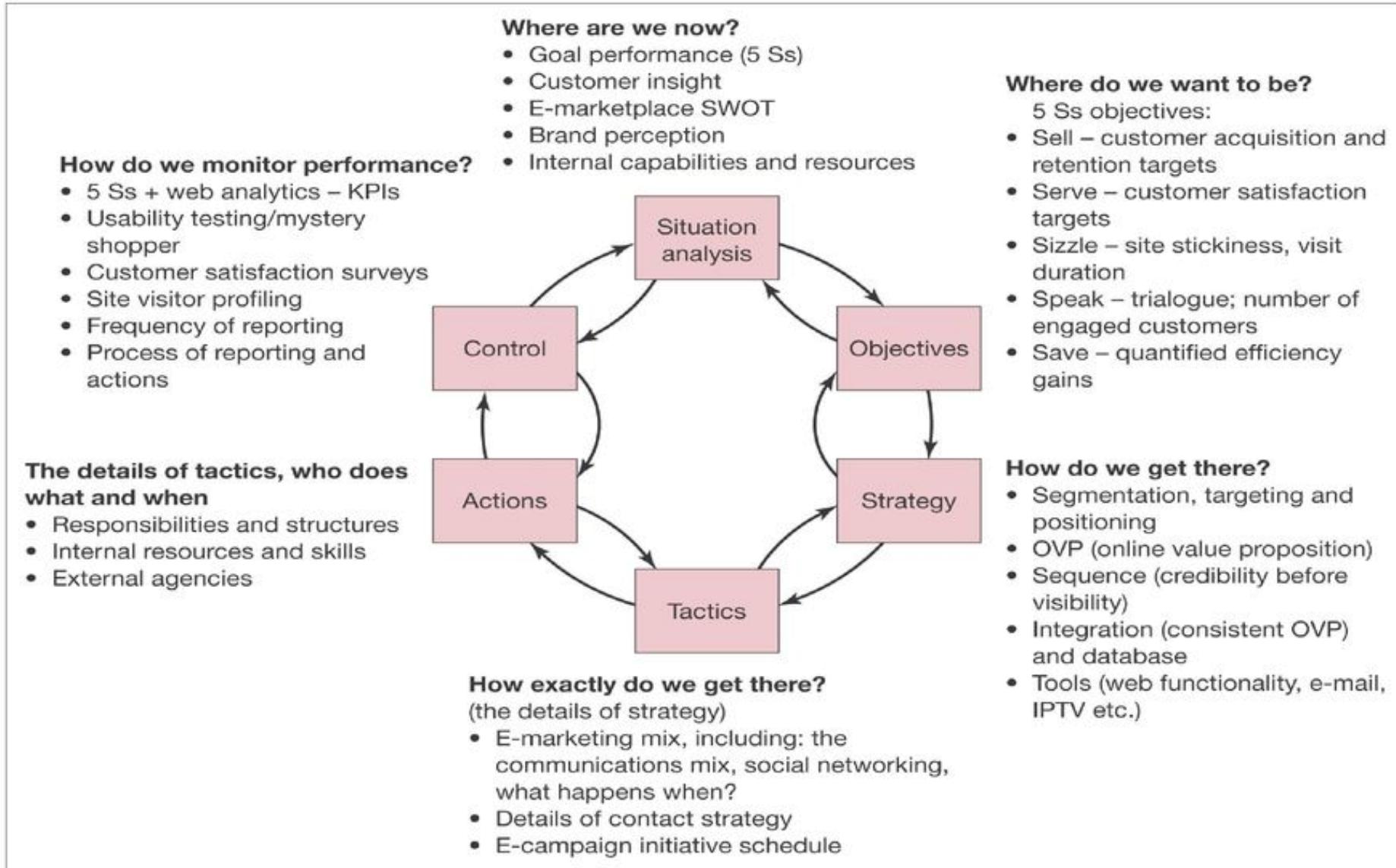


The **AIDA model**, tracing the customer journey through Awareness, Interest, Desire and Action, is perhaps the best-known marketing model amongst all the classic marketing models

