Intro

Who am I, why I'm here, and what we're going to learn

Schedule

Saturday

10-12 Intro + Strategy

12-1 Lunch Break

1-3 Content & Community

3-4 Metrics & Goals

4-5 Exercises & Plan Building

Sunday

10-12 Advertising

12-1 Lunch Break

1-2:30 Targeting & Segmentation

2:30 - 4 Exercises & Budgeting

4-5 Lessons Learned + Q&A

#SquadGoals

- Organic vs Paid
- Measuring Success
- Content Marketing
- Community Management
- Planning & Budgeting

What do you want to get from the course?

Social Trends

- The future is mobile
- Video is the preferred content type
- Messaging is the ultimate social network
- Virtual & Augmented Reality are here for real
- AI

Organic vs. Paid

- There's no such thing as "free" social media. The inputs have value (e.g. employee time, content generation, etc.)
- Organic social media is distributed through network effects.
- Paid social media receives increase distribution beyond network effects.

EXERCISE

- Learn about the company & product
- Who is their audience?
- What are their social marketing goals?
- What are they doing well? Not so well?

EDMdesigner

overview

Instagram

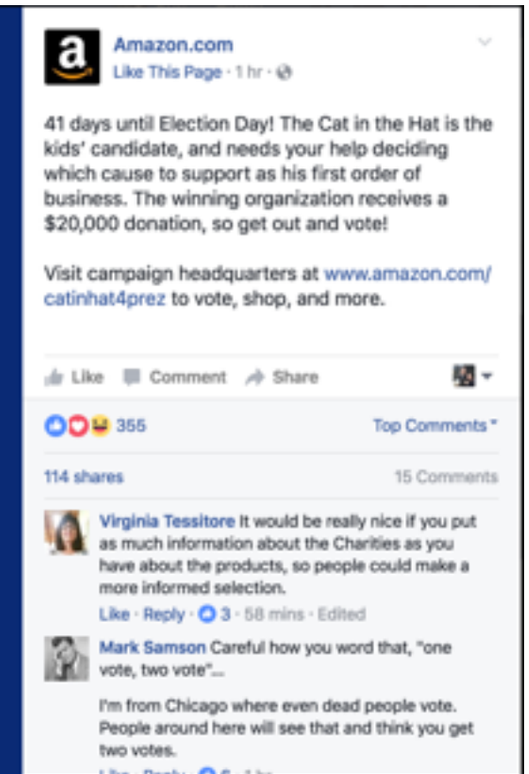
- Good for product & lifestyle brands
- Let photographs do the talking
- Difficult to grow organically
- Limited direct response capabilities

THE FINEST QUALITY
THE
Herschel
SUPPLY CO. BRAND
TRADE MARK

Facebook

- Immense, global reach
- Lots of content + limited real estate
- Straightforward growth strategies
- Numerous ad options + sophisticated targeting

ONE VOTE
TWO VOTE
RED VOTE
BLUE VOTE
VOTE
CAT IN THE HAT
2016


Amazon.com
Like This Page · 1 hr ·
41 days until Election Day! The Cat in the Hat is the kids' candidate, and needs your help deciding which cause to support as his first order of business. The winning organization receives a $20,000 donation, so get out and vote!
Visit campaign headquarters at www.amazon.com/catinhat4prez to vote, shop, and more.
Like
Comment
Share
355
Top Comments
114 shares
15 Comments
Virginia Tessitore It would be really nice if you put as much information about the Charities as you have about the products, so people could make a more informed selection.
Like · Reply · 3 · 58 mins · Edited
Mark Samson Careful how you word that, "one vote, two vote"...
I'm from Chicago where even dead people vote. People around here will see that and think you get two votes.

Amazon.com
Like This Page · 15 hrs ·
"If you enjoy pancakes or waffles on a regular basis, you NEED one of these." #AmazonReviews http://amzn.to/2dxIJP2
Like
Comment
Share
5.3K
Top Comments
1,758 shares
1.1K Comments
Sallie Blandenburg How much it cost
Like · Reply · 1 · 15 hrs
Amazon.com Hey Sallie, to find the current price and product details, please click the link above the picture to visit the item's Product Detail page.
-Sonja
Like · Reply · 3 · 15 hrs
View more replies
Disha Rao Zack Strobel pancakes MAKIN BACON PANCAKES 4evr
Like · Reply · 6 · 15 hrs
View 1 more reply
Amazon.com Hey Zack, you can find the current price and product details by clicking the link above the picture.
Write a comment...

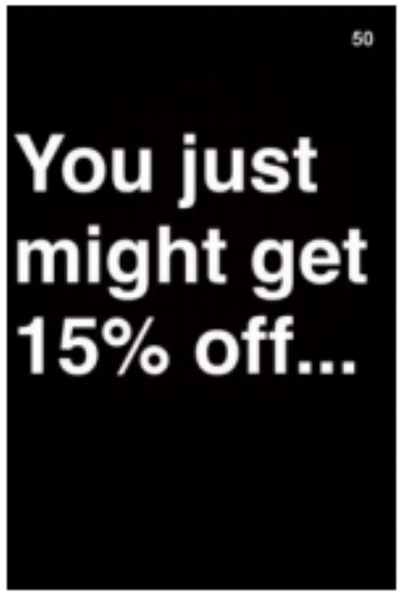
Twitter

- Primarily mobile
- Important to influencers
- Real Time + Live Events
- Multiple content types
- Numerous ad & targeting options

Snapchat

- Video + Images Only
- Limited advertising opportunities
- Growth is a challenge
- Direct Response is impossible (for now)
- Using built-in creative tools is key

52
Stick
around,
friends.


50
You just
might get
15% off...

47

42

20
Use Code:

YouTube

- Video Only
- Desktop + mobile
- Global Reach
- Various advertising options
- Sophisticated targeting

