

SOCIAL MEDIA GUIDE

Running an Integrated Campaign

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Facebook, Twitter and YouTube are all now mainstream channels of communication that your customers are using - as well as your competitors. For those reasons alone, it's important to not only engage in social media, but to develop a specific strategy that supports your integrated marketing communications program.

SOCIAL MEDIA IN 6 SIMPLE STEPS

- Develop your social media strategy
- Establish your presence
- Expand your reach
- Nurture your relationships
- Maintain communications with your network
- Train your customers to talk about you

STEP 1: Developing Your Social Media Strategy

Establish your objectives: Before you begin writing your social media strategy, consider your end goals as well as business infrastructure: Be specific so that your success can be measured, for example: "increase Facebook Fan Page fans by 25% by July 1." Answering these simple questions will provide internal alignment and a roadmap for your team to follow, ultimately increasing the effectiveness of your efforts:

Why participate in social media?

Grow your community?

Engage your current fan base?

Increase awareness about a new product?

What do you want from the campaign?

Expanded reach

Positive brand image

Specific action

How is the campaign going to achieve your objectives?

Amplification Rate will increase.

Applause Rate will increase.

Conversation Rate will increase.

Who it will target?

Demographic
Geographic
Psychographic

What are you going to leverage to reach those targets?

Partner and vendor pages
Staff, friend and family profiles
Competitor's pages
Ads, promoted posts and 'sponsored stories'
Email marketing
Links from websites, collateral, POS, email signatures
Check-ins

Research the Marketplace - Get an understanding of the social media terrain, that mean looking for every place it would be appropriate for your customers to talk about your brand. Find out what platforms are suited for your customer's persona and which keywords they are using to look for your products.

What are people talking about?

Your brand, staff, products, services, customer service
Your industry
Competitors
Identify where your key customers are spending their time

Research tools to consider using:

Google (Analytics, Trends, Alerts, and Blog Search)
Facebook Insights
Social Mention
FeedCompare
Quantcast
Commun.it
Cyfe
Cloze

Plan Around Your Goals - Your social media strategy document does not have to be lengthy. Instead, it's best to keep it focused to simplify execution. Leveraging all relevant parts of your existing brand or marketing strategy ensures that consistent messages are being delivered to your audience. This is the key to an integrated marketing campaign.

Targets - Identify your best customers:

Most profitable
With a high conversion rate
Repeat visitors

Messaging:

State biggest problem, challenges and pain points
State how you effectively solve the problem
Customer's results (or experiences)
Keep communications focused

Often easier to outsource your social media efforts

Partnerships:

Develop social partnerships to leverage fan base and communications.

Who else is selling to your customers?

What else does your audience want?

Consider existing business partners.

Referral partners: authors, media, bloggers, even competitors

Search Engine Optimization:

Participate on as many sites as possible that fit within your strategy.

Update your website regularly to achieve authority and relevance within search engines

Implementation:

Determine what resources to allocate

An individual, department or team of champions within company

Knowledgeable consultants

Establish Policy:

Brand guidelines

Specifics regarding what information can/cannot be shared

Code of ethics

Measuring Your Results:

Conversation: A high conversation rate requires a deeper understanding of who your audience is, what your brand attributes are, what you are good at, what value you can add to your followers and the ecosystem you participate in.

$$\text{Conversation rate} = \# \text{ of Audience Comments (or Replies) Per Post}$$

Conversations across all networks that are accretive to your brand equity can be measured.

Tools: TrueSocialMetrics.com, Trackur, Hootsuite

Amplification: Social media has a profound advantage you can tap into. Not only do you have a network, every node in your network has a network of its own! If you post something "incredible, relevant, of value" to your audience, they can allow you to break free of the limitations of your network and spread your word around to a massive audience

$$\text{On Twitter: Amplification} = \# \text{ of Retweets Per Tweet}$$

$$\text{On Facebook, Google Plus: Amplification} = \# \text{ of Shares Per Post}$$

$$\text{On a blog, YouTube: Amplification} = \# \text{ of Share Clicks Per Post (or Video)}$$

As you post and tweet, measure what pieces of content cause amplification. Understand time zones, geographic locations and the customer journey. Then do more of the content that increases amplification. You'll get more sharing and spreading of your content; and you'll be giving your audience content they consider to be of such incredible value that they want to share it and you'll know what your audience loves.

Tools: TrueSocialMetrics.com, Social Mention, Addictomatic, Hootsuite

Applause: A powerful, immediate way to understand your audience is to measure Applause. You get a much deeper understanding of what your audience likes so much that it will +1 your content (or contribution) and allow for that to be then shown to others in their social graph.

On Twitter: Applause Rate = # of Favorite Clicks Per Post

On Facebook: Applause Rate = # of Likes Per Post

On Google Plus: Applause Rate = # of +1s Per Post

On a Blog, YouTube: Applause Rate = # of +1s and Likes Per Post (or video)

Tools: Facebook Insights, TrueSocialMetrics.com, Hootsuite

Reach: Measured by your range of influence, reach measures the spread of a social media conversation. On its own, reach can help you understand the context for your content. How far is your content disseminating and how big is the audience for your message? Reach is a measure of potential audience size.