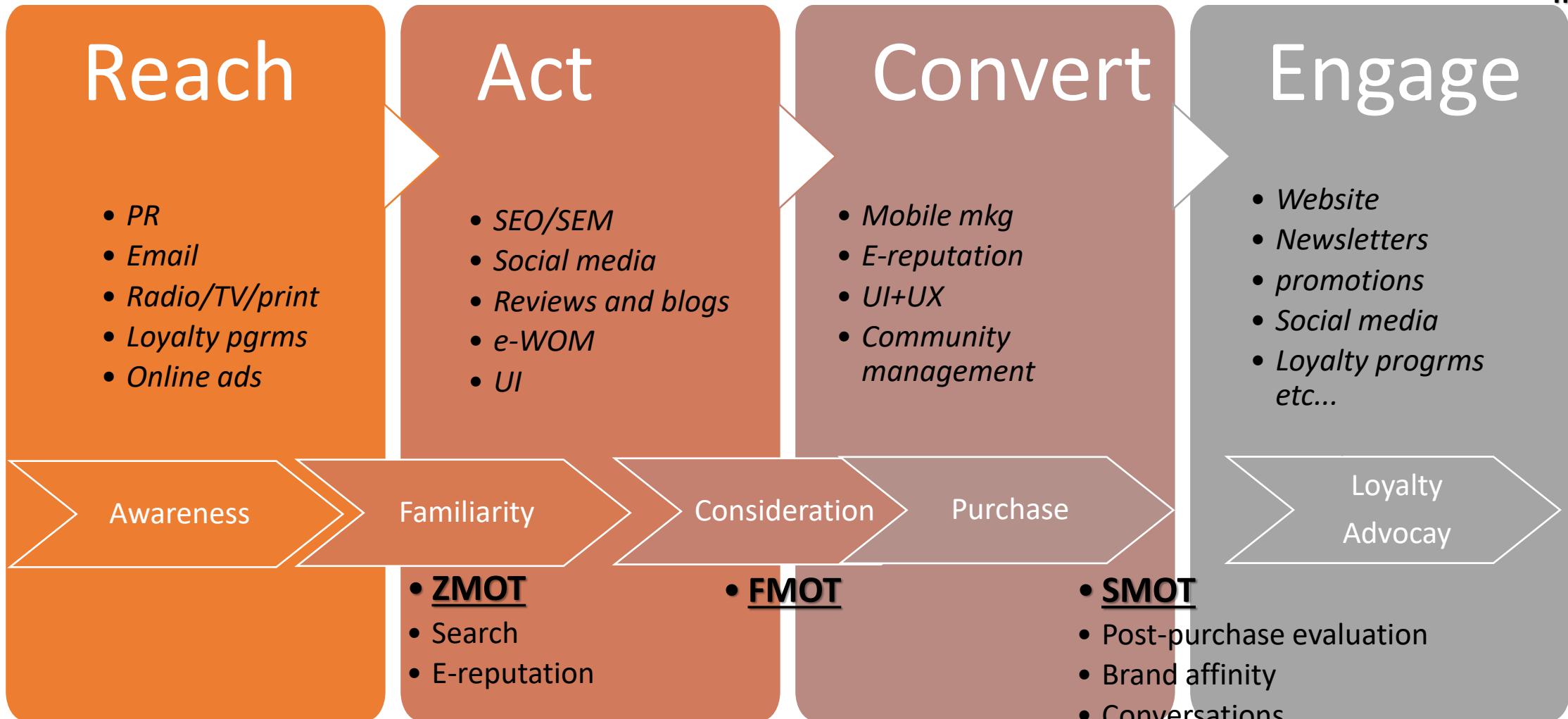
# SOSTAC



# SOSTAC – in a digital environment



# The augmented online customer journey map



# SOSTAC® Digital Marketing Plan outline incorporating RACE

<b>SITUATION</b>				
<b>Analysis of current company marketplace performance and opportunities</b>				
<b>Plan</b>	<b>Reach</b>	<b>Act</b>	<b>Convert</b>	<b>Engage</b>
<ul style="list-style-type: none"><li>• Create Digital SWOT</li><li>• Customer</li><li>• Competitors</li><li>• Intermediaries</li><li>• PEST/SLEPT</li><li>• Internal performance, capabilities and governance</li></ul>	<ul style="list-style-type: none"><li>• Digital footprint/search visibility</li><li>• Social amplification and reputation</li><li>• Awareness building</li><li>• Campaign/</li><li>• Always-on use</li><li>• Content assets</li></ul>	<ul style="list-style-type: none"><li>• Customer journeys</li><li>• Value proposition</li><li>• Engagement devices</li><li>• Social outpost engagement tools and content</li><li>• Permission marketing profiling and welcome</li></ul>	<ul style="list-style-type: none"><li>• Conversion funnel</li><li>• Value proposition</li><li>• Review of automated email follow-up</li></ul>	<ul style="list-style-type: none"><li>• E-communications effectiveness</li><li>• Satisfaction gap analysis</li><li>• Social conversations and advocacy</li></ul>
<b>OBJECTIVES</b>				
<b>Setting SMART objectives for the future to track through KPIs in CONTROL</b>				
<b>Plan</b>	<b>Reach</b>	<b>Act</b>	<b>Convert</b>	<b>Engage</b>
<ul style="list-style-type: none"><li>• Management dashboard</li></ul>	<ul style="list-style-type: none"><li>• Visits unique visitors</li><li>• Share of search</li></ul>	<ul style="list-style-type: none"><li>• Lead conversion rate % (on/off)</li></ul>	<ul style="list-style-type: none"><li>• Sale conversion rate % (on/off)</li></ul>	<ul style="list-style-type: none"><li>• Customer satisfaction (NPS)</li></ul>