LinkedIn

- Professional network
- Limited content types
- Destination for professional development
- Influencer generated content

Niche Networks

- Industry Specific (Health Grades, Angie's List, Yelp)
- Community Specific (Hacker News, Angel List)
- Local (reddit, neighborhood forums)

When to join a new network:

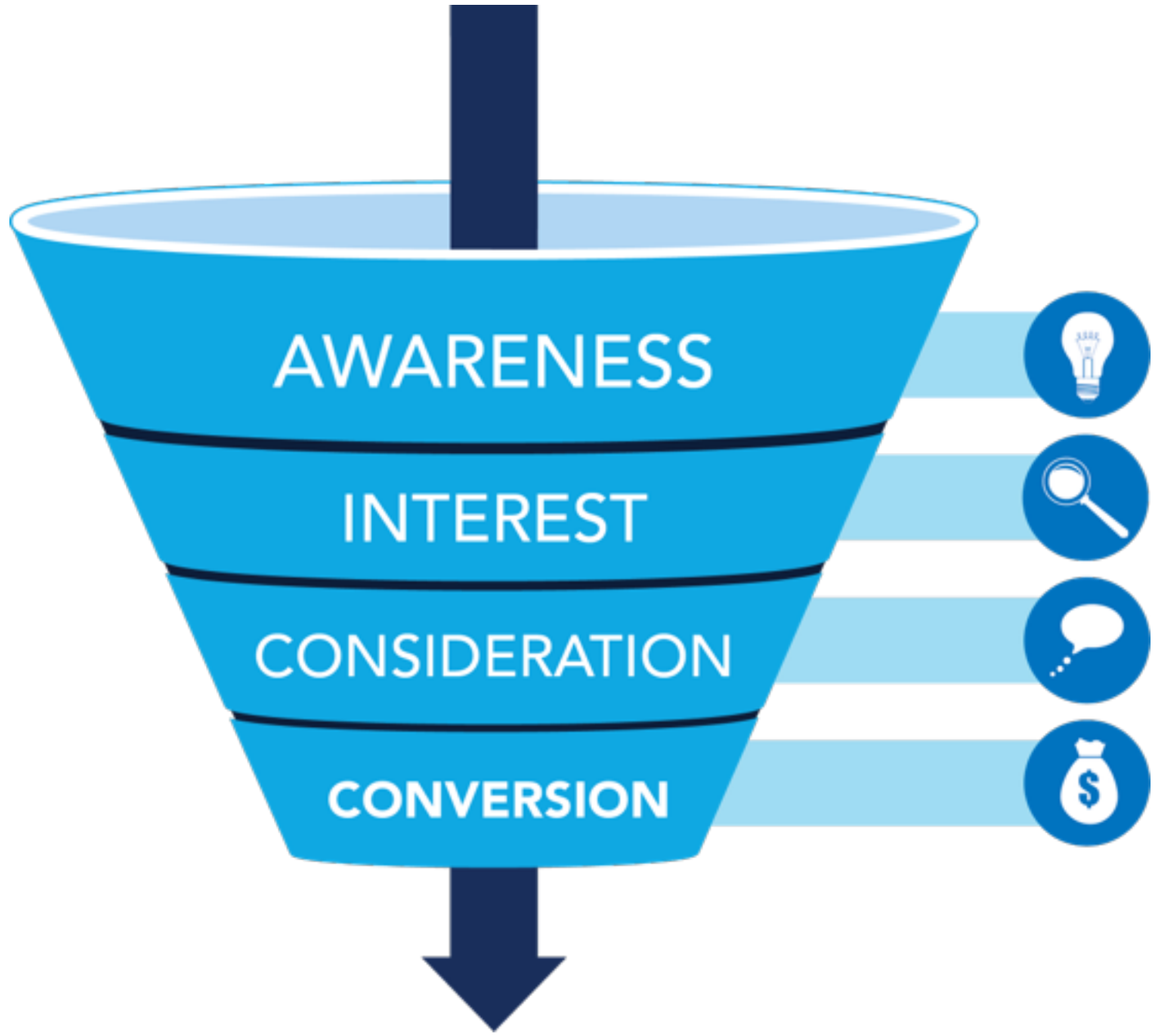
- Does it reach your target audience at scale?
- What tools are available to marketers?
- What will you get for being an early adopter?
- How will it impact your existing efforts?

Getting Started

- Ensure ALL of your profile is completed (text + graphics)
- Don’t spread yourself too thin across multiple platforms
- Know content types before you start posting
- Set up website & other platforms to track success

PINARUS VALLEY
THE BATTLE OF ISSUS
The Decisive Movement, 333 B.C.
0
125
250
SCALE OF YARDS
Issus 7 mil
Pinarus River
GULF
OF
ISSUS

strategy



What does your conversion funnel look like?

How often do customers purchase your product?

Social Media NOT
Sociopath Media

What do your customers expect from social media?

Expectations

- Response to complaints
- Gratitude to compliments
- Special access & perks
- Instant answers

Social Media Tools

- Avoid anything that adds distance between you and the platform or between you and your community.

- Look for tools that will solve a challenge you actually, currently have — not one they've made up.

What I Use

- Tweetdeck
- Buffer
- Google Docs
- Zapier
- IFTTT
- Canva

community
management

“We’re at the point now where all marketing and communications are community building.”