Potential Reach = Social Shares + Fans in their Network

Tools: Tweetreach, Commun.it, Cloze, HootSuite, Facebook Insights

Economic Value: You don't participate in social media to only drive business outcomes. But to quantify the economic value created via social media, you should be measuring macro and micro conversions.

Economic Value = Sum of Short and Long Term Revenue & Cost Savings

Linking strategy/implementation to sales dollars is the most effective metric, but can be challenging to identify if other promotions are being launched simultaneously.

Tools: Google Analytics, Trackur, Facebook Insights

STEP 2: ESTABLISHING YOUR PRESENCE

Choose the right sites or platforms for your business based on where your customers are active. As you develop personal and company profiles, incorporate optimization tactics to increase visibility.

4 Major Networks:

Facebook

Twitter

YouTube

Google+

Location-based:

Google Maps

Facebook Places

Foursquare

Yelp

Profile optimization tactics:

State your unique value proposition

Define target audiences and what you can do for them
Define partners and why they should contact you
Cross-connect your other social profiles
Never sacrifice readability for optimization

Major Social Networks and Key Facts

Facebook:

Three types: Individual Profiles, Community Groups, Company Pages
Features: Chat, sharing links, photos, videos and events
Custom Applications
Each day Facebook users spend 10.5 billion minutes (almost 20,000 years) online on the social network
Americans spend 20m46s on Facebook every day
There are 955 million active users on Facebook that spend an average of six hours and 35 minutes per month on the network (desktop only)
An average of 3.2 billion likes and comments are posted every day
Facebook posted a 67 percent year-over-year mobile growth rate (543 million monthly active users on mobile).
The 6:35 per month spent on Facebook is nearly double the time (3:20) spent on Google.
58% of users return to the site daily.
In an analysis of more than 60 Facebook marketing campaigns, 49 percent reported a return on investment of more than five times, while 70 percent had a return on investment greater than three times.

Twitter:

Emphasis on search
Use of hashtags to follow trends and topics
Embedded photos and videos
Easily view context for tweets including retweets and replies to a tweet
More tweets on the home page so easier to discover new users and engage
Twitter has over 500 million registered users, but just 140 million active users
Base is the USA, whose 141.8 million accounts represents 27.4 percent of all Twitter users.
15% of online adults use Twitter
28% of black online internet users use Twitter
14% of Hispanic internet users are active on Twitter
12% of white internet users are active on Twitter
The 18-29 demographic is most represented on Twitter, at 29% of user base, ahead of those aged 30-49 (14%) and 50-64 (9%)
14% of online men use Twitter vs 15% of online women
Roughly 9% of US adult Internet users are on Twitter
The average Twitter user has 27 followers
25% of Twitter accounts have no followers
40% of Twitter accounts have never sent a single tweet
Only 18% of Twitter users tweet once or more a day
More than half of active Twitter users follow companies, brands or products on social networks
79% of US Twitter users are more likely to recommend brands they follow
67% of US Twitter users are more likely to buy from brands they follow

57% of all companies that use social media for business use Twitter

YouTube:

YouTube has 490 million unique visitors per month (as at Feb 2011), which generates 92 billion page views

In 2010 YouTube reached 700 billion playbacks

35 hours of video is uploaded every minute

More video is uploaded to YouTube in 60 days than the 3 major US networks created in 60 years

Users on YouTube spend a total of 2.9 billion hours per month (326,294 years)

Google+ :

Google+ was the fastest social network to reach 10 million users at 16 days

(Twitter 780 days and Facebook 852)

Google Plus experienced an increase of 55% in traffic in December 2011 from November 2011

Though Google+ is secretive about the number of users, it has been reported that there are 62 million Google+ users

Other Social Networks:

3,500 photos are uploaded each second on Flickr

Flickr hosts over 5 billion images

Instagram reached 13 million users 13 months after launch

There are over 150,000,000 photos uploaded with Instagram

Foursquare sees 2,000,000 check-ins a week

15 million people have Foursquare accounts (as at Dec 2011)

Wikipedia hosts over 17 million articles

There are over 91,000 Wikipedia contributors

QR Codes:

QR code uptake has increased 4589% from early 2010 to early 2011

56% of QR codes appear on product packaging

The majority of users expect to receive a coupon or deal from scanning a QR code

11 out of 50 Fortune companies are incorporating QR codes into their marketing strategy

68% of QR codes are scanned via an iPhone

General social media statistics:

Women are more active on social media than men – 55% vs 45%

North American consumers show the strongest interest in using social media for deals (45%)

A 2011 study confirmed that social media users dine out more and are more likely to become return customers