# Zero Moment of Truth



<https://www.youtube.com/watch?v=EPBZMbRp59k>

# The Digital Customer Path



# Advocacy



# Have a Social Media Strategy

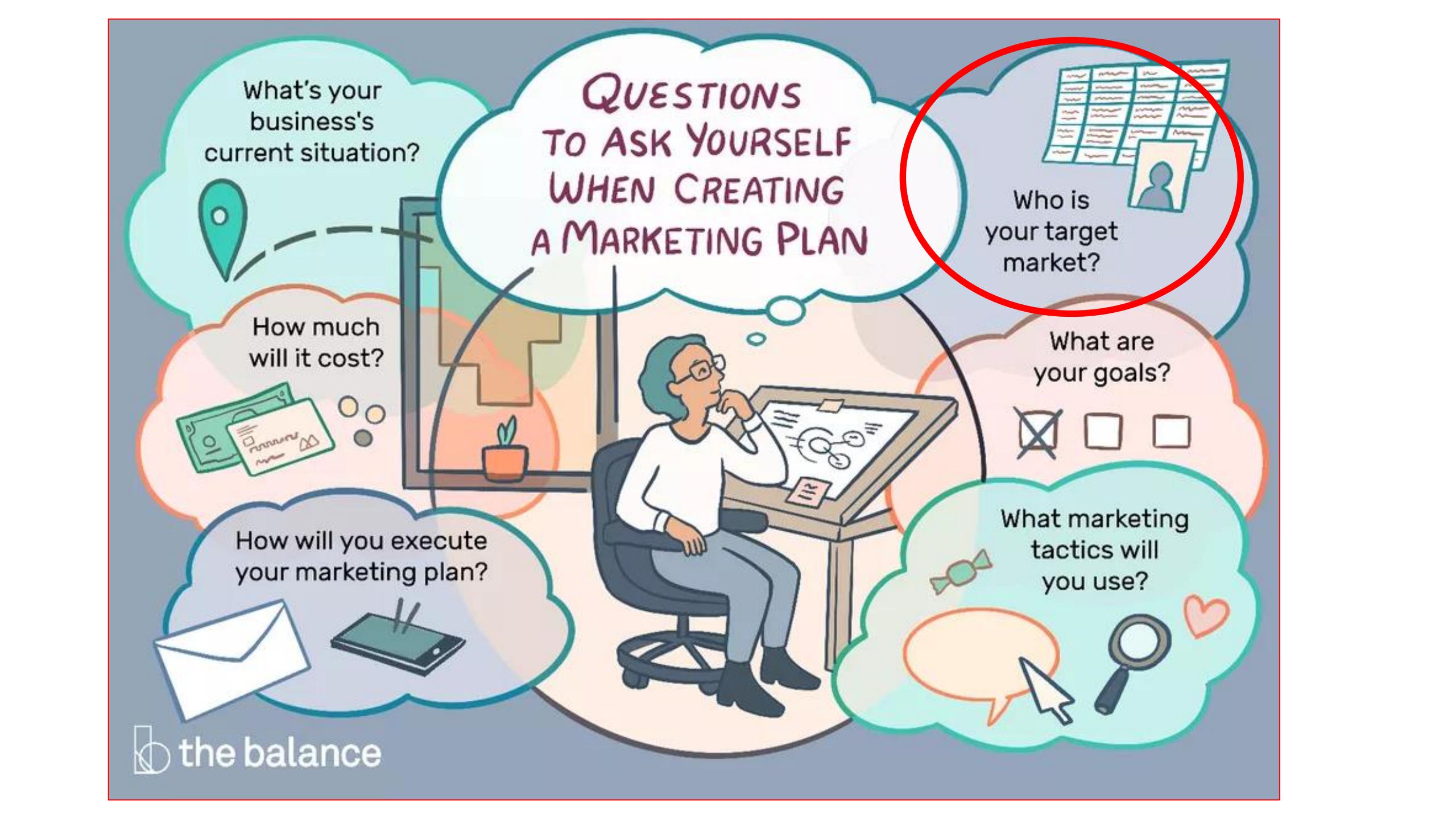
## The Strategy Problem

### Strategy: What It Isn't

- “We have a Facebook strategy”
- “We have an Instagram strategy”
- “We have a content marketing strategy”
- “We have a search strategy”

These are tactics.

A screenshot of a LinkedIn Learning video player interface. On the left, a sidebar titled 'Contents' lists several video sections: 'Introduction' (2m 6s), 'Welcome' (2m 6s), 'The strategy problem' (4m 25s), '1. Find Your Business Strategy' (with a dropdown arrow), '2. Define Your Target Customers' (with a dropdown arrow), and 'Identifying customer groups' (4m 43s). To the right of the sidebar is a large video preview window showing a man in a suit, Matt Bailey, speaking. Below his name, it says 'Author, speaker, President of SiteLogic'. At the top of the screen, there's a blue play button icon. The LinkedIn Learning logo is at the top left, and the navigation bar includes 'Home', 'My Learning', 'Notifications', 'Me', and 'EN'.



## QUESTIONS TO ASK YOURSELF WHEN CREATING A MARKETING PLAN

What's your business's current situation?



How much will it cost?



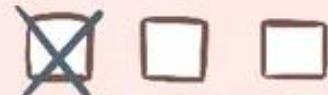
How will you execute your marketing plan?



Who is your target market?



What are your goals?



What marketing tactics will you use?



the balance

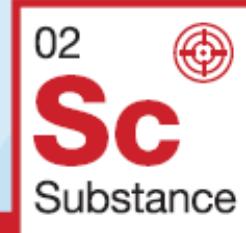
# The 5 Catalysts of Digital Marketing Strategies



Advances in data, modeling, and analysis allow precise measurement and management of customer decisions and more targeted spending.

Marshal big data and analytics for insights into choices along decision journeys.

Use data from sensors and video that track in-store behavior to improve merchandising.



Marketers can directly shape the business by evolving the customer experience and the development of products and services.

Harness consumer desires and needs to provide functional benefits—from auto safety to shopping convenience.

Make the case for customer care initiatives and for consistency in the customer experience.



The ways to tell a story are morphing continually, drawing on richer digital interactions and more powerful communications tools.

Learn to relinquish control of stories as customers interpret and modify them on social media.

Understand how to best access creativity given talent scarcity and evolving relationships with advertising agencies.

# The 5 Catalysts of Digital Marketing Strategies

04  
**Sp**  
Speed

Consumer preferences, market dynamics, and product life cycles change with stunning velocity in a digital economy.

Develop the management skills and organizational clout to bring cross-functional teams together swiftly.

Achieve a shared vision with product developers to facilitate a speedy response to market changes.

05  
**Si**  
Simplicity

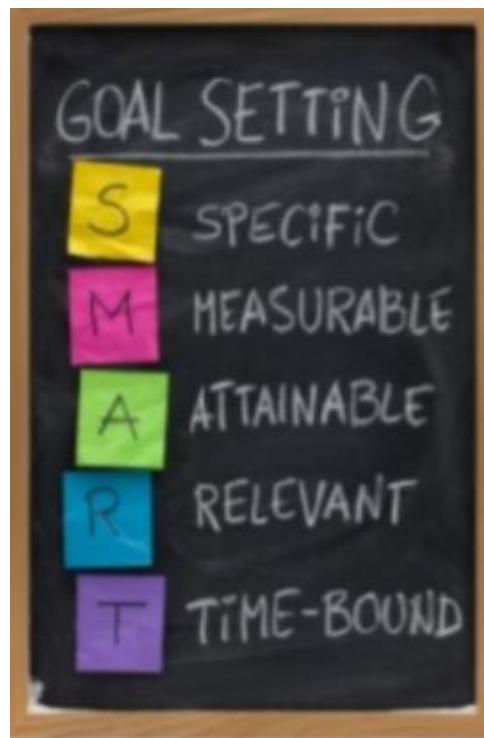
Complexity is the enemy of speed and leading marketers are seeking greater simplicity.

Reduce or eliminate hierarchies, silos, communications gaps, and redundancies within the organization.

Simplify working relationships with advertising and other media agencies.