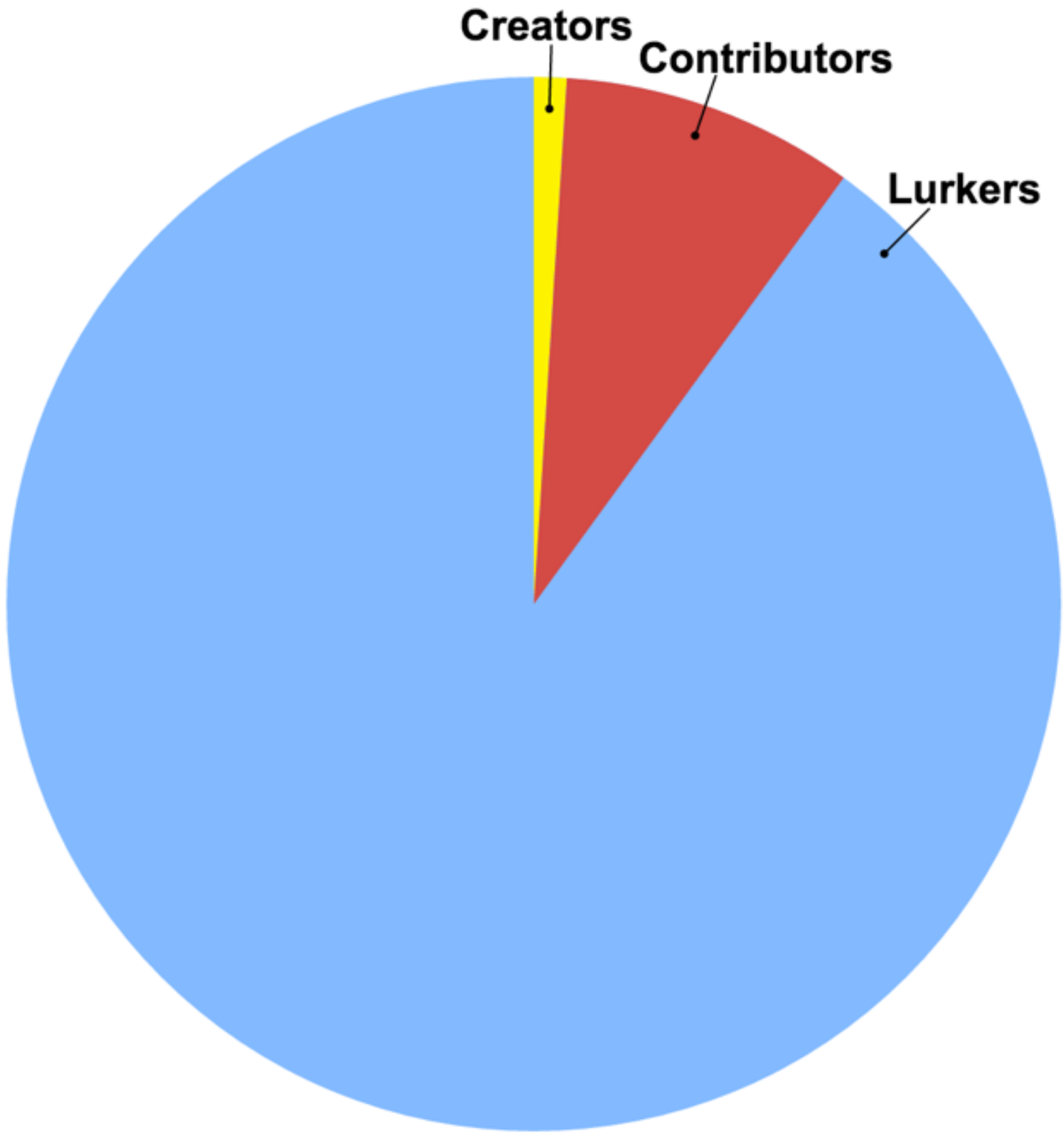
- Michael Slaby, Obama ’08 CTO & ’12 CIO

Who is your community?

- Users of your product or service
- Fans & advocates of your brand
- People with concerns about your company or industry (critics, watchdogs)

Find & meet them

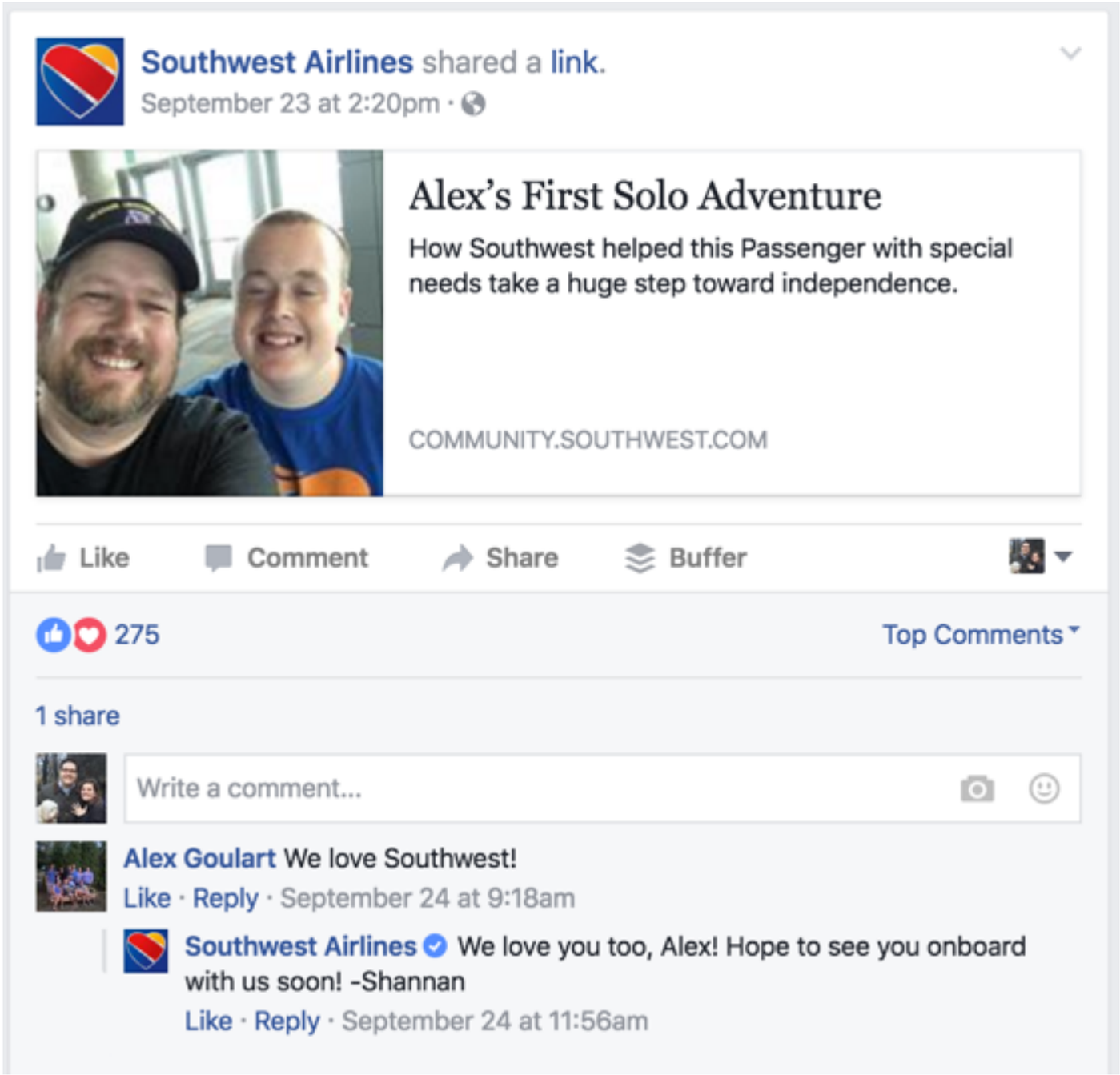
- People who comment & reply to your social media.
- People who share your branded content
- People who contact your company
- Customers (online & off)