43% of all online consumers follow or are a fan of a brand

57% of people talk to people more online than they do in real life

15% of 16-24 year olds prefer to receive customer service via social media over any other method, compared to just 8% of 25-34 year olds and 3% of those aged 35-44

Social media use is becoming much more even across age groups

Coupons on social media

67% of customers will like a Facebook page to save 25% or more

17% will tweet or retweet a deal to save 25% or more

28% of consumers share deals through social media

12% have looked for deals on social media sites using their smartphones

STEP 3: EXPANDING YOUR REACH

Social media channels are a useful place to solicit customers as well as have them find you. Once you've established your presence on social media channels, incentivizing the audience to become subscribers is the most effective approach to expanding your reach. By incentivizing your audience, you will be converting them into subscribers more quickly. These are all good ways to incentivize the conversion from audience to subscriber and from subscriber to advocate:

Charitable contributions – Set Goals and Give Back

Exclusive Prizes & Discounts

Providing access to exclusive content and sneak peeks

Providing the ability to speak with other customers or an expert from your brand

Leverage your network (common connections with friends and followers) to find out what kinds of incentives interest your subscribers. Set tiered goals for growth and reward all of your followers when those are achieved. This way, you're incentivizing subscribers to become advocates who will share and endorse your content, convincing more of their own networks to join you.

When contacting your subscribers, keep in mind that these are all people who have enough in common with your brand to follow it. They will appreciate being spoken to with your brand's voice and rewarded with prizes that are relevant to your business.

General tactics:

Personalize all invitations

Be clear about why you are contacting them

Accept all inbound invitations

Incentivize 'likes' with custom welcome pages

Add sharing links to all your content

Recommend and endorse your partners

Communicate directly through personalized email, IM & chat

STEP 4: NURTURING RELATIONSHIPS

After establishing a following, the real work begins. Nurture those relationships and they will become your key advocates. For businesses and individuals alike, this is often one of the most challenging aspects of a social media plan.

Engage in conversations

Give your opinion on content (piggy back on popular news)

Give users exclusive offers.

Inject personal stories

Turn your posts into questions

Tell people to please comment/respond

Personalize status updates

Key partners:

Authors and bloggers in your industry

A competitor if selling different product/service that augments yours

Media contacts

Partners:

Connect with on multiple sites

Comment on their discussions

Ask them for their opinions

Then approach them with “I want to market your product/service”

Tools: Facebook Offers, Foursquare Perks, Yelp Check-in Offers, Google Offers

STEP 5: PROPERLY MAINTAINING YOUR PRESENCE

Maintaining your presence daily is critical to staying top of mind. However, there is a fine balance as to what is acceptable engagement and what can be perceived as annoying. When planning your workflow for doing social media, keep it simple and consistent. Allocate 15 minutes each morning, afternoon, and evening.

Daily tasks:

Update status on all sites

Respond to all direct messages

Twitter: respond to @mentions and brand hashtags

Facebook: respond to comments on older posts and photos

LinkedIn: respond to requests and group conversations

Search for conversations on sites to participate in:

Twitter: Retweet if you are short on time

Facebook: Look at key pages, newsfeed, profile page

LinkedIn: Groups and Answers sections

Frequency and timing:

Facebook:

Unsubscribe rates increase past 3 posts/day but actually level off at higher frequencies. Every business is different so it's important to experiment to find what works best for your audience.

Weekend and off-peak hours from 2PM – 5AM receive the highest interaction rates

Content: posts with photos receive the highest interaction followed by: status updates, video, music, and links

Call-to-action: use the terms “Like” and “Comment” to receive the highest interaction

Length of post: interestingly enough, interaction increases as the length of the status message increases

Newsfeed: in the first hour of an update, half of the users who will click on your post will have done so, with 90% of the clicks occurring within 9 hours of the post going live

Twitter:

The Eastern and Central time zones combined represent almost 80% of the US population

About 6% of all retweets on Twitter occur at 5pm ET

You'll get a better click-through rate if you tweet 1-4 times per hour, midweek or on weekends, either at noon or 6pm ET

Efficiency tools to consider using: Ping.fm, Buffer, TweetDeck, Hootsuite

Consider hiring a consultant to maintain consistent activity.

STEP 6: TRAINING CUSTOMERS TO TALK ABOUT YOU

This is one of the most important concepts to time management as it related to social media. While engaging in your social media efforts, always think about how to get your customers to talk about you.

Benefits:

Saves time

Customers are doing your marketing for you

More powerful than you talking about yourself

Tactics:

Over deliver in your business

Align with their interests

Show them why it benefits them to talk about you

Launch a contest or give an award

Offer referral or affiliate programs

Reciprocity

BEST PRACTICES

- Focus on “who.” Build your strategy around your best customers
- Include building partnerships as part of your strategy
- Tell people to talk about you
- Leverage the strengths of each social platform
- Cross-connect your networks
- Update your content across all platforms
- Consider getting help to maintain consistent communications