# Tactics

Actions to deliver and support a Marketing Strategy





# Digital Marketing Campaigns

- Types of Campaigns
  - Acquisition; acquire new prospects and customers
  - Monetization; generate revenue from existing leads or customers
  - Engagement; create brand advocates and promoters
- Have a balanced campaign based on your business needs
  - Acquisition campaigns only will not yield profit
  - Monetization campaigns only will not find new leads and customers
  - Engagement campaigns only might create a loyal, non-profitable following

# Social Media Marketing

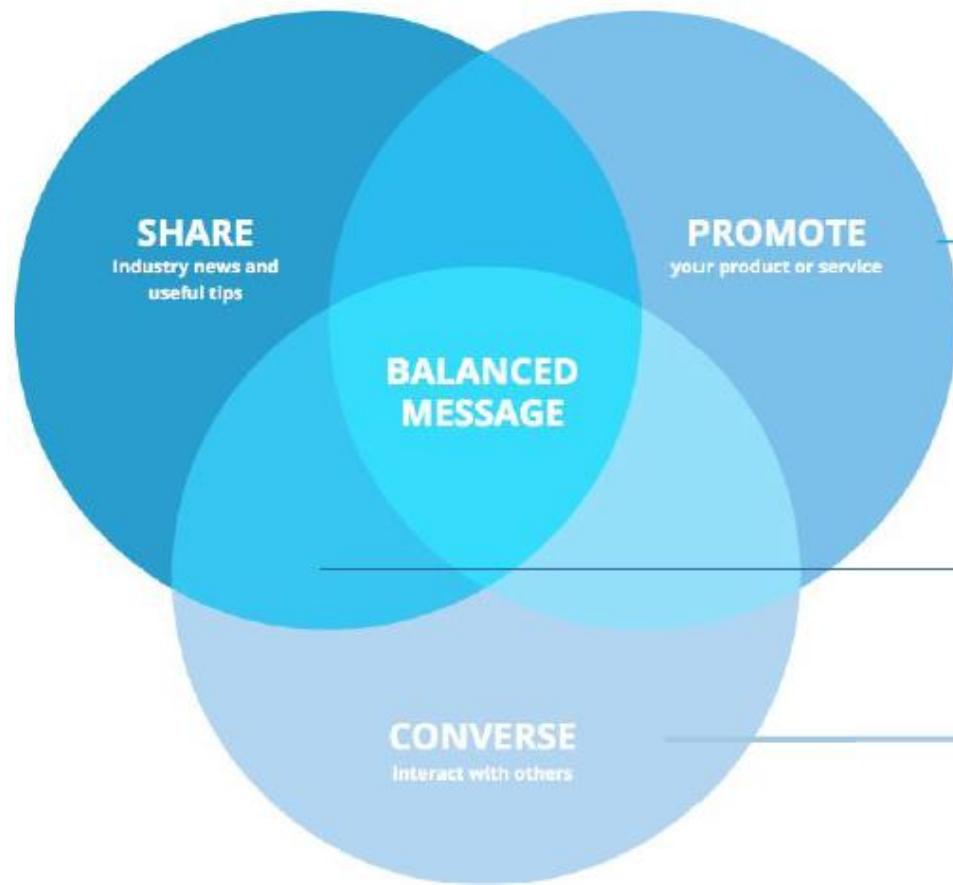
# Structuring Social Media Marketing Activities

## The Four Gears

- **Listening** – monitoring and responding to customer service and reputation issues;
- **Influencing** – establishing authority, often by publishing valuable content
- **Networking** – identifying and associating with influencers; individuals and brands
- **Selling** – generating leads and sales from existing customers and prospects



# Balance Your Social Media Message



## Balance Your Message:

- **Promote your products**
- **Share Industry/Lifestyle News**
- **Converse with customers**



# Social Media Marketing Channels

- **Seeker channels**

- function like search engines where content is discovered and consumed; i.e. YouTube, Pinterest
- suited for social influencing and social selling

- **Engagement channels**

- used to engage and connect with others ; i.e.Twitter, Facebook, LinkedIn
- suited for social listening and social networking

# Listening

- Monitoring and responding to praise or criticism on social networks
- Choose a social listening tool:
  - <https://financesonline.com/top-20-social-media-monitoring-tools/>
  - HubSpot Marketing, Buzzsumo, Google Alerts, Zoho Social, Qwya, Hootsuite
- Keywords might be brands, topics, competitors, influencers and the names of your public-facing employees

# Social Listening

[Platform](#)[Plans](#)[Enterprise](#)[Education](#)[Contact Us](#) [Log In](#)[Sign Up](#)[Scheduling](#)[Content curation](#)[Analytics](#)[Monitoring](#)[Team management](#)[Contests](#)[Security](#)

## People are talking. Make sure you're listening.

Our social media monitoring tools let you effectively track topics that matter—then respond quickly.

A screenshot of the Hootsuite Monitoring interface. At the top, there's a navigation bar with tabs for Scheduling, Content curation, Analytics, Monitoring (which is highlighted in white), Team management, Contests, and Security. Below the navigation is a large, semi-transparent text overlay that reads "People are talking. Make sure you're listening." and "Our social media monitoring tools let you effectively track topics that matter—then respond quickly." The main area shows a grid of social media feeds. One feed from "Review Trackers" shows a positive review from "New York - New York Hotel &amp; Ca...". Another feed from "Jim Nicholls @jnm.nicholls" discusses a beautiful day at the office. A third feed from "REDA.io (Hack Day) @hackday\_rea" mentions inventors starting their day with coffee. A prominent green button labeled "Compare Plans" is centered in the bottom right of the interface.

# Social Media Management and Analytics Tools

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**Learn how quintly can improve your social media strategy.**

Get in-depth data on all your social channels and enjoy detailed analytics, with customizable metrics, dashboards and reports to help you benchmark your numbers and improve your online performance.

# Influencer Marketing



Over the past decade, influencer marketing has gone from a fringe concept to an industry worth around \$6.5bn in 2019. Almost half of marketers spent more than 20% of their budget on influencer posts. Influencer marketing – the business of brands paying social media celebrities to advertise their wares – has become a well-established marketing tactic.

*Wikipedia*

# How to Find the Right Influencers

- **Determine the big-name influencers.** Check out sites that select the best related blogs
- **Look at the comments that are posted in their blogs.** People who are informally influential are often frequent commenters to those sites.
- **Don't always choose the influencer with the largest audience.** That influencer may not have the time or interest to engage with you. Find people who have mid-size audiences.
- **Begin a dialogue with an influencer via email.** Demonstrate that you are interested in a mutually beneficial relationship.
- **Get on an influencer's radar screen before you contact them.** Comment on their blog posts, get on their email list. Show interest in their point of view.