Creators
Contributors
Lurkers

Engaging Your Community

- Recognize
- Respond
- React
- Relate

Recognize


Southwest Airlines shared a link.
September 23 at 2:20pm ·
Alex's First Solo Adventure
How Southwest helped this Passenger with special needs take a huge step toward independence.
COMMUNITY.SOUTHWEST.COM
Like
Comment
Share
Buffer
275
Top Comments
1 share
Write a comment...
Alex Goulart We love Southwest!
Like · Reply · September 24 at 9:18am
Southwest Airlines We love you too, Alex! Hope to see you onboard with us soon! -Shannan
Like · Reply · September 24 at 11:56am

Respond

477
Top Comments
126 shares
Write a comment...
Jeri Layne This is my favorite.I could eat theses all day long
Like · Reply · 3 · 23 hrs
McDonald's You have great taste, Jeri! Thanks for being a fan.
Like · Reply · 2 · 23 hrs
View more replies
Vincent Stigler My favorite item!!!
Like · Reply · 1 · 23 hrs
McDonald's It's one of our favorites too, Vincent! Breakfast date soon?
Like · Reply · 1 · 17 hrs
View more replies
View more comments
2 of 67

React

93
Top Comments
25 shares
Write a comment...
Alana Ladson Uber I sent everything I needed to in the 'help' messages regards to my account and neither person has gotten back to me after the second message. Meanwhile my acct has been charged. Waiting for a response...
Like · Reply · 1 hr
Uber We want to look into this, Alana. Please PM us with the email address associated with your account.
Like · Reply · 7 mins
Ryana Linette Rogers This might be a stupid question? but I am going to Maine next month and I was wondering do you guys pick us up at the Airport I want to go from Portland me to Kennebunkport
Like · Reply · 14 hrs
Uber Thanks for reaching out, Ryana! Check to see where we're available by visiting our city page at https://www.uber.com/cities/. We're expanding quickly so stay tuned if a particular city isn't there!
UBER
Uber Cities Across the Globe
Find out if Uber is available in your city, explore your local ride options, and get the app. Or sign...
UBER.COM
Like · Reply · 13 hrs
View more replies
View 27 more comments

Relate

Starbucks
September 15 at 1:39pm ·

Fan Favorite: Substitute pumpkin for vanilla in your Iced Caramel Macchiato. #CurrentFallMood

Discussion

Your company is facing a controversy (e.g. a recall, an accident, or a scandal), should you respond on your social channels?