# Workshop SMAP



# Social Media Action Plan Template

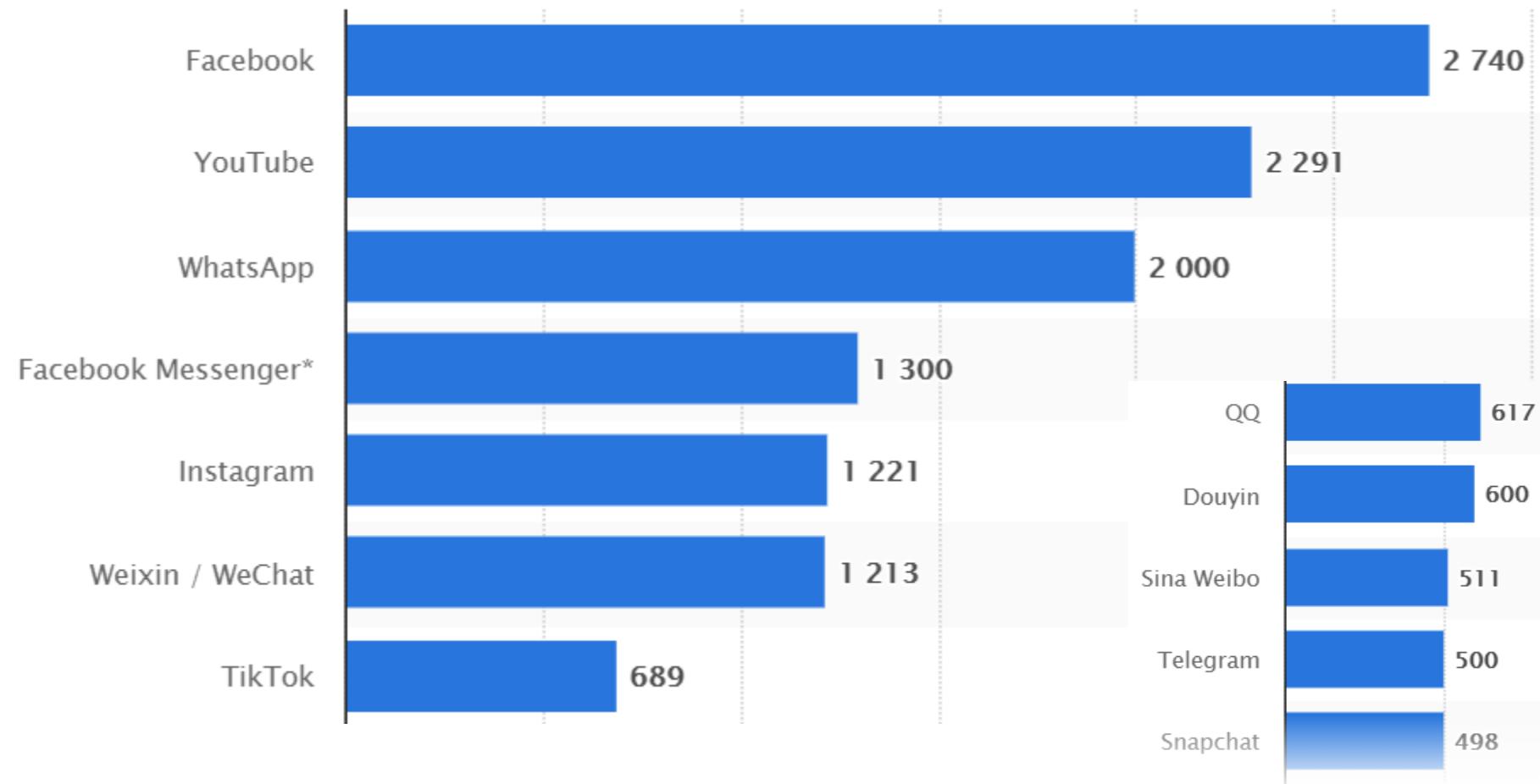
- Review of SMAP file that was just posted

# Some Social Media Platforms to Consider

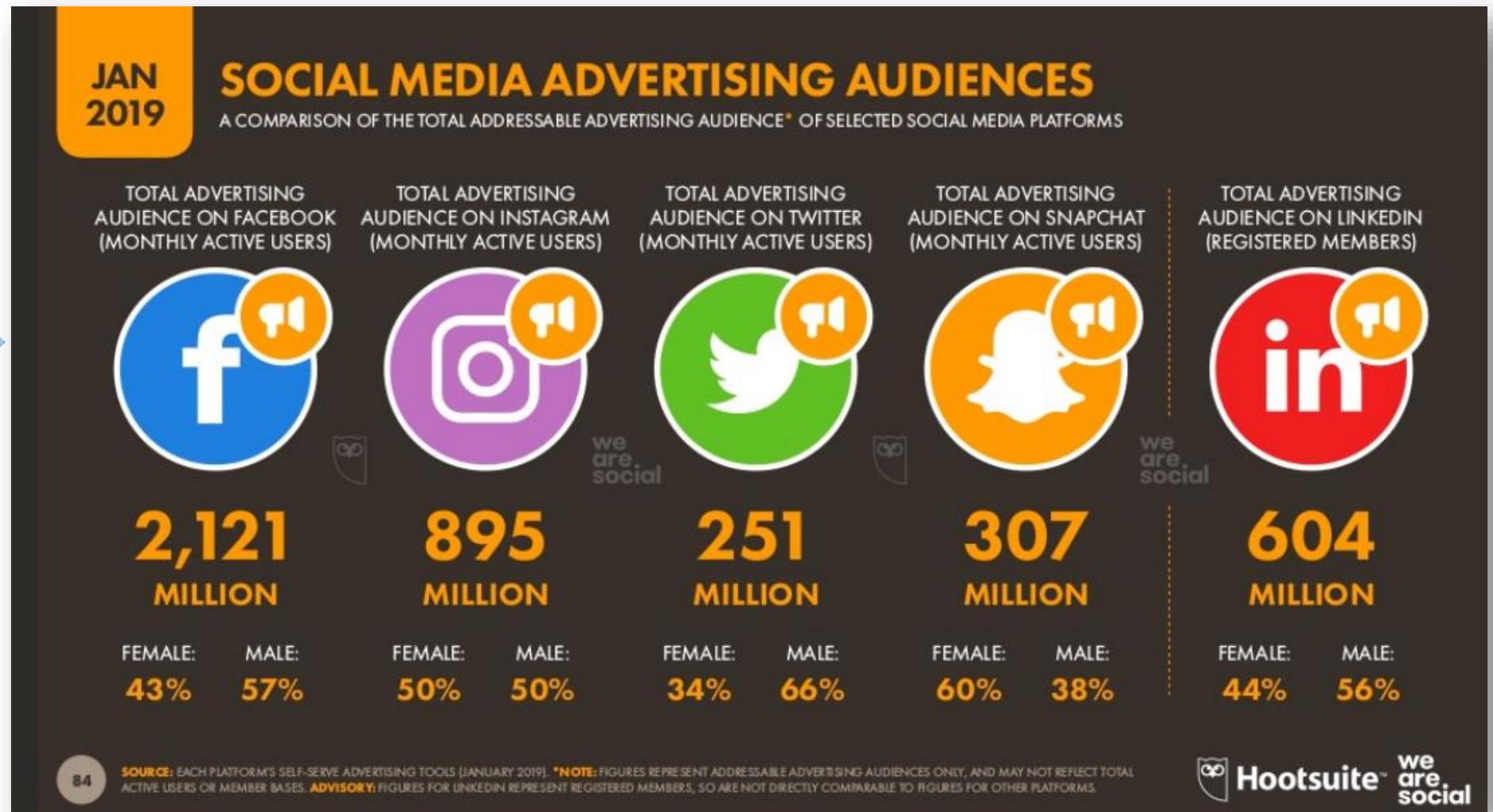
- Facebook
  - Messenger
- LinkedIn (owned by Microsoft)
  - LinkedIn groups
- Twitter
- YouTube (owned by Google)
- Pinterest
- Instagram (owned by Facebook)
- Tumblr (owned by Yahoo!)
- Flickr (owned by Yahoo!)
- Vimeo (owned by IAC/InterActiveCorp)
- Yelp
- Snapchat
- Foursquare (or other local search & discovery apps)
- Google+
- Offerpop
- SlideShare
- StumbleUpon
- Flipboard
- Nextdoor
- Blogs – name yours