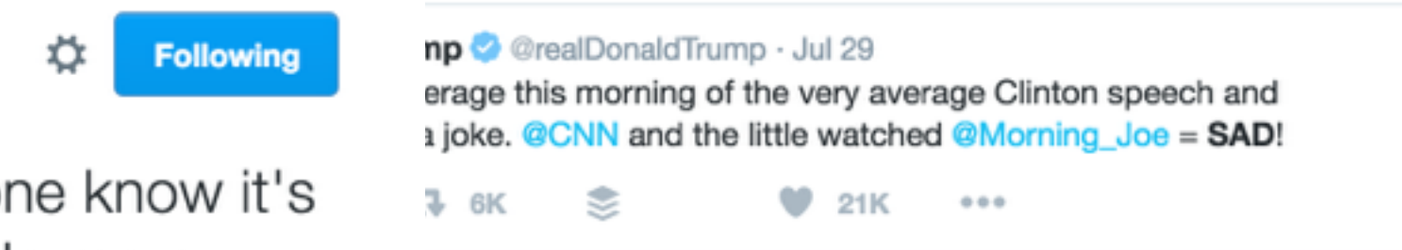
CONTENT

Content Ideas

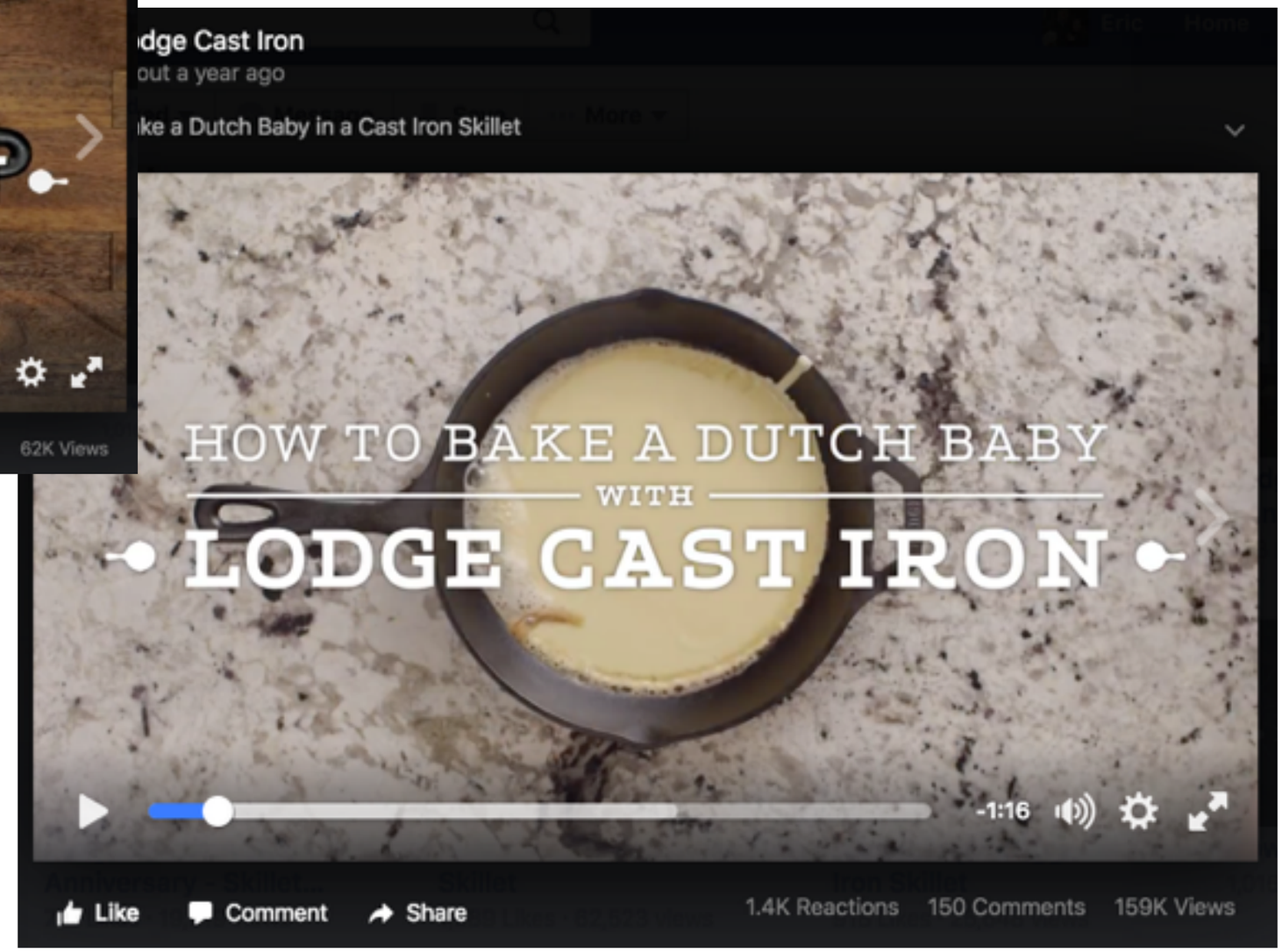
- Blog posts
- News articles
- Infographics
- Videos
- Podcasts
- Case studies
- White Papers
- Surveys
- Quizzes
- Email newsletters
- Discounts
- Coupons
- Contests
- Recognition

Keys to Successful Content

- Offers value
- Relevant to your target audience
- Within your core competency or market
- Impact is measurable



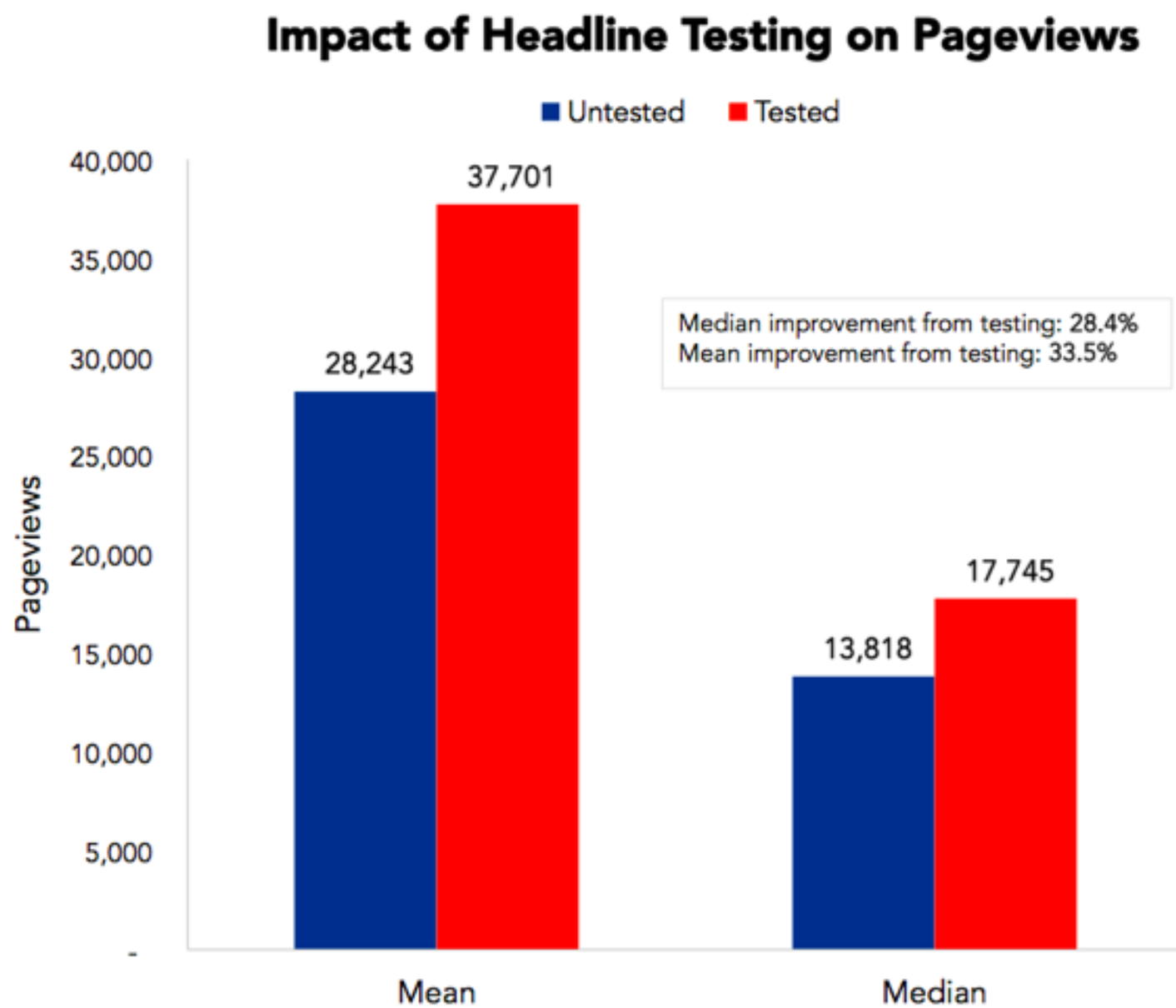
Find a voice & use it



Educational Videos

Miles Terry, Elie Litvin and 8 others like HubSpot.
HubSpot
Sponsored ·
Like Page
Free Template: Social media publishing schedule. Start organizing your social media and save time!
[INSERT MONTH + YEAR]
Social Media Content Calendar
Grab our Social Media Publishing Schedule Template to start organizing your social media marketing strategy.
HUBSPOT.COM
Download
128
21 Comments 40 Shares
Like
Comment
Share
Buffer

Giveaways



Always be testing

Exercise: Content Ideas

- Group 1: Beverage company social campaign to increase sales for a new soft drink
- Group 2: Online clothing brand to promote new season fashions
- Group 3: Software company selling a growth marketing platform to agencies
- Group 4: Device manufacturer launching a new gadget

Exercise: Content Ideas

- Outline 3-5 content marketing ideas
- Develop your favorite (e.g. write a video script or sketch an infographic, etc.)
- How does it give value to the customer?

metrics

Lorem ipsum dolor sit amet.
2003
2004
2005
2006
2007
2008
2009
2010
Lorem
Ipsum
Dolor
01 02 03 04 06 07 08 09 10
Jan Feb Mar Apr May Jun Jul
4/5
0%
25%
50%
75%
100%
Lorem
Ipsum
Jan Feb Mar Apr May Jun Jul Aug Sep Nov Oct Dec
Jan Feb Mar Apr May Jun Jul

EXERCISE

Metrics

- Grab some Post-It Notes
- List things you can measure related to social media — anything that can be measured
- One per note

Vanity Metrics vs. What Matters

- Does this impact my bottom line?
- Will it impact my decision making?
- Is it a leading indicator?

OR

- Is it a distraction?
- Am I not sure what it means?
- Is it positive but not impactful

EXERCISE

Goals

- Grab some Post-It Notes
- List things you want to achieve with your social media marketing
- One per note

Goals

- Should be concrete and tied to metrics.
- Achievable given your budget and time frame.
- Technically possible.
- Known to all stakeholders

If your goals aren’t tied to a mutually agreed upon metric, you are doomed to fail.

Metrics Tools

- Google Analytics
- Share Tally: http://sharetally.co/
- Coverage Bot: http://coveragebot.com/
- Content Tracker: https://tracker.priceonomics.com

Building a Plan

- Break it down by time period with granularity (yearly, quarterly, monthly, weekly & daily)
- Map out the assets you will need (video, graphics, spokesperson access, etc.)
- Identify key dates, events, and holidays — both internal & external

Building a Plan

- Separate your plan by platform
- Name your audiences
- Identify the goal for each campaign/post
- Describe content types
- List corresponding assets

Exercise: Building a Plan

- Group 1: Beverage company social campaign to increase sales for a new soft drink
- Group 2: Online clothing brand to promote new season fashions
- Group 3: Software company selling a growth marketing platform to agencies
- Group 4: Device manufacturer launching a new gadget

Exercise Overview

- Build a 90 day plan and include a sample weekly plan + daily plan.
- The brand, product and assets can be whatever you want (i.e. don’t worry about budgets)
- Note any content needs

advertising

Options for Social advertising

- Growing audience
- Promoting existing content to existing followers
- Promoting targeted content to existing followers
- Promoting existing & targeted content to non-followers
- Interrupting on-platform activity

Advertising Metrics

- Everything we've discussed plus...
- Frequency
- Reach against an audience

In the last 12 months, we have added one hour of media consumption each day. Mostly video & mostly mobile.

- Unskippable Labs, Google

People want more content - is your ad good enough for them?

Discussion

Should you pay for followers?