# Most popular social networks worldwide as of Jan. 2021

Ranked by the number of monthly active users in millions



# Social networks: different user profiles (gender)

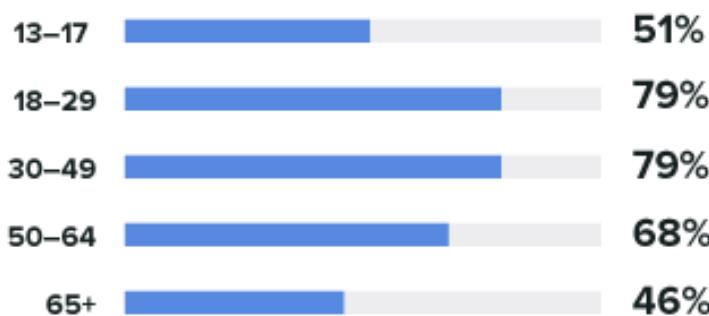


# Instagram vs. Facebook users (age profiles)

## Example in the USA - 2020

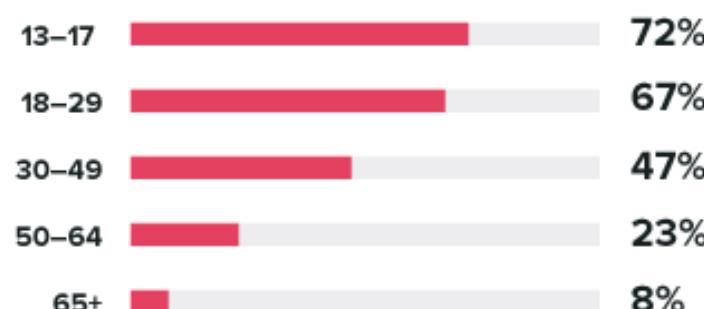
Facebook

Age



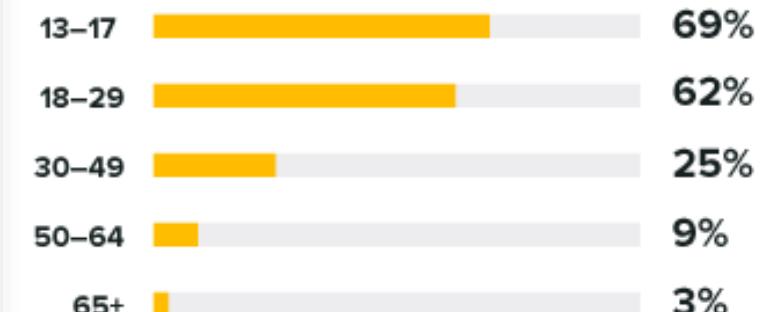
Instagram

Age



Snapchat

Age



- Big differences / country
- Dive deeper into user profile differences on « Sprout Social » or « Hootsuite We are Social »

# Chinese specificities



## 1 WECHAT (2011)

**1.2+ BILLION ACTIVE MONTHLY USERS**

- Instant messaging (text, video & voice)
- Users can become fans of brands
- Shopping & Booking

+-- WhatsApp + PayPal + Facebook



## 2 Tencent Video (2011)

**900+ MILLION USERS**

- Watch dramas & videos

Online Video Site



## 3 QQ (1999)

**659+ MILLION ACTIVE MONTHLY USERS**

- Instant messaging
- Games & Music & Blog
- Online social communities

Online Social Platform  
(Most of users are generation Z)



## 4 iQIYI (2010)

**500+ MILLION ACTIVE MONTHLY USERS**

- Watch dramas & videos

Online Video Site



## 5 SINA WEIBO (2009)

**445+ MILLION ACTIVE MONTHLY USERS**

- Microblogging
- Information source
- Video hosting

+-- Twitter with more content characters



## 6 XIAO HONG SHU (2013)

**300+ MILLION USERS**

- Guide for lifestyle & consumer decisions
- E-Commerce platform
- Lifestyle communities