Influencer Marketing

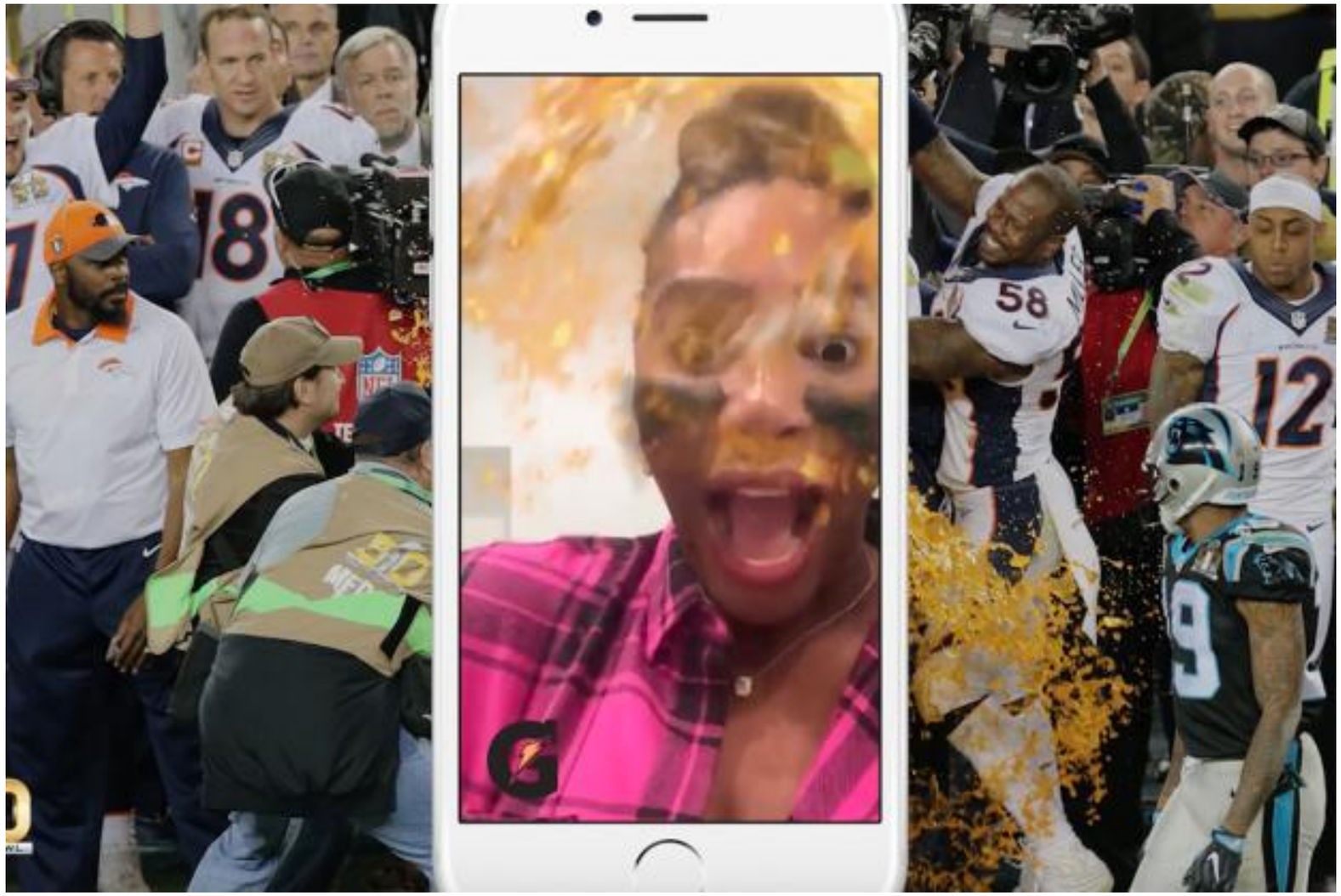
Native Advertising

Content & Influencer Marketing

Offline Creative -> Online Sharing

Offline Creative -> Online Sharing

Platform Specific



Platform Specific

Platform Specific

Social Context

Platform Specific

targeting

Options for targeting

- Platform-specific categories
- Third Party Data
- Customer Lists
- Lookalike Audiences
- Site visitors

Segment ideas

- Existing/current customers
- Lapsed/past customers
- Upsell/Upgrade targets
- Potential Customers
- Influencers

Targeting Considerations

- Avoid audiences that are too broad or too narrow.
- Ensure you have appropriate creative for your targets.
- If using data, what is your platform match rate?