+-- Instagram + E-commerce platform

# Chinese specificities

7



**BAIDU TIEBA (2003)**

**300+ MILLION USERS**

- Online Communities
- Topic boards
- Commenting

+-- Reddit

8



**Zhihu (2011)**

**220+ MILLION ACTIVE MONTHLY USERS**

- Online Q&A Community

+-- QUORA

9



**Bilibili (2009)**

**197+ MILLION ACTIVE MONTHLY USERS**

- Watch videos
- Live broadcast
- Contribution profit

+-- YouTube

# Line, 2011

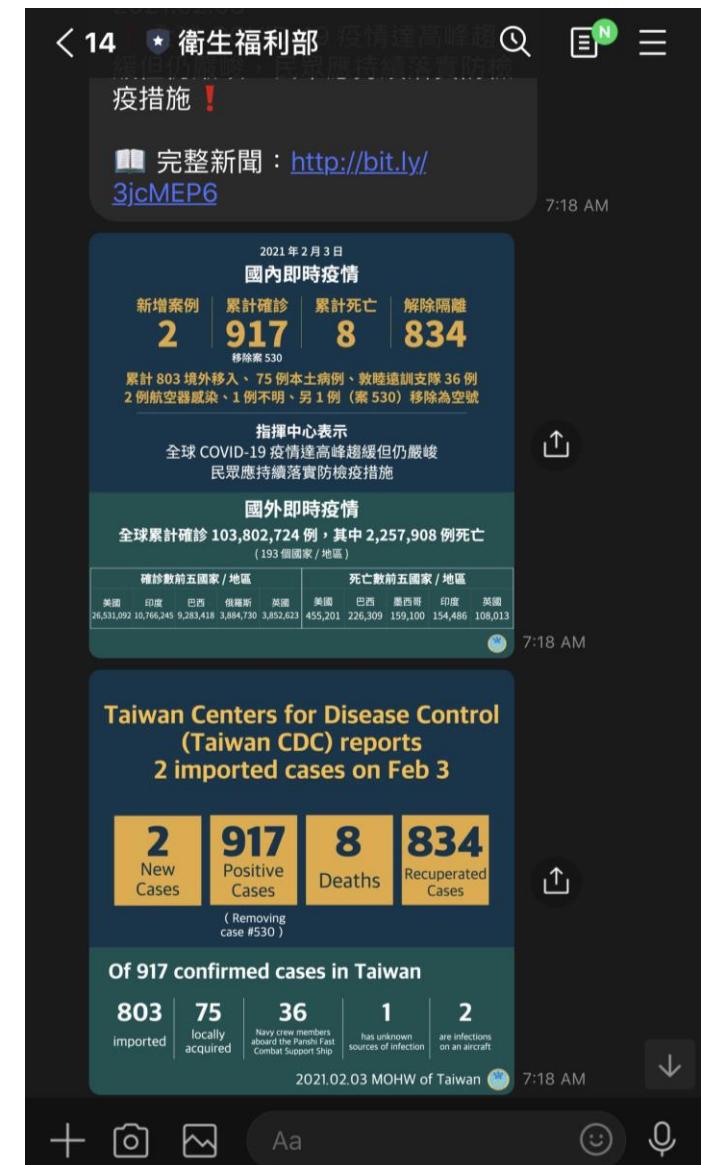
Japan, Taiwan, Thailand, Indonesia



164+  
MILLION ACTIVE  
MONTHLY USERS

- Instant messaging
- E-payment, cashback, coupon
- Blog
- Business account
- Customized stickers
- Information:  
shopping, traveling, music

Facebook + Whatsapp + Paypal



# Line

- <https://www.statista.com/topics/1999/line/>
- <https://line.me/en/>
- LINE is a Japan-based, cross-platform mobile messenger app with about 84 million monthly active users in its home market as of 2020. LINE clearly dominates the mobile messaging market in its home country. Other key markets are Taiwan, Thailand, and Indonesia.

# Slack

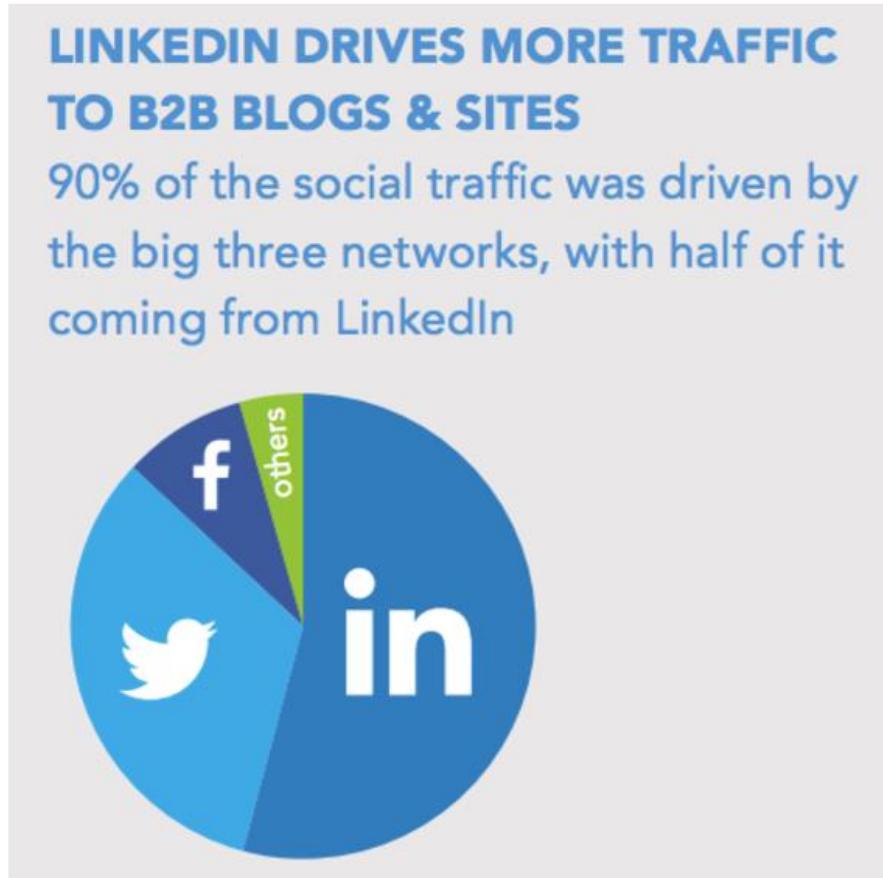
- **How to Integrate Slack and Facebook Ads**



<https://revealbot.com/blog/slack-facebook-ads/>

# LinkedIn – Great for Business to Business

## Not just for job hunting



 LinkedIn Marketing Solutions  
Promoted

+ Follow ...

You're only a few steps away from generating high-quality leads on LinkedIn. Get started with LinkedIn ads. <https://lnkd.in/grr3G6V>

*80% of social network B2B leads come from LinkedIn.*

# Social Network Purpose Comparison

Facebook	Instagram	Twitter
<b>Publishing content</b>	<b>Visual stories</b>	<b>Breaking news, quick updates</b>
<ul style="list-style-type: none"><li>- Reaches wide range of groups with a single publication.</li><li>- Encourages dialogue and deepening on subjects relevant to brands.</li><li>- Provides opportunity of increasing web traffic.</li><li>- Offers possibilities for more detailed information about proposals, products and brand's identity.</li></ul>	<ul style="list-style-type: none"><li>- Fully oriented towards visual content, which is ideal for displaying products.</li><li>- Enables the use of hashtags for indexing and amplifying content's exposure.</li><li>- Has one of the highest interaction rates on the audience's part.</li><li>- Offers the possibility to directly and easily share content on other Social Networks.</li></ul>	<ul style="list-style-type: none"><li>- Possibility of indexing your content through the use of hashtags (#).</li><li>- Enables finding information instantly, such as real-time news linked to companies, events and businesses.</li><li>- Invites people to "join the conversation" through generating dialogue with real and potential clients.</li><li>- Through the Trending Topic or Tendencies, enables knowing what is most talked about thing on Social Media in each city.</li></ul>

# Team Homework Exercise

Complete Page 1 in the Social Media Action Plan template with specific, well-developed detailed answers. (Once you complete your work, it will no longer fit on one page.) You do not need to go further but can look ahead to see what's coming next.

One team member should email me and copy the others. Your email title and the title of your MS Word attachment must be your team's name and SMAP.

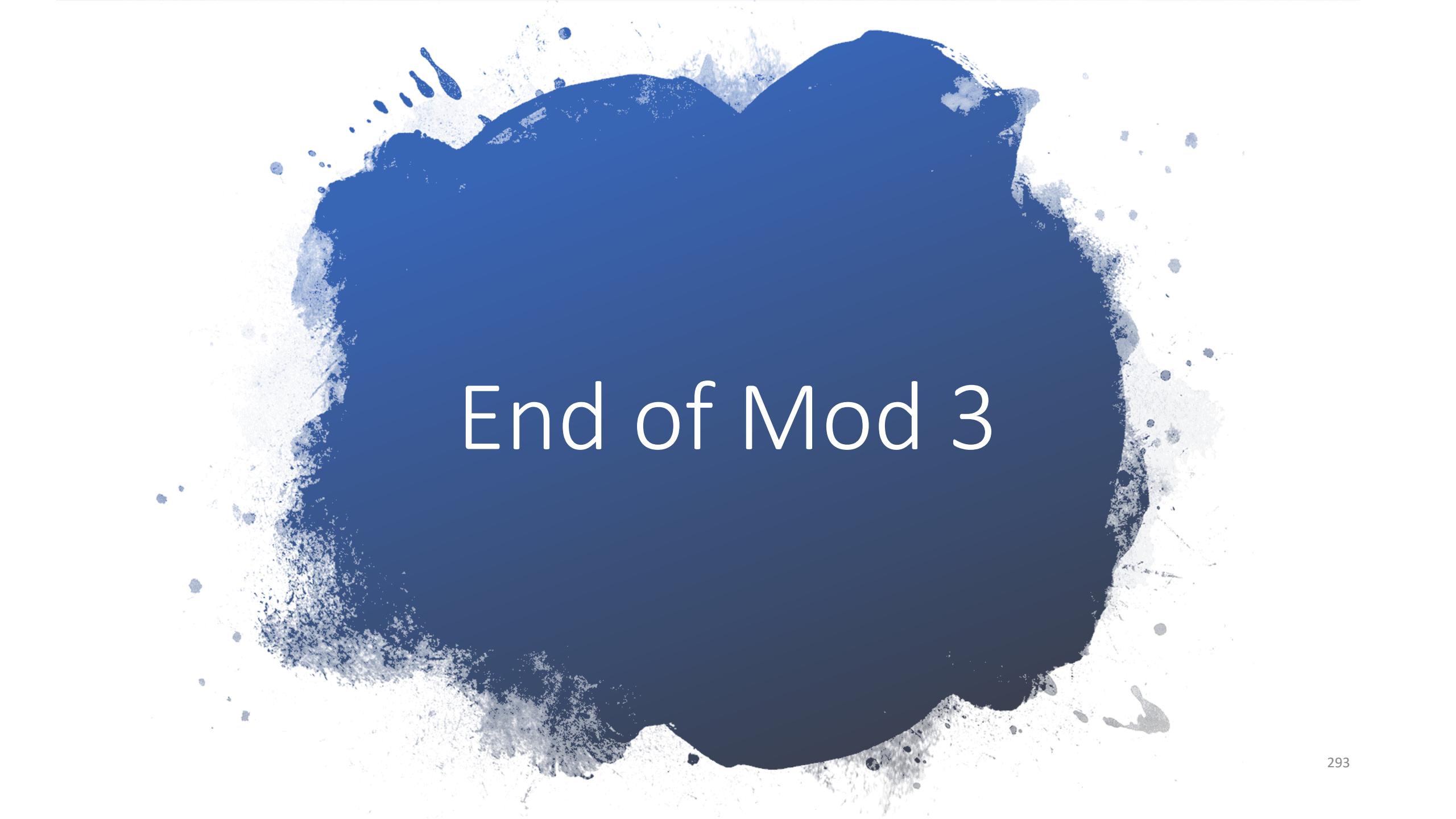
**Due by 18h00 on Monday, Feb. 21**

## Next class

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- Content Marketing
- SMAP review
- Social Media Strategy
- Searches – SEM, SEO





End of Mod 3