Discussion

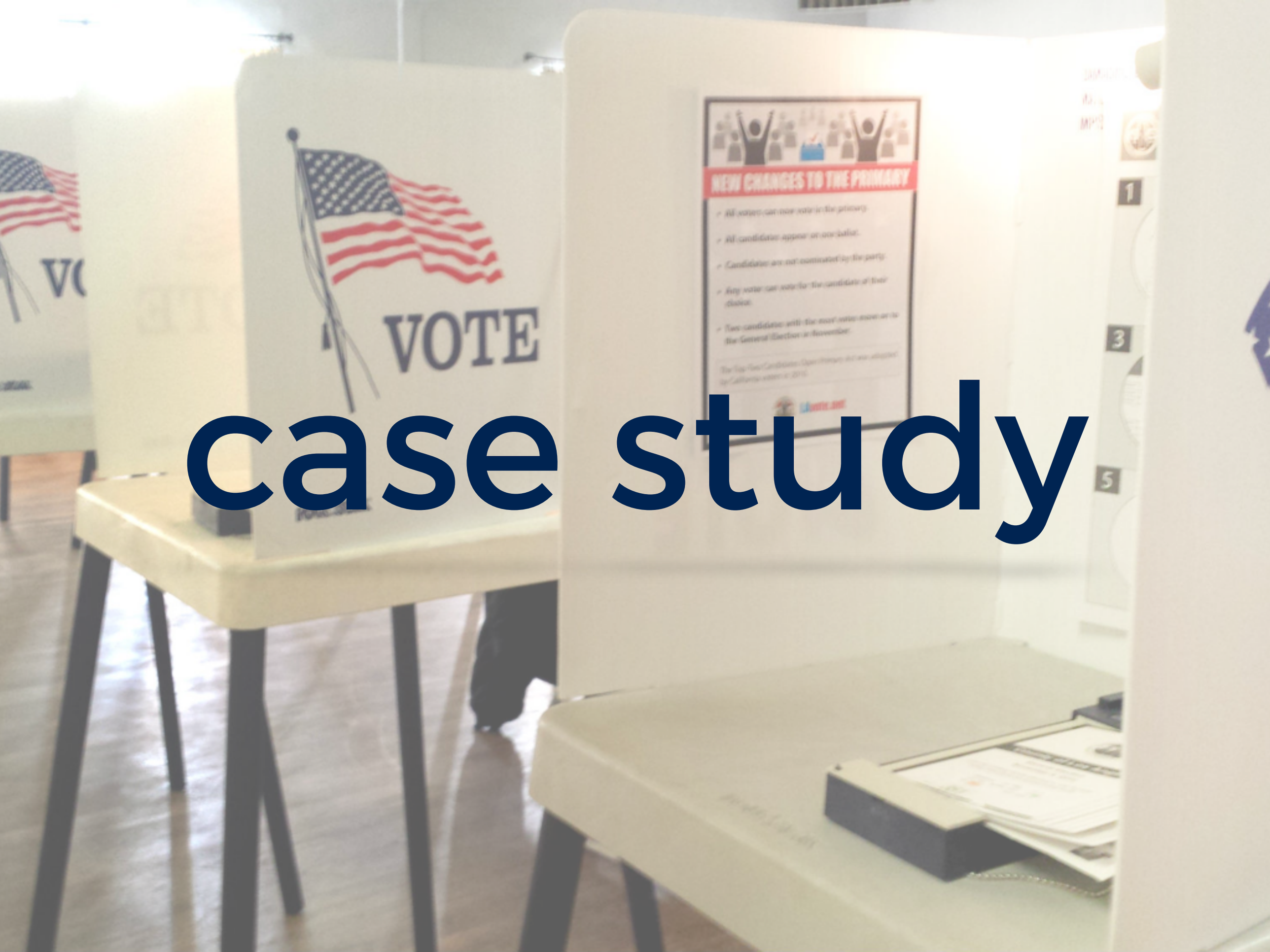
How can you use data to target your audiences and avoid being “creepy?”

Thoughts on “Big Data”

- Walk before you run - cover the fundamentals first.
- Be sure you have a “Big Data” problem first and not a regular data problem

Exercise: Budgeting

- Use the same groups/companies as before.
- You've got a budget of $2 million for the 90 day campaign.
- I'll give you approximate prices for your ad costs.
- Specify desired outcomes.
- Name audiences
- Identify creative and include in costs



case study

Challenge

How do we get as many Marco Rubio supporters as possible to vote early?

Solution: Vote Early Day

- Designate a fake “Vote Early Day”
- Coordinated push online & offline
- Social Media-driven Pledge
- Earned Media
- Paid Advertising

VOTE EARLY DAY
FLORIDA
VOTE
VOTE
HERE
MARCO RUBIO
MARK YOUR VOTE
GEOFILTER PAID FOR BY MARCO RUBIO FOR PRESIDENT

VOTE EARLY DAY
FLORIDA
MARCO RUBIO
MARK YOUR VOTE
GEOFILTER PAID FOR BY MARCO RUBIO FOR PRESIDENT

VOTE EARLY DAY
FLORIDA
MARCO RUBIO
MARK YOUR VOTE
GEOFILTER PAID FOR BY MARCO RUBIO FOR PRESIDENT

Snapchat Results

- $846.81 spent
- Viewed 2,532 — at early voting locations
- Used 83 times

Donald J. Trump
@realDonaldTrump

Follow

We are asking law enforcement to check for dishonest early voting in Florida- on behalf of little Marco Rubio.
No way to run a country!

Trump Bashes Rubio for Trying to Rig Early Voting in Fla

Donald J. Trump
@realDonaldTrump

Follow

Word is-early voting in FL is very dishonest. Little Marco, his State Chairman, & their minions are working overtime-trying to rig the vote.

RETWEETS 6,619 LIKES 14,358

1:06 PM - 12 Mar 2016

6.6K 14K

Final Project

- Pick a company, product, brand, or charity
- Develop a pitch to present to the class
- May cover a new product, new target demo, new market, etc.

Topics to Cover

- Who is your target customer? How will you find them?
- What are the desired outcomes and how will you measure success?
- What are your strategies for organic, paid, content, and community?

Wisdom

- Trolls are going to troll
- Don’t rub the spot on the wall
- It’s never as bad or good as it seems

Careers in Social Media

- Paid Marketing
- Content/Creative
- Community
- Strategy
- Data

Common mistakes to avoid:

The post that called for "8 million Americans abroad" to "stop Trump." | Getty

U.N news agency scrubs tweet calling on Americans abroad to 'end Trump'

By **CRISTIANO LIMA** | 09/29/16 09:54 PM EDT | Updated 09/29/16 10:29 PM EDT

Common mistakes to avoid:

Senate Republicans @SenateGOP · 14 Apr 2015
150 years ago today, the first Republican President, Abraham Lincoln was assassinated. America is forever indebted.

422 246

My Reading List

- Sites I visit
- Newsletters I read
- Influencers I follow

learntestoptimize.com/GAReading

How did I do?

Please fill out this 5min feedback form:

http://bit.ly/1PPNVDZ